

## Where Art Lives The 2014 Young Audiences Arts for Learning National Conference

April 24-26, 2014 U.S. Grant Hotel, 326 Broadway, San Diego

Young Audiences Arts for Learning would like to thank the following organizations for their support. They have all played a key role in making Young Audiences' 2014

National Conference a special and memorable event:

























#### WHERE ART LIVES

The 61<sup>st</sup> Annual Young Audiences Arts for Learning National Conference April 23-26, 2014

www.youngaudiences.org

The U.S. Grant Hotel, 326 Broadway, San Diego, CA 92101 619-232-3121 <a href="https://www.usgrant.net">www.usgrant.net</a>

#### **AGENDA**

#### Wednesday, April 23, 2014

**U. S. Grant Hotel** 

2:00 pm - 6:00 pm Conference Registration Presidential Foyer, Second Level

Thursday, April 24, 2014

7:30 am – 4:00 pm Registration Presidential Foyer

Second Level

8:00 – 9:00 am Buffet Breakfast Presidential Foyer

8:45 am San Diego Artists Opening Ceremony Presidential Ballroom

Lynne Jennings and Felix Diaz Second Level

9:00 am Welcome and Greetings Presidential Ballroom

David A. Dik, National Executive Director,

Young Audiences, Inc.

Corinne Greenberg, Chair, Young Audiences, Inc.

**Congressman Scott Peters (CA-52)** 

9:15 am – 10:45 am Introduction and Keynote Speaker Alfie Kohn, Presidential Ballroom

Educational thinker, writer and activist

10:45 - Noon Networking and Break Presidential Foyer

Noon - 1:15 pm Lunch and Performances Presidential Salons B & C

Abel Silvas, mime, actor, historian, storyteller

Rob Thorsen Jazz Quartet

Announcement of new national partnership between

Young Audiences and Jones Soda.

1:30 pm - 2:30 pm **Breakout Sessions - A1 - A5** 

A1. Getting to the Core: Connecting Arts and State Common Core Curricula Senate Room

Pat Cruz, Education Director, Young Audiences of Maryland, Baltimore, MD

Second Level

Second Level

Learn how to utilize the components of *Understanding by Design* to address the Common Core State Standards (CCSS). Gain insights on the framework, misconceptions and history of CCSS; understand three stages of *Understanding by Design*; collaborate with others to experience how the CCSS may be addressed through the arts.



#### A2. Evolving Staff Structure: The Role Teaching Artists Play in Adapting Organizations to a Changing World

**Congressional Room** 

Second Level

Marsha Dobrzynski, Executive Director, Center for Arts-Inspired Learning, Cleveland, OH Stacie Sanders Evans, Executive Director, Young Audiences of Maryland, Baltimore, MD Eileen Doyle, Executive Director, Young Audiences New York, New York City, NY

A roundtable discussion on taking risks and changing organization models to hire teaching artists as salaried employees. The panelists will share their experiences in working with teaching artists and how the partnerships have evolved over the years. They will discuss their rationale for doing so, the process they used to explore the shift from independent contractor to employee, implications and lessons learned. Also to be discussed: how to remain relevant in regions where other arts organizations are on the rise, education structures are ever-changing and students are faced with personal, social and economic obstacles.

#### A3. Building Research Capacity and Vision

**Executive Room** 

Scott Sikkema, Education Director, Chicago Arts Partnerships in Education Dr. Larry Scripp, Founding Director and Senior Researcher, Center for Music and the Arts in Education, New England Conservatory and Music in Education Consortium.

Second Level

How to approach or deepen your engagement in research. The presenters explain how they formed a partnership around research and program that has allowed them to more fully describe connections between arts and learning, and how to get at causality in looking at those connections. Included will be basic notions of how to get started with research, and differentiations between research, evaluation, and assessment.

#### A4. Creative Catalyst Fund: Support for Individual Artist Projects

Salon D

*Iain Gunn*, La Jolla Playhouse, Puppetry

Second Level

Brandie Maddalena, Young Audiences of San Diego, Puppetry Alessandra Moctezuma, Professor of Art, Mesa College

Bridget Rountree, Young Audiences of San Diego, Installation Art

Facilitator: Judith Greer Essex, Founder & Co-Director, Expressive Arts Institute

Now in its second year, Creative Catalyst Fund of the San Diego Foundation teams nonprofit arts organizations with skilled individual artists from all genres. The criteria of the grants require a strong, genuine community component to each project. Panelists will talk about the background for individual artist support in San Diego, the origins of the program, and the impact on artists-- their work, careers, and connection to communities.

