The Cleveland Orchestra “at home”
Neighborhood Residencies
Cross-Organizational Collaboration

- Staff
- Musicians
- Board
- Community

Diagram showing the relationship between Staff, Musicians, Board, and Community in cross-organizational collaboration.
General Design Process

GOALS

EVALUATE  CREATE
Goals

Common to All Residencies

• Use arts and culture to **add value** and **build the community**
• **Increase access** to arts programming
• **Develop relationships** and bridge perceived barriers
• To genuinely **give back** to the communities of Northeast Ohio
• Leverage Cleveland Orchestra brand to **increase visibility** of the neighborhood and boost business

Broadway Slavic Village

• Add value to **existing** signature community events (add value)
  – Neighborhood Summit
  – Polish Constitution Day
  – Sunday Funday at The Slovenian National Home (“The Nash”)
  – Pierogi Dash 5K and Velodrome (recreational theme)
  – Rooms to Let (highlighting previous foreclosed, repurposed spaces)
• **Serve those most in-need** (give back)
  – Ozanam Food Pantry
  – Elizabeth Baptist Church women’s shelter
  – Alexia Manor Retirement Community
Evaluation
(ongoing)

• Quantitative (data tracking)
  – Attendance
  – Patron info cards/ticket envelopes

• Qualitative (verbal feedback)
  – Patron interviews
  – Staff & Musician focus groups
  – Debrief session with original planning team
  – Media coverage/documentary (Ideastream)

• Quantitative & Qualitative
  – Surveys to teachers
Results from Slavic Village

- Served nearly 4,000 people:
  - 12 community service or recreational events
  - 8 chamber music performances
  - 6 instrument coachings for youth
  - 5 education concerts complete with prep lessons or materials
  - 1 family concert
  - 1 community concert

- “Our children have not had the opportunity to experience harp music before...it was a good learning experience for them to be introduced to the instrument and the music.” – Music teacher from Saint Stanislaus School
Become the Resource
Balance Reality and Dreams
Meet Regularly
Evaluate the Details and Big Ideas
Goals come from Assessment
Grow Together
Lakota Music Project Goals

• Address a long history of racial tensions;
• Build bridges between whites and Native Americans;
• Advance cultural understanding;
• Create an environment of openness and collaboration through the universal language of music.
What is the Lakota Music Project?

• **Ongoing** collaboration between the South Dakota Symphony Orchestra and Native Americans living in South Dakota

• Showcases the rewards of two cultures working together as equal partners

• Introduces Native American and SDSO musicians to new audiences
Lakota Music Project History

• Began as the brainchild of Maestro Gier in 2005
• “Getting to know you” period 2005-2009
• Phase 1
  – May 2009: First tour of LMP to three Native American reservations and two South Dakota communities
  – Performed at the Governor’s Conference on Tourism in January of 2010, and at Crazy Horse Memorial on Native American Day in October 2010
Lakota Music Project History

• Phases 1 & 2 Program:
  – Two works commissioned
    • Brent Michael Davids: Black Hills Olowan
    • Jeff Paul: Desert Wind/Harmony’s Song
  – South Dakota Symphony Orchestra and the Creekside Singers (a Lakota Drumming Group)
  – Features four life experiences in every culture:
    • Love/Courtship
    • War
    • Grief/Mourning
    • Joy/Celebration
Lakota Music Project History

• Phase 2
  – Second visit to Crazy Horse Memorial on Native American Day in October 2012
  – World Premiere of Jerod Impichchaachaaha' Tate’s “Waktégli Olówaŋ (Victory Songs)” for full orchestra
  – Second tour of LMP to four communities on or near South Dakota Native American Reservations
  – World Premiere of Jeff Paul’s “Pentatonic Fantasy for Dakota Cedar Flute and Orchestra”
Lakota Music Project History

- Bridge to Phase 3
  - Made a new program featuring two most recently commissioned works
  - Third visit to Crazy Horse Memorial on Native American Day in October 2014
  - Chamber version premiere of “Waktégli Olówaŋ (Victory Songs)”
  - Continued planning for serving the unique communities of South Dakota
Pentatonic Fantasy for Dakota Cedar Flute and Orchestra
Featuring: Bryan Akipa, flute

SDSO’s performance in Sioux Falls may be viewed here:
Cultural Sensitivity

• Location
  – Traditional concert venue
  – Community venue

• Instruments
  – Drum circle
  – Flute

• Listen
Program Growth

• What does the community need/want?
• Natural/Organic
  – Cannot force growth
  – Creating a tradition
• Know your audience
Partnerships

• Partnerships are hard!
• Constant Communication with partner(s)
• Be open to suggestions
• Your list of people “in the room” may change depending on program needs
To learn more, please contact:

Rachel Novak
Manager of Learning Programs and Community Engagement
The Cleveland Orchestra
rnovak@clevelandorchestra.com

Amanda Wuerstlin
Director of Education and Community Engagement
Louisiana Philharmonic Orchestra
amanda.wuerstlin@lpomusic.com

Sarah Burman-Schollmeyer
Director of Operations and Education
South Dakota Symphony Orchestra
sarah.burman@sdsymphony.org