

# GUILD NOTES

PUBLISHED QUARTERLY BY THE **NATIONAL  
GUILD**  
OF COMMUNITY  
SCHOOLS OF THE ARTS

SUMMER 2006

## GUILD NEWS

### Conference Website Launched, Registration Begins

The **Conference for Community Arts Education**, the Guild's 69th annual convention, has a new home on the web: [www.communityartsed.org](http://www.communityartsed.org)

The site provides quick access to everything you need to know about the 2006 Conference, from our pre-conference institutes, to the schedule and descriptions of sessions, to booking your hotel room. Registration forms can be downloaded directly from the website.

"The program for this year's Conference," said National Guild Program Director **Ken Cole**, "was designed in response to a survey members completed this spring. The quality of this year's presenters is extraordinary. I'm especially excited that **Michael Kumer**, who led a brilliant session on board development last year, will be with us for a full day in November. **Claudia Horn**, with whom the NEA consults on assessment and evaluation issues, will lead a daylong institute on outcome-based assessment; and **Alison Marshall**, of the **Arizona Commission on the Arts** and Harvard's **Project Zero**, will present on arts-integration. These are just a few of the nationally-recognized experts who will be with us in Phoenix."

Highlights include:

- Pre-conference institutes on outcome-based assessment and on arts education partnerships with public schools;
- Workshop tracks on management, governance, education, fundraising, and marketing;
- Showcases on registration systems, music education technology, arts therapy programs, early childhood programs, and more;
- Roundtable sessions for collegiate divisional schools, visual arts education programs, rural programs, and more;

(continued on page 2)

#### IN THIS ISSUE

Guild News . . . . .	1
People and Schools . . . . .	4
Faculty and Student Resources . . . . .	7
New Members . . . . .	7
News From the Field	
States & the Private Sector . . . . .	9
Washington Report . . . . .	10
Research & Conversation . . . . .	12
Worth a Look	
Online . . . . .	13
Other Media . . . . .	15
Calendar of Upcoming Events . . . . .	16



Photo: Phoenix CVB. Phoenix is the site of this year's Conference for Community Arts Education

The National Guild of Community Schools of the Arts aims to make high quality arts education available to every interested child and adult in the United States.

The Guild's national network encompasses arts education professionals, organizations, volunteers, and philanthropic supporters. In concert with this network, the Guild researches and promotes best practices, provides opportunities for professional development and dialogue, and advocates for broad access.

## GUILD NEWS (cont'd)

### The National Guild is very pleased to announce the receipt of the following grants:

- \$265,000 from The Prime School for the development of our online resource center
- \$200,000 from the MetLife Foundation to extend and enhance the Partners in Arts Education program
- \$35,000 from NAMM for the Creative Aging Initiative
- \$7,500 from Yamaha for the national conference
- \$5,000 from The Barthelmes Foundation for the national conference
- \$5,000 from Steinway & Sons for the national conference
- \$4,200 from the New York State Council on the Arts for services to the field

- School tours of Arizona State University's Herberger College for Kids and the beautiful, new Mesa Arts Center; and
- A night tour of Phoenix's art galleries.

Conference sessions will take place at the **Wyndham Hotel** in downtown Phoenix, Arizona. Pre-Conference Institutes start Tuesday, October 31st. The Conference begins Thursday, November 2nd and runs through Saturday the 4th. For more information or to register by phone, call **Claire Wilmoth** at (212) 268-3337 ext. 14. [www.communityartsed.org](http://www.communityartsed.org)

### Guild Reps Study, Propose Revisions to Accreditation Standards for Community Schools

With the decommissioning of the Guild's certification program for schools, it is all the more imperative for the Guild to clarify and champion standards for the entire community arts education field. The **Accrediting Commission for Community and Pre-Collegiate Arts Schools** (ACCPAS) is now the nation's sole assessor of community schools, and the Guild is contributing its expertise to the development of revised standards and procedures ACCPAS will use in the future. The object is to build an accreditation program that challenges applicants, follows through on its guarantees of quality to the American public, and remains within the reach of the majority of Guild member schools.

Five representatives of the Guild convened with ACCPAS Executive Director **Samuel Hope** on July 11 and 12 at the **University of Hartford** (CT) to scrutinize and suggest revisions for ACCPAS accreditation documents. Representing the Guild were **Eric Bachrach**, executive director of the **Community Music School of Springfield** (MA); **Peggy Quackenbush**, executive director of the **Hochstein Memorial Music School** in Rochester, NY; **Michael Yaffe**, director of the **Hartt School Community Division** at the University of Hartford; National Guild Executive Director **Jonathan Herman**; and Membership and Marketing Manager **Andy Behrens**. Bachrach, Quackenbush, and Yaffe are Guild trustees and serve on the School Directors and Membership Committees. Quackenbush and Yaffe also have significant prior experience with ACCPAS.