#### A5. How to Turn Silos into STEAM Engines: Developing and Marketing **STEAM Collaborations**

**Sycuan Parlor** 

Second Level

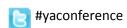
Nancy Sterman, Director of Education, Young Audiences of Western New York, Buffalo, NY

This workshop highlights the importance of the integrated, collaborative classroom while providing tools to advocate for the A in STEM on a local, regional and state-wide scale. Participants will gain tools to build a strong STEAM presence on their roster, how to communicate with principals and teachers about building school-based STEAM programs and how to collaborate with local cultural partners to strengthen your organization's mission.

2:30 pm - 2:45 pm

**Refreshment Break** 

**Presidential Foyer** 



#### **B1.** Leveraging the Power of Social Media: The New Best Practices

**Congressional Room** 

Rebecca Pogue, Program Coordinator, Young Audiences Woodruff Arts Center, Atlanta Second Level Mary Needham, Director of Development, Kansas City Young Audiences

Emily Norris, Education Associate, Young Audiences of Maryland, Baltimore, MD

Jason Rabin, Program Coordinator, Young Audiences of Massachusetts, Boston, MA

This session demonstrates how to build awareness for an organization's mission and engage staff and stakeholders as social media advocates. Participants will explore applications of technology and social media marketing tools from various Young Audiences affiliates as well as discover how to leverage these many opportunities strategically. This session is led by participants in the Young Audiences Arts-in-Education Leadership Institute.

### **B2.** Implementation of Arts Integration: Outcomes of a Three Year Professional Development Initiative

Salon D
Second Level

Dennis Doyle, Executive Director, Collaborations: Teachers and Artists

Leo Francisco, Teaching Artist, Collaborations: Teachers and Artists and YA of San Diego

Jennifer Oliver, Associate Director, Young Audiences of San Diego

Teachers, artists and Young Audiences of San Diego worked to implement an arts integration grant to provide sustained professional development to 40 elementary school teachers. This workshop will engage participants in experiential learning while documenting the roles of the partner organizations, discussing the professional development approach involving teaching artists, and examining significant outcomes for both teachers and students. Presenters reflect on key elements of the collaborative and workshop participants will be challenged to consider the implications for current or potential partnerships.

## **B3.** Rethinking Student Exhibitions: Impacting Teaching, Learning and Organizational Practice

Sycuan Parlor Second Level

*Mark Diaz,* Program Associate, Chicago Arts Partnerships in Education *Scott Sikkema*, Education Director, Chicago Arts Partnerships in Education

Most arts organizations celebrate finished student art products in an exhibition. But can an exhibition, and the process of exhibiting, extend into teaching and learning in the classroom, and into our professional developments? Can the exhibition and the practice of public sharing move the arts organization into critical self-reflection on its ways and contexts of working? Presenters share the evolution of CAPE's exhibition practice. Examples from CAPE's history will be deconstructed to expose the methods and ideas in each exhibition that propelled CAPE partners to connect social arts practice and public curating with how they teach and learn.

# **B4.** Implementing A National Digital Photography Initiative With Local Impact *Megan Leppla*, Teaching Artist, Young Audiences of Northern California *Kris Murray*, Executive Director, Young Audiences of Northern California

Senate Room Second Level

What does a premium soda company have to do with arts education? Young Audiences Arts for Learning is partnering with Jones Soda to launch a digital photography initiative for at-risk students across the country. Find out what happens when corporate goals and arts education ideals collide with extraordinary results. Learn about the comprehensive new curriculum being piloted in Oakland this spring. Find out how to take this model and fit it into your own practice; teaching artists will learn how the curriculum was developed and implemented; leaders and administrators will learn how to initiate this program in their own organization. Walk away with a fully fleshed-out curriculum tied to Common and National Media Arts Standards, a budget, and an understanding of what Jones Soda can bring to you!

