NASAA Assembly 2018 Agenda

Current as of 10/17/18

See also: http://conferences.nasaa-arts.org/agenda-and-sessions/

Sessions take place at the conference hotel (the Hyatt Regency, Baltimore Inner Harbor) and local cultural venues. Session topics and times are subject to change.

Assembly participants: Consider arriving Wednesday night to explore Baltimore or to visit the NASAA board’s open session Thursday morning. Stay through Saturday to catch the Joint State Arts Agency/State Arts Action Network Forum and the Charm City Fringe Festival.

Tuesday, October 30

10:00 a.m. – 7:00 p.m.  Arts Education Managers Professional Development Institute*

NASAA cooperates with the National Endowment for the Arts (NEA) to offer an annual Professional Development Institute (PDI) for state arts agency arts education managers. This year's PDI focuses on the effects of trauma on schooling, as well as opportunities to promote individual and community resilience through arts education. PDI attendees examine the job-specific leverage points available to them to apply the PDI’s learning in each state. PDI sessions take place at a variety of venues unique to Baltimore that demonstrate innovative and inclusive arts education programming. Visit http://conferences.nasaa-arts.org/pdi/ for agenda details.

2:00 – 5:30 p.m.  Folk & Traditional Artists Preconference*

Columbia & Frederick Rooms, Second Floor

This gathering provides a national scale and facilitated opportunity to discuss the value and impact of the folk and traditional arts, to consider strategies for increasing support and awareness, and to envision a robust future for the field. Participants include representatives of national, regional, and state folklife agencies, cultural advocates, educators, traditional arts practitioners, directors of cultural programs and community organizations, curators, media producers, and National Endowment for the Arts (NEA) National Heritage Fellows. This preconference is offered through a cooperative agreement between the NEA and NASAA.
Evening

**NASAA Executive Committee Meeting**
Officers of the NASAA board of directors meet in this (closed) session.

**Wednesday, October 31**

8:30 a.m. – 5:00 p.m. **Arts Education Managers Professional Development Institute**
Day two of the annual PDI for state arts agency arts education managers. This year's PDI focuses on the effects of trauma on schooling, as well as opportunities to promote individual and community resilience through arts education. Visit [http://conferences.nasaa-arts.org/pdi/](http://conferences.nasaa-arts.org/pdi/) for agenda details.

8:45 a.m. – 4:45 p.m. **Folk & Traditional Arts Preconference**
*Conway Room, First Floor, and Columbia & Frederick Rooms, Second Floor*
Day two of this preconference, designed to assess the value and impact of the folk and traditional arts, to consider strategies for increasing support and awareness, and to envision a robust future for the field.

9:00 a.m. – 3:30 p.m. **NASAA Board of Directors Meeting**
*Chesapeake A & B, Third Floor*
The NASAA board of directors meets in this (closed) session.

9:00 a.m. – 5:30 p.m. **Accessibility Managers Preconference**
*Baltimore & Annapolis Rooms, Second Floor*
State arts agency and regional arts organization accessibility coordinators are invited to this session, coordinated by the National Endowment for the Arts Office of Accessibility. Participants learn about resources and build connections to help them facilitate access to cultural events, programs and activities for all audiences.

**Thursday, November 1**

8:30 a.m. – 12:00 p.m. **Arts Education Managers Professional Development Institute**
Day three of the annual PDI for state arts agency arts education managers. This year's PDI focuses on the effects of trauma on schooling, as well as opportunities to promote individual and community resilience through arts education. Visit [http://conferences.nasaa-arts.org/pdi/](http://conferences.nasaa-arts.org/pdi/) for agenda details.
8:45 a.m. – 12:00 p.m.  Folk & Traditional Arts Preconference  
*Columbia & Frederick Rooms, Second Floor*
Day three of this preconference, designed to assess the value and impact of the folk and traditional arts, to consider strategies for increasing support and awareness, and to envision a robust future for the field.

9:00 – 11:30 a.m.  NASAA Board of Directors Meeting  
*Chesapeake A & B, Third Floor*
This board meeting is open to NASAA members.