According to Hope, "the next step is using the results of the Hartford meeting and other consultations to develop new drafts of ACCPAS accreditation documents. The standards in their entirety will soon be ready for public review online, and we will invite Guild members to offer comments and suggestions at that time. Our goal is produce final drafts and gain trustee approval as soon as possible, but no later than February 1."

The committee also edited a draft of a self-assessment document. The Guild's Membership Committee will be next to review this "workbook," which, besides challenging school leaders to answer big-picture questions about their organizations and programs, will give its users a preview of their eligibility for ACCPAS accreditation. "It is our hope that materials from these deliberations will be available at the Guild Conference in November," Yaffe said.

To stay informed about the revision process and publication of the self-assessment tool, watch for listserv messages, announcements on [www.nationalguild.org](http://www.nationalguild.org), and subsequent **GUILDNotes**. Read all about ACCPAS online at [www.arts-accredit.org](http://www.arts-accredit.org)

## GUILDNOTES

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## GUILD NEWS (cont'd)

### MetLife Foundation Partners in Arts Education Grants Awarded

On behalf of the **MetLife Foundation**, the National Guild has awarded nine grants totaling \$130,000 to the following members to support exemplary community school/public school arts education partnerships during the 2006-2007 school year:

**Barthelmes Conservatory**, Tulsa, OK

**Brooklyn Conservatory of Music**, Brooklyn, NY

**Center of Creative Arts (COCA)**, St. Louis, MO

**Conscious Youth Media Crew**, San Francisco, CA

**Denver Center Theater Academy**, Denver, CO

**Henry Street Settlement**, New York, NY

**MacPhail Center for Music**, Minneapolis, MN

**Marsh Youth Theater**, San Francisco, CA

**Samuel S. Fleisher Art Memorial**, Philadelphia, PA

The Guild has also received funding to publish a supplement to the *Partners in Excellence* handbook which will focus on the best practices exemplified by the programs run by MacPhail Center for Music, Samuel S. Fleisher Art Memorial, and Henry Street Settlement. The supplement will be published this fall and available to Guild members free-of-charge.

Those interested in learning more about arts education partnerships with public schools are encouraged to attend the **Arts Education Partnership Institute** in Phoenix, October 31–November 2, 2006.

### Guild Receives Major Gift for Development of Online Resource Center



Farnilant

The National Guild has received a donation of \$265,000 from **The PRIME School** in Tucson, Arizona. The funds will support the development of an online resource center containing a broad array of practical tools and information for the entire field. The center will include information about effective practices, organizational benchmarks, and sample policies and other documents and templates.

The decision to donate the funds was made by the Board of Directors of the PRIME School following their decision to cease operations earlier this year.

In announcing the gift, PRIME School founder and Guild trustee **Ed Farnilant** said, "I can think of no better way of furthering our mission than contributing to the Guild's efforts to support the creation and development of community schools across the country."

### Pennsylvania Hosts Successful Statewide Summit

Eighty leaders in community arts education from across the Commonwealth of Pennsylvania took part in an all-day professional development and networking gathering on June 28th at Philadelphia's **Fleisher Art Memorial**. The event was dubbed the Community Arts Education Summit and was produced with support from the **Pennsylvania Council on the Arts (PCA)** and its Executive Director, **Philip Horn**. Registration for the Summit was free, and travel assistance vouchers were awarded to ensure the participation of everyone interested.



Ghanian poet Trapeta Mayson leads a session June 28th. Photo: Jonathan Herman

"We were expecting around forty, maybe fifty people," said Guild Executive Director Jonathan Herman. "When that eightieth or so registration came in, it was pretty exciting."

After a welcome from Horn himself, **Trapeta Mayson**, a teaching artist at Philadelphia's **Art Sanctuary**, led the morning's major session. The guided conversation enabled participants, many of whom had never met one another, to share and compare their reasons for working in the community arts education field. The morning also included a discussion about Guild membership presided over by Herman with the assistance of three directors of member schools in the region.

(GuildNews is continued on page 8)

## PEOPLE AND SCHOOLS



Noteboom

### ASOL Names Noteboom Chairman, Hires Ball

**Lowell J. Noteboom**, a Minneapolis attorney and Guild trustee, has been elected to chair the [American Symphony Orchestra League's](#) Board of Directors, ASOL announced in June. Weeks earlier ASOL appointed **Allison T. Ball**, former director of New York's [Lucy Moses School](#), to direct two of its flagship leadership programs.

Founded in 1942, ASOL serves a national network of nearly 1,000 member symphony, chamber, youth, and collegiate orchestras. Noteboom will preside over ASOL's 51-member board and work in concert with President and CEO **Henry Fogel**. A Guild trustee since 1995, Noteboom is currently our vice-chairman and serves on our board's Executive, Development, and Governance Committees. He also chairs the board of the [Saint Paul Chamber Orchestra](#).