5:30 pm - 6:30 pm Transportation to Host Event - Meet in Lobby – 4<sup>th</sup> Avenue Entrance

**HOST EVENT** - Sponsored by the NAMM Foundation

Maritime Museum of San Diego – The Berkeley Steam Ferryboat 1492 North Harbor Drive, San Diego, CA 92101, 619-234-9153

www.sdmaritime.org

6:30 pm - 7:30 pm Cocktails and Entertainment on board The Berkeley Steam Ferryboat

Welcome: Cathy Stephenson, Chair, Young Audiences of

San Diego Conference Committee

Music by Dani LaSalvia and Claudia Lyra

7:30 pm - 9:00 pm Dinner and Dessert on board The Berkeley

Dancing to African pop music by Bolga Zohdoomah

9:15 pm Last return shuttle to US Grant Hotel – 4<sup>th</sup> Avenue Entrance

#### Friday, April 25

8:00 am – 12:00	Registration	<b>Presidential Foyer</b> Second Level
8:00 am – 9:00	Buffet Breakfast	Presidential Foyer
9:00 am – 9:20	Welcome – <b>Jan Robertson</b> , Chair, Young Audiences Conference Committee Performance Nos De Chita	Presidential Ballroom Second Level
9:30 am – 10:30 am	Breakout Sessions – C1-C5	

C1. Turning a New Corner: The Common Core and Arts Learning

Carol D. Brown, Coordinator, Arts in Education, Eastern Suffolk BOCES

Second Level

How do arts integration and arts instruction support the goals of the Common Core State Standards (CCSS) in ELA/Literacy and Math? Gain understanding of the Common Core State Standards, learn the expectations for teachers and students, how to articulate the role of the arts and where to access curricular resources. Working together, use the Instructional Shifts, engage in strategies to scaffold text complexity and see the relationship for Tier 2 vocabulary building. Review some of the templates developed for the USDOE AEMDD grant's Creative Classroom Collaboratives for Unit Design and Documentation that can be used for planning and for teachers' Annual Professional Performance Review. Explore current NY State curriculum modules and other resources.

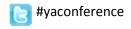
C2. Arts Empower San Diego: Moving the Needle on Arts Education

Russ Sperling, Visual and Performing Arts Coordinator, San Diego

County Office of Education

Senate Room Second Level

Felicia Shaw, Director of Arts and the Creative Economy, San Diego Foundation



Arts Empower San Diego was started in 2012 to expand and improve arts education in San Diego County. With the Boeing Corporation as a catalyst, education entities, arts organizations, business and philanthropy joined together to strategically set goals that all partners work to achieve. Participants will learn about the exciting developments since this initiative's launch and the successful strategies that can be taken back to your own communities to ensure that all students have access to the arts.

#### **C3.** Documentation Practices: Programmatic Innovation and Assessment

**Executive Room** 

Second Level

Facilitated by Larry Stein, YA Special Projects Consultant

Betsy Mullins, Artist Services Director, Arts for Learning Miami

David Schiopota, Associate Director of Programs, Center for Arts Inspired Learning

Mike Kachuba, Education Manager, Arts for Learning Connecticut

Michelle Marigliano, Special Projects & Assessment Coordinator, YA New Jersey and Eastern PA

Libby Shoup, Education Coordinator, Young Audiences of Northeast Texas

Since 2011, twenty YA affiliates have implemented MetLife Learning for Life with over 10,000 middle school students, and provided professional development opportunities for classroom teachers, teaching artists and in-school arts specialists. Program leaders from five affiliates are working with documentation and assessment personnel to establish a Professional Development and Mentorship Team for the YA network. They will share best practices in the design, delivery and evaluation of residencies that engage students in creative problem-solving activities that help them access and comprehend challenging content matter relevant to their core curriculum or daily lives. The session includes student-created rubrics, video interview protocols, and analysis of how current health, developmental, and environmental issues are impacted through arts-based study.

#### **C4.** Creating Sustainable Partnerships: Your Schools, Your Communities

**Chairman's Court** 

Lower Level

*Liz Galuardi*, Program & Relationship Coordinator, Young Audiences of Maryland *Taren Alexander*, YA Coordinator, Arts Council of Kern, Bakersfield, CA

Turen Alexander, YA Coordinator, Arts Council of Kern, Bakersheid, CA

Eryn Bauer, Program Director, Young Audiences of Houston

Katy Finn, Senior Program Manager, Young Audiences New York

Nancy Sterman, Director of Education, Young Audiences of Western New York

Liz Winter Kuwornu, Arts Education Project Director, Young Audiences New Jersey & Eastern PA

This session will focus on fostering and sustaining school, community and organizational partnerships. Workshop participants will explore how to develop valuable relationships based on shared values and needs to become a trusted community partner. This session is led by participants in the Young Audiences Arts-in-Education Leadership Institute.