1:00 – 2:30 p.m.  Assembly 2018 Opening Plenary Session & Roll Call of the States  
*Constellation Ballroom A & B, Second Floor*
Raise your voice and participate in a NASAA tradition—the annual roll call of the states and jurisdictions! In addition to a welcome from our Assembly host, the Maryland State Arts Council, enjoy a performance by Maryland artist Akua Allrich and hear an original poem—composed especially for state arts agencies!—by former NASAA CEO Jonathan Katz.

3:00 – 5:00 p.m.  Peer Sessions
These sessions offer state arts agency staff and council members the opportunity to network and exchange ideas within job-alike groups. The agenda development and discussions all are led by volunteers from the field.

- Arts Education Managers  
  *Constellation Ballroom E, Second Floor*

- Chairs & Council Members  
  *Constellation Ballroom D, Second Floor*

- Communications Managers/PIOs  
  *Annapolis Room, Second Floor*

- Community Development Coordinators  
  *Calvert & Pratt Rooms, Third Floor*

- Deputy/Assistant Directors
  3:00 - 3:30:  *Constellation Ballroom F, Second Floor*
  3:30 - 5:00:  *Frederick Room, Second Floor*

- Executive Directors  
  *Constellation Ballroom C, Second Floor*

- Folk & Traditional Arts Coordinators  
  *Baltimore Room, Second Floor*

- Grants & Fiscal Officers  
  *Constellation Ballroom F, Second Floor*

More
6:30 – 8:30 p.m. Opening Reception & NASAA 50th Anniversary Celebration
American Visionary Art Museum
800 Key Highway
Baltimore, Maryland 21230
410-244-1900
The American Visionary Art Museum is the world's largest museum celebrating art produced by self-taught individuals, whose works arise from an innate personal vision that revels in the act of creation. It's the perfect setting to celebrate creativity, enjoy the Bachelor Boys Band and commemorate NASAA's 50th anniversary. The evening is a masquerade and costume party, so dress in your finest or funkiest, or just come as you are and see what others are wearing!

Shuttle buses to the American Visionary Art Museum depart from the Charles Street entrance of the hotel, located on the first floor. The first bus departs the hotel promptly at 6:20 p.m. The final bus departs the museum for the hotel at 8:30 p.m.

Friday, November 2

Morning

Breakfast on your own

7:30 a.m. – 4:00 p.m. NASAA Assembly 2018 Registration
Constellation Foyer, Second Floor

8:00 – 8:45 a.m. People of Color Affinity Group
Constellation Ballroom F, Second Floor
Open to staff and council members who self-identify as people of color. Our white colleagues may contact NASAA about other opportunities to support our diversity, equity and inclusion work.

Research Affinity Group
Constellation Ballroom E, Second Floor
All interested attendees are invited to discuss evaluative practices at state arts agencies.

9:00 – 10:00 a.m. Morning Plenary Session
Constellation Ballroom A & B, Second Floor
Christopher Bedford, the Dorothy Wagner Wallis director of the Baltimore Museum of Art, highlights how to engage diverse communities around issues of race, culture and inclusion. He also offers expertise and provocative ideas about forging new pathways to relevance and public value for cultural institutions. Maryland State Arts Council member Carla Du Pree moderates a Q&A session.
10:30 a.m. – 12:30 p.m. Deep Dives:

**Equity in the Panel Room**
*Constellation Ballroom D, Second Floor*
How can your agency guard against implicit bias in your grant-making process? What are the hallmarks of best practices in bringing greater racial equity to arts funding? This session invites you to discuss these questions and offers practical tools you can use to strengthen your funding procedures. Join this conversation to mine newly released lessons learned from the Equity in the Panel Room initiative, which convened public and private arts funders in a rigorous self-assessment journey designed to enhance the responsiveness, accountability and accessibility of arts funding programs.

*Facilitators:* Pam Breaux, President and CEO, NASAA; Ken May, Executive Director, South Carolina Arts Commission

*Presenters:* Moira Brennan, Executive Director, MAP Fund; Emilya Cachapero, Director, Artistic and International Programs, Theatre Communications Group

**Communicating with the Media**
*Constellation Ballroom F, Second Floor*
Master the art of staying on message! This workshop hones your interview skills and increases your impact as a credible and convincing spokesperson for the arts. With coaching from a media relations and government affairs expert, you learn to answer common questions that frequently arise during arts funding controversies. Participate in this session to gain hands-on experience and learn to avoid common pitfalls in media relations.