Ball will manage ASOL's Orchestra Management Fellowship Program and Orchestra Leadership Academy, in addition to overseeing programs in recruitment, mentorship, and distance learning. She has served as dean for recruitment for the [Manhattan School of Music](#), the [New England Conservatory](#), the [Boston Conservatory](#), and the [Walnut Hill School](#).

### Sitar Center Acquires Permanent Home

In April **The Patricia M. Sitar Center for the Arts** (Washington, DC) completed the purchase of 10,700 square feet of space on the first floor of a condominium building. The state-of-the-art facility, cited by the [Washington Architectural Association](#) for its design, contains a full-size professional dance studio, recording studio, pottery studio, multiple practice rooms, photography dark room, classrooms, art gallery, arts library, and an intimate theater. "We know we are here to stay," said Founder and Executive Director **Rhonda Buckley**. The purchase was made possible through public financing from the District of Columbia and a loan from **M&T Bank**. The Center is undertaking a capital campaign to reduce and help pay off the loan when it comes due in five years.

### Nine Member Schools Make NEA Grantee List

The **NEA** recently announced FY 2006 grant winners for its Learning in the Arts for Children and Youth program. One hundred and eighty grants totaling \$5,478,000 were awarded this year. Among the grantees are nine Guild member organizations:

**Center of Creative Arts**, St. Louis: \$40,000 to support intensive training for low-income students and year-long residencies at elementary schools.

**Denver Center Theatre Academy**: \$40,000 to educate high school students in the techniques of theatrical performance, improvisation, and extemporaneous debate.

**Harlem School of the Arts**, New York: \$15,000 to integrate arts into 1st to 3rd grade classrooms at a public school.

**Abrons Art Center, Henry Street Settlement**, New York: \$15,000 to support advanced training for teens preparing for entry into post-secondary dance programs.

**Levine School of Music**, Washington, DC: \$28,000 to support Early Childhood Music.

**Music and Arts Center for Humanity**, Bridgeport, CT: \$25,000 to support programming for special needs children and youth.

**New York Youth Symphony**: \$20,000 to support a program introducing aspiring young composers to fundamental principles of musical composition.

**Philadelphia Mural Arts Program**: \$40,000 to support activities for youths, ages 10 to 21.

**Settlement Music School**, Philadelphia: \$40,000 to support a tuition-free, pre-professional program for advanced students.

View all grantees at [www.nea.gov/grants/recent/06grants/lita06.php](http://www.nea.gov/grants/recent/06grants/lita06.php)

## PEOPLE AND SCHOOLS (cont'd)

### Merit School Gets \$200,000 from MacArthur Foundation

In May the **John D. and Catherine T. MacArthur Foundation** announced seven grants totaling \$2.5 million in support of arts and culture organizations in the Chicago region, the Foundation's hometown. The five-year grants for general operations include an award of \$200,000 to the **Merit School of Music**. According to the foundation, the decision to provide multi-year general operating support was made in response to requests from local arts leaders, who prefer the flexibility such grants provide in terms of operational decisions and their ability to take creative risks.

### Piano Perspectives School Closes

*GUILDNotes* readers may remember an article from November 2005 that described an unusual set of difficulties experienced by the **Piano Perspectives School of Music** (Ellicott City, MD). Ellicott City's school board, in response to a lawsuit by a religious organization against a neighboring county, had abruptly disallowed local nonprofit organizations to distribute materials to children in public schools. In June of this year, the School permanently closed, citing promotional difficulties, mounting costs, declining enrollment, and other factors.

"As the school's founder and director for 14 years, it was not an easy decision for me but one I know in my heart is right," **Tina Smith** said. "We have seen for some time the need for a change in our business model. After consideration of all the facts, it was felt it was not practical or realistic to try to continue the current operation." The School carried out end-of-year activities including the referral of its students to new sources of musical training. A closing sale in May liquidated inventory and assets and raised money for closing expenses.

"We are grateful for the valuable support and educational resource the National Guild has provided us over the years," Smith added. "It is one of the finest organizations I have known."

### Making Music Magazine Profiles Member School's String Ensemble

The July/August issue of **Making Music** features a story on the inter-generational String Ensemble founded by **Martha Herle** at the **Community Music School**, Centerbrook, CT. The ages of players in the 26-member Ensemble range from under ten to nearly 80. See the article at [www.makingmusicmag.com/features/06july01.html](http://www.makingmusicmag.com/features/06july01.html)

For information on the Guild's partnership with *Making Music*, including a free subscription offer for adult music students at your school, visit the Members Only area of [www.nationalguild.org](http://www.nationalguild.org)

### Carnegie Hall Concerts Mark School for Strings' 35th Year

The **School for Strings** (New York City) began 35 years ago as a small program focused solely on teacher development. Today it boasts 300 students in violin, piano and cello in addition to ongoing Suzuki Teacher Training. In celebration of its 35th year, the School organized a weekend of concerts at **Carnegie Hall** in June. Seven hundred and fifty young violinists, 150 cellists and an entire orchestra of alumni, all dressed in black, white and red, participated.

