



Communications Managers/PIOs Peer Session
September 23, 2022

Agenda

Theme

Supporting the Role of the Communicator: Building Community and Finding Allies

Summary

NASAA Assemblies—and, particularly, NASAA Peer Group sessions—are excellent opportunities to make connections with people facing similar challenges and celebrating common achievements. Amid the COVID-19 pandemic, arts PIOs have been able to strengthen our bonds virtually, connecting more than ever before.

How can we keep our connections strong and relevant once we go back to our home states and jurisdictions? The 2022 NASAA PIO Peer Session will focus uniquely on providing communicators with allies who can help you get your job done no matter where we all live or work—whether at another state arts agency (SAA), a regional arts organization (RAO) or the National Endowment for the Arts (NEA). By fortifying and deepening our communications network, you'll get to know your colleagues and their strengths, so that we can serve each other as resources of information and sources of support in the months to come.

Agenda

9:00 – 9:30 a.m.

Icebreakers ... with a Take-away

As we get settled, we'll be checking in with each other on how we're feeling and what challenges we're facing. Even as we face those challenges, we'll be thinking about the strengths we bring to bear to overcome various obstacles and barriers.

After we get warmed up, we'll dig deeper into our strengths. On the surface, communications staff often seem like generalists, knowing a little about a lot. But, more than we might admit, we are subject matter specialists in our own right, able to get into the weeds and strategize about a wide range of issues—from grant programs to communications tools and tactics to artistic disciplines and much more.

So, let's bring it out into the open more explicitly. What's your strength? What are you known for? What's that special "thing" on your resume that makes you proud? Ultimately, about what topic(s) could your NASAA peers turn to you for help?

We'll break into small groups and talk about our special skill sets—and the uniqueness of our states and jurisdictions—as a way to get to know each other.

9:30 – 10:00 a.m. Meet Our Federal Partners: The National Endowment for the Arts

Much has changed at the National Endowment for the Arts since the last NASAA Assembly in 2018: new faces, new priorities, new plans! We'll use this time to get to know our partners at the NEA.

10:00 – 10:30 a.m. Meet Our Regional Partners: Regional Arts Organizations

Regional arts organizations are critical connectors between and among state arts agencies. Learn more about their distinctive roles within the country's arts ecosystem and how each can help you as a communicator in the arts.

10:30 – 11:00 a.m. Meet Our State Partners: State Arts Agency Presentations

Remember those strengths? A few of our PIOs across the country will present on interesting topics that are relevant to us all. Hear some presentations from your peers—and get ready to engage in a lively Q&A!

11:00 a.m.– 12:00 p.m. Meet ... Each Other!

Now that we've talked about our strengths, let's dig deeper and talk about our challenges or areas where we wish we knew more. What are you curious about? Where is your agency seeking to improve its communications?

For the first part of our breakout, we'll move into small groups so that you can get to know our presenters better based on the strengths you're seeking. For the second part of our breakout, we'll move into groups by RAO region so that you can get to know PIOs from nearby states and jurisdictions.

Coda

Now that you've met, let's already start practicing keeping in touch beyond the Assembly! Plan to meet for coffee, a drink, a meal or a visit to one of Kansas City's attractions to keep the conversation going. We'll check out of our meeting by asking you to share what you've learned, what you've appreciated, what you'd like to learn about more and what suggestions you might have for future learning opportunities.

Coordinators

[Justin Nigro](#), Ohio Arts Council
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