*Facilitator:* Leah Frelinghuysen, Founder, Monarchy PR

**Leading Inclusive Dialogue**
*Columbia & Frederick Rooms, Second Floor*
Dialogue and collaboration are fundamental to state arts agencies’ work, but it's not always easy to bring diverse stakeholders together. Rather than relying on the same views and voices, how do we create the conditions for meaningful and inclusive conversations? In this workshop, we explore facilitation methods to expand conversations and tap into often missed but deeply valuable perspectives. Learn practices that level power differences, elevate voices and ultimately lead to higher levels of collaboration, learning and innovation. This session is especially valuable for anyone who chairs board meetings, leads community based work, conducts trainings or facilitates planning forums.
Facilitator: Tiffany Quivers, Leadership Development Consultant, Q&A LLC

Getting Beyond Political Acrimony  
*Constellation Ballroom C, Second Floor*  
Political polarization and ideological silos are affecting our nation’s public discourse. Simultaneously, many Americans are longing for a new civility and a way to bridge divides, debate issues and find solutions to shared problems. How can arts advocates navigate this landscape of extremes? How can we foster civil dialogue and elevate the value of the arts to all people, of all political persuasions? Drawing on national polling data, neuroscience and your own state’s experiences, this session explores ways to build common cause around public support for the arts.

Facilitator: Kelly Barsdate, Chief Program and Planning Officer, NASAA

Stories That Matter: Cultivating Community through Story  
*Baltimore & Annapolis Rooms, Second Floor*  
Explore the role of storytelling as a tool for conflict prevention, community development and social change. Through examples of social justice, race relations and community cooperation, as well as a collective storytelling experience, Sirah explains how personal relations developed through storytelling can help us to frame discussions to build stronger, more cohesive communities.

Facilitator: Kiran Singh Sirah, President, International Storytelling Center

Transformational Technology  
*Constellation Ballroom E, Second Floor*  
Across all disciplines, technology continues to transform the way art is produced, consumed and distributed. Additionally, it has the power to increase the reach of the arts and engage audiences in profound ways. During this collaborative session, state arts agencies gain an overview of the challenges and opportunities within the contemporary arts and technology field and explore their role in cultivating practices to support a thriving ecosystem within the greater creative economy.

Facilitator: Jax DeLuca, Media Arts Director, National Endowment for the Arts

12:30 – 1:30 p.m.  
Networking Luncheon  
*Atrium, Second Floor*
1:30 – 3:00 p.m.  

Plenary Session with the National Endowment for the Arts  
*Constellation Ballroom A & B, Second Floor*

NEA leadership joins the Assembly to reflect on the importance of the arts and discuss how the NEA and the states work together to help America to thrive through the arts. This session also features Antoine Hunter, founder of the Bay Area Deaf International Dance Festival, to share his story of perseverance and achievement as a deaf African-American dancer.

3:00 p.m.  

Out and About: Baltimore Arts & Entertainment Districts

The Maryland State Arts Council is nationally recognized for its work with arts and entertainment districts. Now is your opportunity to engage with a few of those districts and see what makes them so special! Baltimore is home to three state-designated Arts & Entertainment Districts, and we want you to go out and explore what they have to offer. These excursions are sponsored by University of Maryland, Baltimore. Special thanks to Maryland State Arts Council and Baltimore Office of Promotion and the Arts.

*Explore Baltimore's Arts & Entertainment Districts at your own pace. Transportation options and arts district opportunities are available in the Constellation Foyer (second floor).*

*Bromo Tower Arts & Entertainment District*  
"The Bromo" is downtown Baltimore's Arts & Entertainment District. It is home to more than 20 arts organizations, including Everyman Theatre and the Hippodrome, Maryland Art Place, EMP Collective and Arena Players, the oldest African-American theatre company in the country. Take in a Charm City Fringe Festival performance while you're here.

