

League of American Orchestras
2013 National Conference

Getting Aligned to Maximize Impact

Monday, June 17, 1:00pm – 6:00pm

Our work in education and community engagement is all about connecting diverse constituencies. In order to be effective, we need to align our work with our institutions and our communities. Today, we'll spend the afternoon thinking about some basic considerations for education and community work at any budget size. How are you aligned administratively? How do your programs and projects align with your strategy and mission? How are you aligned with your orchestra's musicians and programming? And how do you align with needs and opportunities in your community?

Join us for this dedicated time of professional development which will set the stage for the rest of the week in which constituent sessions will continue to explore our current and future practices.

Monday, June 17

1:00pm – 1:15pm

Welcome and Framing of the Day

Theodore Wiprud, vice president, education, New York Philharmonic

1:15pm – 2:15pm

Administrative Alignment

Part One: Panel (40 minutes)

In this session you will hear different perspectives about administrative structure. In St. Louis, the public relations, communications, education, and community programs departments have been combined as external affairs. Other orchestras place education and community engagement under the artistic division, and others put EDCE in its own department. What are the pros and cons of each approach?

Presenters from St. Louis Symphony: Maureen Byrne, director of community programs; Adam Crane, vice president for external affairs; Dacy Gillespie, director of education.

Other presenters TBD

Part Two: Applied Learning (20 minutes)

Participants will work in pairs to begin answering questions TBD for their individual orchestra.

2:15pm – 3:15pm

Strategic Alignment

EDCE

Part One: Panel (40 minutes)

Strategic planning is a periodic necessity, like aligning the wheels on a car. The current team from board to staff to musicians needs to have a single understanding of the role of education and community engagement in the institution's mission and brand. But a strategy is just a reference point: every program and project needs to answer to that strategy. In this session you will hear approaches to strategic thinking in the development of new and existing programs.

Theodore Wiprud, vice president, education, New York Philharmonic; Kelly Dylla, vice president of education and community engagement, Seattle Symphony; Pam French Blaine, vice president, education and community engagement; Aimee Halbruner, director of education and community engagement, Richmond Symphony

Part Two: Applied Learning (20 minutes)

Participants will work in pairs to begin answering questions TBD for their individual orchestra.

3:15pm – 3:30pm

Break

3:30pm – 4:30pm

Community Alignment

Part One: Panel (40 minutes)

Because each community is unique, it is important that orchestras learn about those they want to serve through inquiry and listening. How do you identify the community in which your orchestra can add unique value? Whom do you know in that community and what can they teach you? Who are potential partners and how can your work align with theirs? What are likely challenges you'll face in this community?

Presenters: TBD

Part Two: Applied Learning (20 minutes)

Participants will work in pairs to begin answering questions TBD for their individual orchestra.

4:30pm – 4:45pm

Break

4:45pm – 6:00pm

Musician Alignment

Part One: Panel (40 minutes)

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Leveraging your musicians' talents and interests means getting to know them as people. Find out how the STL Symphony is able to have over 85% of musicians participating in community, education, and PR initiatives. Following a panel discussion about the tools STL Symphony uses, musicians from the orchestra will weigh in with their perspective. Bring questions about difficult situations you've dealt with.

Presenters: STL Symphony External Affairs department and musicians

Part Two: Applied Learning (35 minutes)

We'll spend time in breakout groups getting to know STL Symphony musicians. As an exercise, we'll find out where they would fit into your orchestra's programs.

Optional Pay-Your-Own-Way Dinner at Bailey's Range

920 Olive Street

6:30pm

This meeting is made possible, in part, by generous grants from the Marjorie S. Fisher Fund of the Community Foundation for Southeast Michigan and the National Endowment for the Arts.

Name badges for this event generously provided by TALASKE | Sound Thinking.