



Art Works for Virginia 2020
Arts + Social Impact: Community Solutions Through the Arts
January 29, 2020
Hilton Richmond Short Pump Hotel and Spa

CONFERENCE SCHEDULE (subject to change)

8 – 9	Check-in, Networking, Continental Breakfast	Lobby
9 – 10:15	Welcome	Ballroom FG

Janet Starke, Executive Director
Virginia Commission for the Arts

Matthew Conrad, Chair
Virginia Commission for the Arts

Opening Keynote

Arts + Social Impact: A Model for Art and Its Power for Dialogue and Community Connectedness

Presenters: Bryan Doerries, Co-founder and Artistic Director, Theater of War Productions; Phil Woodmore, Conductor and Musical Director, Theater of War Productions

Performers: Desiree Roots, Tribute (First African Baptist Church, Richmond)

The arts have long been said to be a reflection of the human experience. Since 2009, Theater of War Productions has worked with leading film, theater, and television actors to present dramatic readings of seminal plays—from classical Greek tragedies to modern and contemporary works—followed by town hall-style discussions designed to confront social issues involving war and mental health, racism and social justice, addiction and substance abuse, and much more. In that time, the company has

facilitated events for more than 100,000 people through 20 community projects. Hear from the company's co-founder and artistic director, and musical director; and hear excerpts from two of their projects—*Antigone in Ferguson* and *The Drum Major Instinct*.

10:15 – 10:30 Networking Break

10:30 – 11:20 Concurrent Sessions 1

Think Like a Region: Advancing Arts Learning in Rural Areas Ballroom AB
Part 1

Presenter: Lisa Donovan, Ph.D., Professor, Fine and Performing Arts Department, Massachusetts College of Liberal Arts

Whether you're located in a rural region or looking to support arts learning in rural or remote areas, this session will provide you with proven models and effective strategies for increasing access to arts education through regional network development. Drawing on recent research and concrete case examples with demonstrated success, you will learn how regional collaboration can be fostered and networks activated, both within and beyond the arts sector, to leverage change and maximize impact. In the Berkshires, for example, rural networks have come together to develop a county-wide action Blueprint, create a digital portal to exchange arts integration resources, and launch of a county-wide professional development program for area educators. We'll discuss how these and other promising practices and actions across rural regions can be translated and adapted to your own unique context.

This workshop is comprised of two sessions. In Session 1, participants will:

- Learn how rural areas can create regional collaboration through network development
- Learn how networks can be activated and/or created to foster regional change
- See how research in rural arts education can be translated to a specific context
- Consider how cross sector work can leverage change and align efforts
- Examine exemplars of regional change in a case study of Berkshire County including
 - Research on leveraging change: increasing access to arts education in rural areas
 - A Blueprint for arts education across the county,
 - The creation of a digital portal for exchange of resources and arts integration resources
 - The creation of a network for education stakeholders in area arts organizations

Everyday Advocacy Ballroom CD

Presenter: Kelly J. Barsdate, Chief Program Officer, National Assembly of State Arts Agencies

Do you want to advocate for the arts but need help fitting it into your busy schedule? Or perhaps you are just getting started as an advocate and want to know what first steps to take? This is the session for you all! Join us to learn practical steps you can take year-round to grow support for

the arts in Virginia. All artists, arts organizations, educators, nonprofit board members and community stakeholders can help.

Cultural Sensitivity in Arts Programming

Henrico Room

Presenter: Dr. Dena Jennings, Physician, Artist
Commissioner, Virginia Commission for the Arts

IDEA: What does it mean to include and be included?

With a focus on cultural sensitivity, explore what inclusion means and how to successfully achieve it. In this interactive presentation, Dr. Dena Jennings will lead the attendees through an allegory of artistic expression and culture.

Artists will learn to discern appreciation from appropriation of their work. Organizers will gain an understanding of how to expand your programming and projects to be a clearer reflection of our human family.

Community Creativity

Short Pump

Presenter: Kelly O'Keefe, Managing Partner of Brand Federation;
Former Managing Director, VCU Brandcenter

How to transform causes and communities with the power of creative communications.