#### C5. The DNA of Culture: The Development of Open Minds

Sycuan Parlor Second Level

Kathryn Irey, Owner, Stage 7 School of Dance

Roxanne Rojas de Blanco, Teaching Artist, Dance, Young Audiences of San Diego

How might discovering the DNA of Culture impact classrooms, schools and communities? This workshop will actively engage participants in coming up with a definition of culture and the creation of original folk dances that embody the elements and ideas that give them cultural relevance. Cultural identity will be challenged when original folk dances are combined. Ms. Rojas de Blanco will perform Afro Cuban movement and guide discussion about the reality of what happens when cultures meet, clash, overlap and meld. Take away ideas and information to use in your own classrooms.

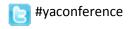
10:30 am - 10:45 am

Break

Presidential Foyer, Second Level

10:45 am – 11:45 am

**Breakout Sessions – D1-D5** 



#### D1. The New National Core Arts Standards (NCAS)

Lynn Tuttle, Director of Arts Education at the Arizona Department of Education

**Executive Room** 

Second Level

Prepare yourself to be a partner in launching the National Core Arts Standards in your community. Come learn how the standards are designed, how you can utilize them with students and teachers, and explore how they support your arts learning programming.

#### D2. Advocacy and Effective Civic Leadership

**Sycuan Parlor** 

Dalouge Smith, Executive Director, San Diego Youth Symphony and Conservatory Victoria Plettner-Saunders, VPS Cartographie
Alan Ziter, Executive Director, NTC Foundation

Second Level

Marsha Dobrzynski, Executive Director, Center for Arts-Inspired Learning, Cleveland, OH

Elected officials want three things, according to Sandy McBreyer of the Children's Initiative: to be elected, reelected or elected to higher office. Understand this, she says, and you have a key into how to reach a politician and his/her staff. This session explores grass-roots arts advocacy from an experiential perspective, comparing successful efforts on behalf of arts education, arts and culture organizations for the benefit of those served. Learn about successful campaigns and how local advocacy networks connect regionally and across a state.

#### D3. It's Worth Doing, It's Worth Examining: Measuring Program Impact

**Chairman's Court** 

Lower Level

Michelle Green Arnson, Development & Marketing Associate, Chicago Arts Partnership in Education

Jenny James, Program Director, Young Audiences of Louisiana, New Orleans, LA Gloria Mable, Director of Program Operations, Young Audiences New York Sam Williamson, Senior Instructional Specialist, Big Thought, Dallas, TX

In this session, participants will consider, "What is the purpose of measuring impact?" and examine programmatic impact through assessment, evaluation, and collaborative research, examining work for both the quantity and quality of results. Participants will also discover the tools that YA affiliates use with success in communities around the country. This session is led by participants in the Young Audiences Arts-in-Education Leadership Institute.

## D4. Building Understanding Across Three Counties: The Arts + STEM Collaborative for 21<sup>st</sup> Century Learning

**Congressional Room** 

Second Level

Denise Grande, Director of Arts Education/Arts for All, LA County Arts Commission

Jim Thomas, Visual & Performing Arts Coordinator, Arts Orange County Department of Education

Kim Richards, Founder, KDR PR/STEAM Connect

The Arts + STEM Collaborative for 21st Century Learning is a joint effort of Los Angeles, Orange, and San Diego Counties established to allow arts, STEM and education leaders to learn about one another's work, identify areas of convergence, and determine how to work together to support public education. Learn how the Collaborative managed to: build strong relationships, address barriers to open dialogue about the intersections between arts and STEM, created a common definition of STEAM learning and the role of arts and STEM as strategies for Project Based Learning. They will share tools and resources they created and the impact this work had in their own communities.

#### D5. Engaging Students with Excellence and Equity Through Integration of the Arts

Senate Room Second Level

Peter Gerber, Director, Arts for Learning, Young Audiences, Inc.