### Merit Students Perform on NPR

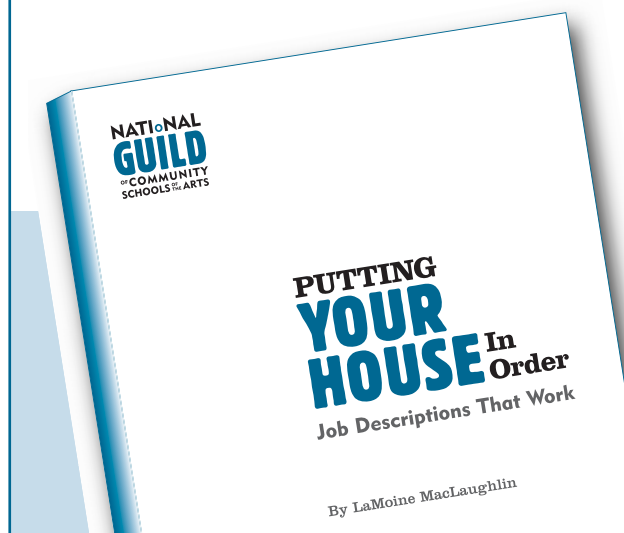
Six students from Chicago's **Merit School of Music** were selected earlier this year to perform on a radio program aired nationally. **From the Top** is a Boston-based, nonprofit media organization that produces a show of the same name featuring the country's outstanding, young classical musicians. Among the performers was Merit student **Sean Tripp**, one of 25 recipients of From the Top's annual Jack Kent Cooke Young Artist Award, a foundation-supported \$10,000 scholarship. [www.fromthetop.org](http://www.fromthetop.org)

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## PEOPLE AND SCHOOLS (cont'd)



Czerny

### Simpson Retires from South Shore, Czerny Named President

Thirty-six years ago, **Jim Simpson** took a small satellite campus of the [New England Conservatory](#) and made it into the largest community school for the arts in Massachusetts. The [South Shore Conservatory](#) (Hingham) recently said farewell to Simpson, who retired May 31. Filling Simpson's shoes now as president is **Kathy Czerny**, who formerly directed the [Music School of the Rhode Island Philharmonic](#) (Providence), also a Guild member school. "This is an organization with a rich history of educational and artistic achievement," Czerny said, "and a strong vision of the future. I am enjoying working with the Conservatory's outstanding team."

### Atherton New at Crowden Center

**Marion Atherton** is the new director of the [Crowden Center for Music in the Community](#), Berkeley, CA. She replaces **Laura Reynolds**, who had occupied the post on an interim basis.

### Green Street Hires New Director

The [Green Street Arts Center of Middletown](#), CT, has named **Janis Astor del Valle** its new director, taking the reins from **Ricardo Morris**.

### Andrew Named President of Nevada School

**Laurel Andrew** became president of the [Nevada School of the Arts](#) (Las Vegas) in April. Andrew replaces **Frances-Ann Fine**, who stepped down after two years of service.



McInnis

### McConnell Departs, CSMA Appoints McInnis Interim Director

**Angela McConnell** led the [Community School of Music and Arts](#) at Finn Center (Mountain View, CA) for four years, in which time she completed an \$11.7 million capital campaign to build Silicon Valley's first-ever center for music and arts education. To thank her for her service, the School held a gala benefit in March which included a surprise \$20,000 donation announcement from **Microsoft**. In early June, McConnell stepped down to spend more time with her three young children. While the CSMA works to find a permanent successor, **Susan McInnis** has assumed the executive director's role. McInnis, whose background includes finance, accounting, international relations, and youth services, has served the CSMA as deputy director for more than two years.

The School also announced in April the purchase of additional, adjacent land to provide parking, greater visibility, and more convenient pedestrian and automobile access.

*Photo: Geoff Story, Center of Creative Arts, St. Louis*



## FACULTY & STUDENT RESOURCES

### CONSERVATORY OFFERS MUSIC OPPORTUNITIES DATABASE

The Career Services Center at the **New England Conservatory of Music** operates [Bridge: Worldwide Music Connection](#), a public database in which subscribers can search for performance, teaching and administrative jobs; competitions; grants; scholarships; festivals and more. Individual subscriptions are \$55 per year; institutions may subscribe for \$75.

