

League of American Orchestras
2013 National Conference

**Education/Community Engagement
Constituency Meetings**

Constituency Liaisons: Jessica Balboni, Najean Lee
jbaldoni@americanorchestras.org; nlee@americanorchestras.org

*** Please note that Monday, June 17 from 1:00pm-6:00pm, there is an additional half-day of professional development for EDCE personnel in lieu of a Mid-Year Constituent Meeting this year. A flat fee of \$25 will be charged for this Monday session as per the option on the Conference registration form. ***

Monday, June 17

1:00pm – 1:15pm
Park View, 4th Floor

Welcome and Framing of the Day

Theodore Wiprud, vice president, education, New York Philharmonic

1:15pm – 2:15pm
Park View, 4th Floor

Administrative Alignment

In this session you will hear how the St. Louis Symphony team re-imagined and restructured their administrative structure so that the public relations, communications, education, and community programs departments have been combined as external affairs. Participants will have the opportunity to both learn from this creative approach and work in pairs to begin answering questions for their individual orchestras.

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

2:15pm-2:30pm

Break

2:30pm-3:30pm
Park View, 4th Floor

Strategic Alignment

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 several approaches to strategic thinking in the development of new and existing programs. Participants will work in pairs to begin strategic-related questions for their individual orchestra.

EDCE
Agenda

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

3:30pm-3:45pm

Break

3:45pm – 5:00pm
Park View, 4th Floor

Musician Alignment

Part One: Panel (40 minutes)

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.

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.

5:00pm – 6:00pm

Reflection on the Day and Question & Answer

6:30pm
Baileys' Range
920 Olive Street

Optional Pay-Your-Own-Way Dinner

Tuesday, June 18

1:30pm – 3:15pm
Sterling 3, 2nd Floor

Exploring Cross-Cultural Engagement

The arts have long been known to unite people of different languages, cultures, socioeconomic statuses, and even stages of life. In this session, we'll take a look at what 2 orchestras do to engage cross-culturally in their communities, and we'll hear from American Voices, an organization that provides cultural exchange through the performing arts and education in nations emerging from conflict and isolation. What might cross-cultural diplomacy look like in our own communities? What principles and practices might be transferable to the work that we do each day with our diverse youth, families and educators?

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Sarah Burman, director of operations and education, South Dakota Symphony Orchestra; Anne Cushing-Reid, senior director of community engagement and learning, Cincinnati Symphony Orchestra; Marc Thayer, deputy director, Association of American Voices

Wednesday, June 19

2:00pm – 3:00pm
Sterling 3, 2nd Floor

Imagining the Future: Part One

Join futurist Garry Golden and do some imagining about orchestras and their communities ten years from now.

Garry Golden, futurist

3:00pm – 4:00pm
Sterling 3, 2nd Floor

Imagining our Orchestras & Programs: Part Two

Given what you just heard from Garry about the future, how do you envision what your orchestra's education/community engagement programs will look like ten years from now? What would you most like to see? Which of your current programs do you think will be the strongest then? Why?

Theodore Wiprud, vice president, education, New York Philharmonic

Thursday, June 20

8:30am – 9:45am
Sterling 3, 2nd Floor

Common Core: Opportunities for Orchestras

What is Common Core, why is it relevant for orchestras, and how is it changing the classroom and how cultural organizations offer educational programming?

We'll begin exploring these larger questions as a large group and then break into three smaller discussion groups to talk in more detail about how orchestras can tailor their programs and interaction with districts in three distinct settings.

Jamie Allen, director of education, Dallas Symphony Orchestra; Benjamin Cadwallader, education programs manager, Los Angeles Philharmonic; Terry Wolkowicz, education director, New Bedford Symphony Orchestra

9:45am – 10:30am
Sterling 3, 2nd Floor

Best Ideas: Roundtable Program Sharing from the Field; Conference Wrap-Up

In roundtables, peers will share success stories and ideas that have worked for your orchestra in your community. Come prepared with your inspirational stories, challenges, and questions you'd like to

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mull over with your colleagues!

Following a half hour of program sharing, we'll use the final 15 minutes to look back on the week and distill our main takeaways from St. Louis.

Jamie Allen, director of education, Dallas Symphony Orchestra

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