Judith Trotter, Teacher on Special Assignment, Charleston County School District
Jan Norman, Director of Education, Research & Professional Development, Young Audiences, Inc.
Barbara O'Brien, Director of Education, Young Audiences Woodruff Arts Center

This session offers participants an opportunity to learn by doing and to gain through practitioners' insights an understanding of how *Arts for Learning (A4L)* advances the education of all students, keys to the program's success and ways of building and sustaining local capacity. Participants will experience the new digital platform, the Assessment Tool Kit, distinctive qualities of A4L units for classroom use, ways in which A4L can be differentiated for specific student needs, ways teaching artists and arts specialists can be integral to the success of A4L, and how A4L points toward effective integration of the arts with other subjects.

12:00 - 1:30 pm

Young Audiences of San Diego 50<sup>th</sup> Anniversary Luncheon

Presidential Ballroom Second Level

Welcome

Music by Lorraine Castellanos, guitar Dance by Anthony Rodriguez; Adams Elementary School Students, Cybele Nieman-Peña, teaching artist

Presentation honoring four valuable partners of Young Audiences of San Diego

Speaker: Cindy Marten, Superintendent of Public Education, San Diego Unified School District

1:30 pm - 2:00 pm

Break

2:00 pm - 5:00 pm

Site Visits: See Where Art Lives in San Diego's neighborhoods, galleries and public spaces. Pre-registration is required.

Meet in Hotel Lobby – 4<sup>th</sup> Avenue Entrance. *Bus transportation is provided*.

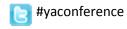
**Public Arts, San Diego.** Guided tours through the region's two most prominent yet contrasting concentrations of public art: **Chicano Park** and **UCSD's Stuart Collection**. Chicano Park, born of an intense neighborhood political action, brings together a collection of murals by prominent artists including Salvador Torres, Victor Ochoa and the Royal Chicano Air Force, all on concrete pillars and abutments under the approach to the Coronado Bridge. The Stuart Collection is a campus-wide series of commissioned installations by artists such as Robert Irwin, Terry Allen, Kiki Smith, Alexis Smith, John Baldessari and Do Ho Suh.

**Balboa Park Cultural Tour**. Participants will visit the historic Balboa Park, built in 1915 for the first World's Fair, the Panama-California Exposition. Art lives and thrives in this architecturally and agriculturally rich 1,200 acre city park. Guided tours will be given of *The Old Globe, Mingei International Museum*, and *San Diego Museum of Art* (SDMA). Participants will dive into an arts process at *Museum of Photographic Arts* (MOPA) facilitated by teaching artists Lori Sokolowski and Jennifer Oliver and see a performance by one of Balboa Park's resident art groups, the Civic Youth Ballet. Participants may then ride back to the hotel or stay at the park to dine on their own.

**Walking Tour to new downtown San Diego Library**. See the constantly changing and growing East Village of San Diego's downtown and then, with a focus on aesthetics and commissioned public art, tour the new Library, which was 16 years in the making. *This tour is limited to 10 participants*.

5:00 pm - 11:00 pm

**Evening on Your Own** 



Saturday, April 26, 2013

7:30 am – 9:00 am Registration Presidential Foyer, Second Level

7:45 am **Buffet Breakfast Presidential Foyer,** Second Level

8:30 am – 9:30 am Breakout Sessions E1-E4

#### E1. The Teaching Artist as Development Partner

Presidential Salon A
Second Level

*Melissa Kate Miller*, Director of Resource Development, Young Audiences of Western New York

Teaching artists are the lifeblood of arts-in-education organizations like Young Audiences and they are on the frontlines of the experiences of young people. This session offers participants ideas on how to generate new conversations among staff and artists—and how to better tell your organization's story. Learn how to bring teaching artists on to your development team. Explore ways to identify your prime teaching artists, how to

include them in donor cultivation and advocacy, in creating content for appeals, publications and media, and

#### **E2.** Adapting Theater of the Oppressed for Multimedia Millennials

**Sycuan Parlor** 

Catherine Hanna, Applied Theater Practitioner Blake McCarty, Multimedia Artist and Educator

working across office teams.