Those who have ability to capture the attention and imagination of the public have real power – the power to revive stale brands, to launch new innovations, to win support for causes, to inspire people to action, to drive growth for declining communities, even to change the outcome of elections. But in a world filled with digital distractions, fragmented communities and conflicting interests, it can be almost impossible to be heard. In this interactive presentation, Organizational Brand Strategist, Kelly O'Keefe, will explain the link between creativity and communications, demonstrating how communities and causes can benefit from bringing originality and conviction to their messages.

11:30 – 12:20 Concurrent Sessions 2

Think Like a Region: Advancing Arts Learning in Rural Areas Part 2

Ballroom AB

Presenter: Lisa Donovan, Ph.D., Professor, Fine and Performing Arts Department,
Massachusetts College of Liberal Arts

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This workshop is comprised of two sessions. In Session 2, participants will:

- Create planning maps based on the strengths weaknesses, opportunities and challenges specific regions
- Consider how promising practices across rural regions can be translated in one's unique context

Facing Tough Questions about Arts Support

Ballroom CD

Presenter: Kelly J. Barsdate, Chief Program Officer, National Assembly of State Arts Agencies

We've all encountered hard questions about public support for the arts, like "How can we afford the arts when our community has so many other needs?" or "Why can't private donors or ticket buyers, instead of government, pay for the arts?" Constructive responses can help us expand the base for arts support—local, state and federal. Come to this highly interactive session to generate ideas and best practices for conducting productive and positive conversations about the arts.

Grants Opportunities from National Endowment for the Arts

Henrico Room

Presenter: Andi Mathis, State and Regional Specialist
National Endowment for the Arts

Established by Congress in 1965, the National Endowment for the Arts is the independent federal agency whose funding and support gives Americans the opportunity to participate in the arts, exercise their imaginations, and develop their creative capacities. Learn more about all the current grants opportunities available from the National Endowment for the Arts from Endowment staff.

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demonstrating how communities and causes can benefit from bringing originality and conviction to their messages.

12:30 – 2 Luncheon Program

Ballrooms FG

Musical Performance

Presentation of Art Stars Awards

Recitation

Special Welcome and Introduction

Luncheon Keynote

Christylez Bacon, Hip Hop Artist
Hunter Applewhite, President
Dominion Energy Charitable Foundation
Katherine Ngyuen
2019 State Champion, Poetry Out Loud
Pamela Northam
First Lady of Virginia
Mary Anne Carter
Chairman, National Endowment for
the Arts

2 – 2:15 Networking Break

2:15 – 3:05 Concurrent Sessions 3

**Don't Bet on Goliath: How Small Nonprofits Can Win Big
in the Current (and Challenging!) Economic Climate**

Ballroom AB

Presenter: Alan R. Hutson, Jr., MPA, CFRE

Does your nonprofit ever feel eclipsed by larger nonprofits with larger marketing budgets? We can't out-spend them in advertising. We can't out-spend them on acquisition. And we can't change the fact that they are brand names while many of our organizations are still claiming "we're the best-kept secret in town."

In his book, "David and Goliath: Underdogs, Misfits, and the Art of Battling Giants," Malcolm Gladwell describes why the Goliaths of the world are consistently overrated. This session uses examples to illustrate the (often inevitable) downfalls of being a Goliath.

From the lens of a small nonprofit, we will examine some of the preliminary results from tax reform, parallels between now and 2001 and 2008, and strategies from small organizations who have flourished amidst periods of chaos.

Ready to ditch the best-kept-secret label and find out what you CAN do to compete? Attend this highly interactive session to learn practical, field-tested approaches to fundraising for smaller nonprofit organizations.

Protecting Your Content - Basics of Copyright Law

Ballroom CD

Presenter: Justin Laughter, Attorney, Threshold Counsel, PC

Copyright protects original works of authorship fixed in a tangible form. In other words, copyright protects content (e.g., photographs, writings, code, paintings, music, video,

etc.). If you are an artist, photographer, musician, writer, or a business or nonprofit organization engaging creators of content, then this is a session for you. Learn the basis of copyright creation, ownership, duration, protection, licensing, and enforcement.