[www.newenglandconservatory.edu/career](http://www.newenglandconservatory.edu/career)

### GROUP ENCOURAGES CROSS-CULTURAL DIALOGUE THROUGH ART

**E-Planet** is a community founded to build friendship and enable dialogue about the environment among children and teachers in China, the U.S., and the world through the universal language of art. Kids can see the art from China, add comments, start a Member Gallery, or submit their own art to an online gallery. Another program offers an opportunity for U.S. students, teachers, and parents to visit China. Trip organizers may be eligible for subsidized or even free travel. [www.e-planet.org](http://www.e-planet.org)

## THE GUILD IS PLEASED TO WELCOME THESE NEW MEMBERS

### FULL MEMBERS

- **Art Association of Harrisburg (PA)**. Founded in 1926 and housed in the Italianate Governor Findlay Mansion across from Riverfront Park, the Art Association offers classes for adults and children, mounts exhibitions of regional and national artists' works in numerous community sites, operates a Sales Gallery, and serves as an unofficial visitors' center for the city.
- **BuildaBridge International, Philadelphia, PA**. BI is dedicated to bringing hope and healing to vulnerable children, families, and communities in the tough places of the world through direct arts-integrated intervention and cross-cultural service. Programs include the Community Arts Program, the Institute for the Church and Community Arts, and Educational Safaris. 30% of BI's work takes place outside the Philadelphia region.
- **Chester Springs Studio, Chester Springs, PA**. Founded in 1978 and located in the historic village of Yellow Springs, the Studio offers opportunities for people of all ages, abilities and socio-economic backgrounds to experience art and art-making through instruction in drawing, painting ceramics, mixed-media, printmaking and more. It mounts exhibitions and hosts artist residencies featuring accomplished national and international artists.
- **Community Arts Center, Wallingford, PA**. Founded in 1948, the Center has an annual enrollment of over 2,000 students and offers four semesters of classes annually on its hundred year old campus. Classes are offered in visual arts for students of all ages. A large ceramics program is featured, as are a children's summer arts camp and an extensive outreach program.
- **Crescendo Academy of Music, Kalamazoo, MI**. Formerly the Young Strings Academy, Crescendo moved into its permanent home in downtown Kalamazoo's Epic Center in 2000. Programs include lessons on most orchestral instruments, theory and composition, chamber music, Kindermusik, and one of the nation's largest adult mandolin orchestras, in addition to outreach activities. Approximately 325 students study privately year-round.
- **Currier Art Center, Manchester, NH**. A division of the Currier Museum of Art, the Center offers art classes for students of all ages and abilities. Youth Classes welcome children from ages 3 to 10 with a multimedia approach. Classes for Teens and Adults concentrate on the needs of older students through an emphasis on specific disciplines and materials. Saturday Workshops provide one-day intensive classes in specialized media.
- **River Tree Center for the Arts, Kennebunk, ME**. The Center has served the communities of southern Maine for over twenty years, providing art instruction for children and adults in the Irvine School of Art; vacation art camps for children; music classes in the Chappell School of Music; concerts; visual art exhibitions in the Irvine Gallery of Art; dance and theater performances; lectures; and public programs in poetry and writing.

### EDUCATION AFFILIATES

- **Hunakai Studio of Fine Arts, Inc., Foxboro, MA**. The Studio's programs include instruction in drawing, watercolors, oils, and acrylics for kids and teens.
- **St. Luke's Presbyterian Church, Dunwoody, GA**. The Church is currently founding a community music school.
- **University of Minnesota-Duluth Fine Arts Academy**. An outreach program of the UMD Department of Music, the Academy includes Suzuki and Kindermusik programs.

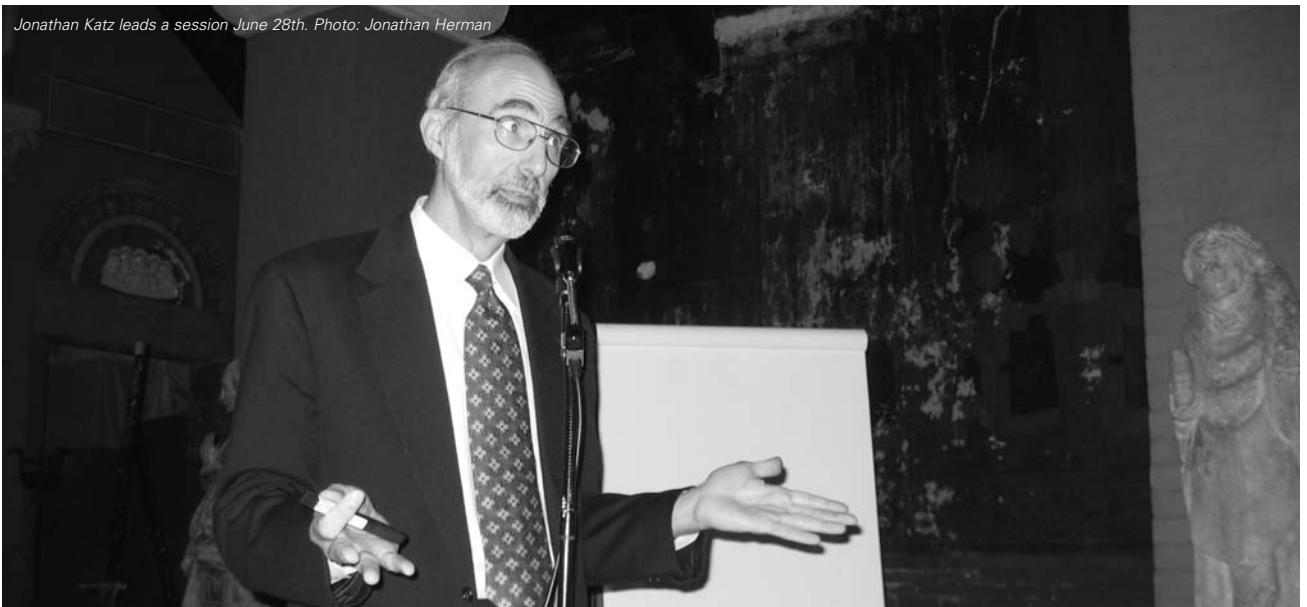
## GUILD NEWS (cont'd)