Second Level

This workshop is designed to engage youth workers and educators in Theater of the Oppressed activities within a contemporary learning context. The activities are tools for building empathy and understanding of oppressed people's through a modeled focus on civil rights issues. By playing together and making personal connections to the material, participants grow in self-awareness and empathy for each other. Facilitators will support participants to interpret the Theater of the Oppressed activities for their own teaching and learning contexts, connect activities to literacy and incorporate the sophisticated mediums of communication that youth encounter today.

## E3. Transformative Collaborations: The Salvation Army Kroc Center, San Diego State University Performing Arts and Young Audiences of San Diego

**Presidential Salon D** 

Second Level

*Dr. Nan L. McDonald*, Professor of Music, Music Education Coordinator, Music Education & Professional Studies, San Diego State University

Jerry Hager, Teaching Artist, Theatre, Young Audiences of San Diego

Transformative Collaboration: The Young Audiences of San Diego/San Diego State University Performing Arts Troupe (SDSU PAT) discusses a successful, collaborative community outreach performance project developed by San Diego University's School of Music and Dance, The Salvation Army Kroc Center and Young Audiences of San Diego. This collaboration engages underserved neighborhood elementary students through in-school workshops and family performance, including military families.

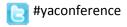
#### E4. Engaging Tweens: Findings from a New Research Report

**Executive Room** 

Denise Montgomery, Next Level SMG; Founder, CultureThrive Consulting

Second Level

What do tweens and teens think about the arts and what influences their decisions about where and how to spend their free time? Learn the findings from the new Wallace Foundation-commissioned report, *Something to Say: Success Principles for Afterschool Arts Programs from Urban Youth and Other Experts*. The report suggests 10 principles that afterschool arts education providers can follow to attract and retain urban



tweens. These recommendations are based on direct interviews with urban, low-income tweens and teens, parents and caregivers, and leading practitioners, and may be applicable to tweens from all walks of life.

9:30 am - 9:50 Wrap-up by John Highkin, Executive Director, Presidential Salons B & C

Young Audiences of San Diego

Jim Hornsby, poet and teaching artist

10:00 am - 11:00 Breakout Sessions F1 - F3

#### F1. Finding Common Ground: Opportunities for Teaching Artists

**Presidential Salon D** Second Level

Second Level

Jennifer Oliver, Advisory Council Chair, Teaching Artist Support Collaborative of California (TASC)

"Finding Common Ground" is a grassroots conversation between teaching artists, credentialed arts specialists, and classroom teachers, piloted in Los Angeles in October 2013. The conversation is incited by the work of CREATE CA and is being facilitated by the Teaching Artist Support Collaborative of California. Examine topics based on the over-arching questions: "How can we, as credentialed arts specialists and teaching artists, leverage our work with students and others to the highest level? What is the common ground between us?"

F2. Creativity Consultant Project: An Embedded Professional Development Model Salon A Michelle L. Marigliano, Special Projects & Assessment Coordinator, YA New Jersey & Eastern PA Second Level

Liz Winter Kuwornu, Arts Education Projects Director, YA New Jersey & Eastern Pennsylvania

Learn about the Creativity Consultant Project (CCP)—its partnering strategies and overall framework, its development, delivery, and documentation. Participants will gain an understanding of how the collaborative nature of the CCP increases YA's impact in schools and empowers classroom teachers to embed the arts and the creative process into his/her existing curriculum. Learn how artists and teachers plan lessons that demonstrate the effective use of the arts to foster the creativity and innovation of all learners.

#### F3. Teaching Artist Collaborative: Initiating, Implementing and Inspiring Peer **Executive Room Professional Development** Second Level

Daniella Shoshan, Program Administrator, Young Audiences of Northern California, San Francisco, CA Radhika Rao, Teaching Artist, Theater and Acting, Young Audiences of Northern California

Gain insight and inspiration from a practical account of the strategies and logistics involved in starting a Teaching Artist Collaborative program. Providing a basic overview of how Young Audiences of Northern California organized and executed its pilot program, our program administrator and one of our teaching artists offer methods and models for peer professional development pairings, observations, Arts Wiki workshops, and the development of artist-specific evaluation/assessment tools. Learn all the necessary tools for initiating a similar program in your community.

> Save the Date for the 2015 Young Audiences National Conference hosted by Arts Partners, Wichita and Kansas City Young Audiences, April 22-25 at the Kansas City Marriott Country Club Plaza Hotel