*Highlandtown Arts & Entertainment District*  
Highlandtown is vibrant, creative, international and eclectic. It is home to the Creative Alliance, Great Halloween Lantern Parade, Highlandtown Wine Festival, Highlandtown Gallery, Y:ART Gallery and more. It's a neighborhood of makers: designers, jewelry makers and puppeteers work alongside coffee roasters, piñata makers and chefs. Originally settled by immigrants from Germany, Poland and Italy, community members now come from five continents, including Africa, Asia, Europe and the Americas.
Station North Arts & Entertainment District
Located in the heart of Baltimore, Station North was the first area in the city to receive the state designation as an Arts & Entertainment District, in 2002. Station North employs an arts based revitalization and placemaking strategy by managing quality public art projects, providing thought-provoking programming, and forging strong, supportive relationships with local artists, designers, residents, businesses and institutions.

Evening

Dinner on your own
Best known for fresh seafood, Baltimore’s emerging foodie culture includes a growing craft beer and cocktail scene, restaurants in historic neighborhoods (Little Italy is a short cab ride away!) and a diverse array of dining spots, from casual pubs to diners to waterfront restaurants.

8:00 – 9:30 p.m.

Donor Reception
Pisces Room, 15th Floor
Join your fellow NASAA supporters to enjoy delicious desserts, celebrate our community and raise a toast to NASAA’s 50th anniversary. Bass clarinetist Todd Marcus performs. All individual donors and conference supporters are invited.

Saturday, November 3

8:00 – 9:00 a.m.

NASAA Leadership Awards Breakfast
Constellation Ballroom D, E & F, Second Floor
Give a round of applause to our field’s most outstanding leaders: the 2018 Gary Young Award and Distinguished Public Service Award winners.

9:30 – 10:15 a.m.

Briefing Sessions I:

Flashes of Inspiration 2018
Constellation Ballroom C, Second Floor
Flashes of Inspiration once again brings you the best and brightest ideas and programs from state arts agencies across the nation. Enjoy an inspiring mix of fun and information captured in five-minute bites. Half of the Flashes of Inspiration are presented at Briefing Sessions I, and the other half at Briefing Sessions II. II. Flashes of Inspiration is sponsored by Mid-America Arts Alliance.
**Briefing Sessions I Flashes of Inspiration**  
**Moderator:** Patricia Mullaney-Loss, Research Associate, NASAA

**California Arts Council,** Arts Interventions for Social Justice: California’s Reentry through the Arts Program

**Instituto de Cultura Puertorriqueña,** Cultura Rodante

**Minnesota Citizens for the Arts & Creative Minnesota,** Creative Minnesota – Local Tools for Advocacy

**Montana Arts Council,** Montana Teacher Leaders in the Arts

**Nebraska Arts Council,** Mastering the Arts in Rural Nebraska

**South Arts,** Jazz Road

**Briefing Sessions II Flashes of Inspiration**  
**Moderator:** Paul Pietsch, Research Manager, NASAA

**Delaware Division of the Arts,** Arts in the Libraries

**Georgia Council for the Arts,** Vibrant Communities

**Kansas Creative Arts Industries Commission,** Arts in Medicine

**Maryland State Arts Council,** A Marriage Made in Art: State Arts Agency and State Advocate

**Mass Cultural Council,** EBT Card to Culture: Amplifying the Power of Culture

**New Jersey State Council on the Arts,** Performing Arts Readiness Project

**Indigenous Engagement**  
*Annapolis Room, Second Floor*  
Many states are home to large Native American or Alaska Native populations, and relationships between those constituents and public arts agencies can vary widely. This session features four state arts agencies working in concert with the unique indigenous cultures within their states to create programs that support both the traditional and contemporary approaches of native artists.
**The Arts and Rural Prosperity**
*Baltimore Room, Second Floor*

Join representatives from the National Governors Association (NGA) Center for Best Practices for a special preview of their forthcoming Governors Guide on leveraging the arts to strengthen rural communities. This research, conducted in cooperation with the National Endowment for the Arts (NEA) and NASAA, examines the arts as a catalyst for building vibrant, resilient and sustainable rural economies. It offers five specific policy options to help governors foster creative enterprises and harness the arts to grow jobs, stimulate cultural tourism and nurture a desirable quality of life for rural America.