That afternoon, **Magda Martinez**, Fleisher's director of community partnerships, led a lively session about how schools can nurture their teaching artists and ensure their commitment to the success of the organization. **Jonathan Katz**, CEO of the **National Assembly of State Arts Agencies**, spoke next about "making the case" for an arts education. He provided an overview of current research in the field and reviewed ways organizations can use such data to communicate the value of their programs to the public. The Summit ended with a discussion on continuing the collaboration of the day's participants and a wine and hors d'oeuvres reception among an eclectic and impressive gallery exhibit by Fleisher's faculty.

Pennsylvania programs received a special invitation to join the Guild, whether or not they had sent a representative to the Summit. Until a July 31st deadline, one could become a new Full member for 33% off the regular annual dues. This also was made possible through the generosity of the PCA, which helped the Guild's staff compile a list of about 200 potential member schools.

"The Summit was designed as something we could duplicate in other states or cities across the country," Herman said. "We're beginning to get more creative in establishing professional development opportunities beyond the Conference and AMICI. If a group of members somewhere has an idea for an event like this in their area, and if they're willing to help organize and find financial support for it, we'll use every resource of the Guild to produce something first-class. This isn't just a chance for current members to mingle; it's an opportunity for all of us to connect with new constituents."

Jonathan Katz leads a session June 28th. Photo: Jonathan Herman



## Hurricane Katrina Relief Update

In June, **Jenny Hamilton**, executive director of the **New Orleans Ballet Association**, wrote an open message to the Guild from NOBA's temporary headquarters.

*"I read with such excitement that members were still donating towards the fund. That is truly incredible!"*

*We just had a performance on May 22 with 140 of the students in our after school programs. What an inspirational performance! These kids have been through so much and are so resilient and strong. I wanted to make sure you knew that our Creative Communities Program has been re-established at the **Fisher Housing Development**, (the only site fully operating) and the kids from this program performed on the May 22 program after only taking lessons for 2 months! They were fantastic, and they with their families attended the May 10 performance of **Parsons Dance Company**, the first Main Stage show for us after Katrina. The **Housing Authority of New Orleans** believes fully in this program, and as developments open, we will establish programs at these sites.*

*We thank you for ALL that you have done and continue to do to help us continue going down here."*

Katrina relief for NOBA through the Guild is ongoing. For more on how you and/or your organization can support minor miracles like the ones Hamilton spoke of, contact the Guild's operations coordinator, **Annie Walker**: (212) 268-3337 ext. 16 or [anniewalker@nationalguild.org](mailto:anniewalker@nationalguild.org)

## NEWS FROM THE FIELD: STATES & THE PRIVATE SECTOR

### Large Retailers Turn Philanthropic

Some of the nation's largest retailers are giving millions in small grants to community initiatives, the *Washington Post* reported in March. **Target** is awarding \$2 million a week to community-based arts, education, and family violence prevention programs. Its closest rival, **Wal-Mart**, the country's largest retailer, donated \$200 million in 2005 to a variety of programs, with 90 percent of that directed to community causes and organizations by store managers who double as program officers. Target donated 2.1 percent of its earnings to charity in 2005 and ranked first in that category among U.S. retailers, according to *Forbes* magazine.

[www.washingtonpost.com/wp-dyn/content/article/2006/03/10/AR2006031002364.html](http://www.washingtonpost.com/wp-dyn/content/article/2006/03/10/AR2006031002364.html)

### Charitable Giving Tops \$260 Billion, But Arts Gifts Decline

Estimated charitable giving reached \$260.28 billion in 2005, an increase of six percent before inflation, a new report from the **Giving USA Foundation** finds. Individual giving rose six percent in 2005 to nearly \$200 billion and accounted for over three quarters of all giving. Foundation grantmaking rose six percent to \$30 billion. And corporate giving, driven in part by disaster relief, grew an unprecedented 23 percent to \$13.77 billion, or five percent of the overall total.