New 2020 Fine Arts Standards of Learning

Henrico Room

Presenter: Kelly Bisogno, Coordinator of Fine Arts
Virginia Department of Education

This session will focus on updates of Fine Arts instruction from the Virginia Department of Education, including the proposed 2020 *Fine Arts Standards of Learning* and the development of resources and professional development to support implementation of the Standards. This session will focus on both sharing information and sharing ways you can be involved with and supportive of public school fine arts instruction in the Commonwealth.

Thoughtful Design for Sensory-Friendly Programming

Short Pump

Presenters: Lisa Baehre, Executive Director, Sandler Center Foundation;
Karen Phillion, President and CEO, Virginia Symphony Orchestra

Across the Commonwealth, presenting and producing organizations are programming audience experiences that take into account children, youth and adults with varied levels of sensory, developmental, and learning abilities. Hear how the Virginia Symphony Orchestra and Sandler Center for the Performing Arts have developed programs and programming that engages these audiences in authentic and appropriate ways that uplift and empower the audience member. Also, engage in discussion of other strategies/programs with fellow presenting/producing organizations from across the state.

3:05 – 3:25 Networking Break

3:30 – 4:20 Concurrent Sessions 4

**Don't Bet on Goliath: How Small Nonprofits Can
Win Big in the Current (and Challenging!) Economic Climate**

Ballroom AB

Presenter: Alan R. Hutson, Jr., MPA, CFRE

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Protecting Your Brand - Basics of Trademark Law

Ballroom CD

Speaker: Justin Laughter, Attorney, Threshold Counsel, PC

Artists, businesses, and nonprofit organizations work relentlessly to provide quality services and products and to build their studio, business, or program name in the community. This brand recognition fuels sales, growth, and stature. Unfortunately, though, other providers may begin offering similar services in the market under a similar name. Confusion caused by this use not only has the potential to siphon off business, but also cause confusion as to the source of a good or service. This session will provide an overview of trademark creation, ownership, duration, protection, licensing, and enforcement. Attendees will have a better understanding of trademark rights and the steps necessary to protect those valuable rights.

Giving Voice So That Others May See

Henrico Room

Presenters: Jim Wark, CEO, Virginia Voices;
Sarah "Sassy" Rychalski, Live Audio Description Program Coordinator,
Virginia Voices; Alex Wiles, Volunteer, Virginia Voices

Virginia Voice is a non-profit organization whose mission is to connect individuals with disabilities to information, culture and community using technology and the human voice. Learn about their programs and services that make the performing arts accessible to audiences of all abilities, particularly how they uniquely apply audio descriptions to making the arts come alive for audiences with special abilities.

Connecting Communities: Public Art, Pop-Ups, and (other) Creative Placemaking

Short Pump

Presenters: Michelle Bixler, Director of Community Development, Town of Strasburg;
Douglas Jackson, Arts and Culture Coordinator, City of Roanoke
Daniel Guzman, Curator of Public Programs, Torpedo Factory Art Center,
City of Alexandria Office of the Arts

The arts are playing an increasingly integral role in the fabric of community life, from small towns, to mid-sized cities and major metropolitan areas. Learn more about how three varying communities have made the arts a part of their master plan, and how they are using the arts for increased and meaningful community engagement experiences.

4:30 – 5:30

Closing Reception

Featuring musicians from Bio Ritmo

Lobby

NEW Members of the VCA Touring Directory

Special Guest: Eileen Filler-Corn, Speaker, Virginia House of Delegates

Ongoing Throughout the Day

Art Installation – Art Works in ...

Be sure to visit Artist Carl Patow in the Lobby, and give your voice and artistic contributions to a special interactive group project.

Strategic Plan: 2021 – 2024

Give feedback to the VCA's working Strategic Plan 2021 – 2024, by taking time to visit with facilitators Amy Nisenson and Amy King, located in the Lobby.