*Moderator:* Kelly Barsdate, Chief Program and Planning Officer, NASAA

*Presenters:* Mike Bartlett, Senior Policy Analyst, NGA; Andi Mathis, State and Regional Specialist, NEA; Sally A. Rood, Senior Policy Analyst for Economic Development, NGA

**The Rising Generation: A Typology for Engaging Millennials**
*Columbia Room, Second Floor*

Engaging millennials meaningfully in arts advocacy has been a recurring topic of conversation in our field. They are already the largest group of potential voters and look poised to influence the American political landscape for decades to come. But what exactly are their political views? As a demographically and economically diverse group they unsurprisingly hold a diverse set of opinions. This session offers an in-depth discussion of a recent study of millennial political ideology.

*Presenter:* Abby Kiesa, Director of Impact, The Center for Information & Research on Civic Learning and Engagement at Tufts University
Visualizing Equity in Grant Making
Charles Room, Third Floor
The public sector plays an important role in advancing equitable arts funding. But how can a state arts agency discern whether the distribution of its grants matches its state demographics? This session helps state arts agencies visualize the answer. It highlights interactive data dashboards that NASAA has created for every state, showing how grants reach diverse populations and underserved communities. NASAA provides an overview of the work, including national findings and the potential benefits to state arts agencies. The California Arts Council then shares how it has used the data for council communications and to investigate program equity.

Presenters: Anne Bown-Crawford, Executive Director, California Arts Council; Josy Miller, Ph.D., Arts Education Programs Specialist, California Arts Council; Ryan Stubbs, Senior Director of Research, NASAA

Vitality + Arts
Calvert & Pratt Rooms, Third Floor
Arts education programs can inspire and enable older adults to learn, make and share the arts in ways that are novel, complex and socially engaging. These artful aging programs are led by teaching artists whose creative process and understanding of older adults bring connection, improved health and well-being, and a renewed sense of purpose to older adults in community and residential settings. Discover lessons learned and the impact of Aroha Philanthropies's Vitality Arts program on the field of creative aging. This session is sponsored by Aroha Philanthropies.

Moderator: Sue Gens, Executive Director, Minnesota State Arts Board

Presenters: Teresa Bonner, Executive Director, Aroha Philanthropies; Maura O'Malley, CEO and Cofounder, Lifetime Arts

What's Your Brand?
Frederick Room, Second Floor
Aligning public perception to your core values is one of the keys to a strong and effective agency. When your agency's public purpose is apparent across all of your communications, your constituents will be more engaged, will better recognize your impact on their lives and will know that they have a part to play. All of this starts with the "face" your agency shows. Join your peers from the Ohio Arts Council and the Tennessee Arts Commission for insights into how and why they took the time and effort to rethink their brands to align with their
work and communicate more meaningfully with constituents.

*Presenters:* Suzanne Lynch, Director of Marketing and Development, Tennessee Arts Commission; Justin Nigro, Operations & Public Affairs Director, Ohio Arts Council

**10:30 – 11:15 a.m.**

**Briefing Sessions II:**

Sessions and locations of Briefing Sessions I repeat at this time. Exception: Half of the Flashes of Inspiration are presented at Briefing Sessions I, and the other half at Briefing Sessions II (see above for listing).

**11:30 a.m. – 1:00 p.m.**

**Closing Session & Business Meeting**

*Constellation Ballroom A & B, Second Floor*

After our annual NASAA business meeting, the closing ceremonies include a soulful performance by Baltimore based [Cris Jacobs](#) and his band.

**1:15 – 3:00 p.m.**

**Joint State Arts Agency / State Arts Action Network Forum**

**Polling Data to Empower Advocacy**

*Constellation Ballroom E & F, Second Floor*

Recent opinion polling conducted by Americans for the Arts (AFTA) and NASAA reveals surprising insights about public attitudes toward the arts. These polls also offer savvy advocates some useful ideas for galvanizing political support! This forum for state arts agencies and state arts advocacy and arts service organizations reviews the topline poll findings and invites conversation about how to make the most of the data for state and national advocacy efforts. This session is offered through a partnership with Americans for the Arts. Lunch is provided for Joint Forum participants.

*Presenters:* Randy Cohen, Vice President of Research and Policy, AFTA; Kelly Barsdate, Chief Program and Planning Officer, NASAA

* Limited travel stipends are available for these groups, thanks to cooperative agreement support from the National Endowment for the Arts. Contact NASAA for additional details.

** Americans for the Arts convenes the State Arts Action Network in Baltimore in conjunction with Assembly 2018. For more information, contact Americans for the Arts.