Among recipient organizations overall, several sub-sectors posted double-digit growth before inflation, including education, environment and animals, and international affairs, while arts and culture and health experienced inflation-adjusted declines in giving. Fifty-nine percent of organizations reported an increase in charitable receipts, before adding contributions for disaster relief.

[www.aafrc.org/gusa/](http://www.aafrc.org/gusa/)

### Foundations Report Lower Return on Endowments

Endowments of U.S. foundations earned an average annual return of 8.1 percent in 2005, compared with 11.4 percent in 2004, a June report finds. Looking ahead to the next three to five years, the average reported return assumption is 8 percent.

[www.commonfund.org/Commonfund/](http://www.commonfund.org/Commonfund/)

### Corporate Foundations Break Giving Records in 2005

Charitable giving by corporate foundations reached a record high last year, and a majority of surveyed foundation leaders project continued growth in 2006, a June **Foundation Center** report finds. Nearly 2,600 corporate foundations awarded grants totaling \$3.6 billion in 2005, although the growth of corporate giving still lags that of independent and community foundations. In addition, although corporate foundation giving comprises 11 percent of all giving, that's down from 17 percent in 1987. In terms of funding priorities, corporate foundations

targeted half of their giving to education or public affairs/social benefit.

The release of the report coincides with the launch of the Center's new search service, **Corporate Giving Online**, which enables grantseekers and other researchers to find detailed information on thousands of corporate grantmakers. <http://fconline.foundationcenter.org/pnd/10002967/report>

### States Anticipate Modest Growth in FY 2007 Arts Funding

State arts agencies expect modest gains in their state legislative appropriations for fiscal year 2007, according to preliminary data reported in July to the **National Assembly of State Arts Agencies** (NASAA). Heading into FY 2007, 46 states and jurisdictions are expecting increased appropriations or level funding from fiscal year 2006. Aggregate appropriations are projected to total \$348 million in fiscal year 2007, an increase of \$17 million or five percent. National per capita spending is expected to reach \$1.15 in the coming year, which is a five cent increase from FY 2006 but still far below the \$1.57 peak of FY 2001. Following sharp declines that occurred during the state fiscal crisis of the early 2000s, this is the third consecutive year of appropriations increases. Some state arts agencies, however, continue to operate under financial constraints. Order a PDF of NASAA's appropriations survey at [www.nasaa-arts.org/publications/legapp.shtml](http://www.nasaa-arts.org/publications/legapp.shtml)

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### Nonprofits Urge Congress to Enact Charitable Giving Incentives, Reforms

In a May letter to House and Senate leaders, Washington, D.C.-based **Independent Sector** and more than one hundred charitable organizations urged Congress to enact a significant package of incentives and reforms similar to those included in the Senate's version of the Tax Relief Act of 2005 (H.R. 4297). The organizations—including **AARP**, the **American Association of Museums, Big Brothers Big Sisters of America**, the **Salvation Army**, and the **United Way of America**—called for tax incentives comparable to the provisions that passed with overwhelming bi-partisan support as part of the CARE Act and the Charitable Giving Act. Those incentives would spur giving by all Americans at a time when the resources of charitable organizations are stretched thin.

The organizations expressed their support for tax reforms that closely mirror recommendations made last year by the **Panel on the Nonprofit Sector**, which was convened by Independent Sector at the invitation of Congress to improve the accountability, transparency, and governance of charitable organizations (the Panel's work was previously reported in *GUILDNotes*). They also asked Congress to close tax loopholes that have permitted unscrupulous individuals to take advantage of charitable organizations.

"These charitable incentives will encourage giving by all Americans to help meet community needs," said Independent Sector president and CEO **Diana Aviv**. Read the letter and see the list of signers at [www.independentsector.org/programs/gr/charity\\_signon.html](http://www.independentsector.org/programs/gr/charity_signon.html)

### Senate Supports Expediting Visas for Artists

In May the arts community achieved a major milestone in the five-year quest to improve the visa process for foreign guest artists. As part of their comprehensive immigration bill, the Senate approved a provision that will require **U.S. Citizenship and Immigration Services** to speed up visa processing for artists. If included in the final immigration reform measure still to be worked out by Congress and the White House, this provision would improve opportunities for U.S. audiences to experience

international artistry and would significantly reduce the anxiety, uncertainty, and financial costs currently suffered by nonprofit arts organizations pursuing artist visas.

The artist visa provision was filed by **Sen. John Kerry** (D-MA), found overwhelming bi-partisan support, and was included in a larger package of amendments to the Senate immigration bill. Key support was provided by Judiciary Chairman **Arlen Specter** (R-PA), Ranking Member **Patrick Leahy** (D-VT), and Subcommittee Ranking Member **Edward Kennedy** (D-MA).

### House Says No to \$30 Million NEA Cut, Senate Proposes Level Funding

In May Rep. **Bob Beauprez** (R-CO) offered an amendment to a bill that would have cut proposed 2007 **NEA** funding by \$30 million, shifting the funds to further increase the wildfire management program. If passed, the measure would have reduced total funding for the NEA to under \$100 million for the first time since 2000. The amendment failed by a vote of 106 to 312. Later, by voice vote in the House, as if in show of solidarity for the arts, proposed 2007 funding for the NEA was actually increased by \$5 million.

The Senate has not shown such enthusiasm. In late June the Senate Appropriations Committee approved level funding for 2007 for the **NEA** and **NEH** at \$124.4 million and \$141 million, respectively. No amendment was offered in committee this year to increase funding for these agencies.

#### ARE YOU GETTING ALL THE MEMBER BENEFITS YOU DESERVE?

Full members of the National Guild are eligible to:

- **Sign up** any of your interested staff, trustees, and volunteers for our [email listserv](#). The listserv is where our national office first announces news and opportunities and is a popular forum for the exchange of advice and ideas among members.
- **Log on** to the Members Only area of [www.nationalguild.org](http://www.nationalguild.org), where you can utilize an expanded search function for fellow members, view the latest **GUILDNOTES** electronically, and access a growing library of online resources not available to the public.
- **Recruit** outstanding candidates for your school's administrative positions with [unlimited free employment postings](#) on [www.nationalguild.org](http://www.nationalguild.org).

These are only a few of the many benefits of Full membership in your National Guild. Contact our membership manager today and find out how to take Full advantage.

Andy Behrens, Membership & Marketing Manager,  
[andybehrens@nationalguild.org](mailto:andybehrens@nationalguild.org) or (212) 268-3337 ext.10.



## House, Senate Committees Deviate on Arts-in-Education Funding—Again

For the sixth straight year, the House Appropriations Committee has eliminated funding for the Department of Education's arts-in-education programs. This cut, which zeroes out a \$36 million funding pool for **Kennedy Center** programs and programs for special-needs Americans, was requested in the President's 2007 budget for the sixth consecutive year, and the Committee has again followed that lead. In July, however, the Senate Appropriations Committee approved arts-in-education funding and even raised it by \$500,000. Next, the full House and Senate must pass their Committees' versions of the education spending bill before meeting in joint sessions to work out differences in funding levels. For the past six years, the Senate's version has won out and saved federal arts-in-education programs from the dust bin.

## Public Broadcasting Funding Also Embattled—Again

The same House Committee also approved legislation in June to slash funding for the **Corporation for Public Broadcasting** (CPB), the primary agency for our nation's public television and radio broadcasting, by \$115 million, another perennial budget request by the President. One amendment to partially restore \$20 million in funding back to the CPB was quickly adopted in full committee. However, a devastating \$95 million cut is still on the table.

**Americans for the Arts** expects that when the full House debates the bill in the next few weeks, it will consider a floor amendment to fully restore the public broadcasting funds. A similar scenario occurred last year, when thousands of calls and emails from grassroots advocates around the country helped to convince the House to reverse the cuts. A bipartisan group of representatives led the fight last year, and we expect them to do so again this year, including Reps. **David Obey** (D-WI), **Jim Leach** (R-IA), and **Nita Lowey** (D-NY).

To help restore arts-in-education and CPB funding, contact your representative and senators and add your voice to the effort: [www.capwiz.com/artsusa/home/](http://www.capwiz.com/artsusa/home/)

### School Districts Reduce Instructional Time in the Arts

Survey results made public in late March by the **Center on Education Policy** show that 71 percent of the nation's 15,000 public school districts have, since the passage of No Child Left Behind in 2002, cut back instructional time in one or more other subjects—including the arts—to allow more time for reading and math. Some schools are taking the additional measure of barring students from enrolling in electives—even language courses—unless they meet minimum test scores in reading and math, the only two subjects for which annual exams are required by NCLB.

Of 299 school districts surveyed, 33 percent reported reducing time for social studies, and 29 percent reported reductions in science instruction. Twenty-two percent said that since 2002 they had cut instructional time for the arts, a subject which has been fighting for its existence for decades. The nation's educational establishment is divided over whether focusing on two basic subjects—the stated policy of the federal Department of Education under the Bush administration—is doing more good than harm. Many experts are upset with the administration for what they consider a refusal to accept responsibility for narrowing the educational scope at public schools. "We don't choose the curriculum," a Department spokesman said when interviewed about the Center's findings.

Read the report, a summary and/or press release at [www.ctredpol.org/nclb/Year4/Press/](http://www.ctredpol.org/nclb/Year4/Press/)

A *New York Times* article about the report includes profiles of individual schools, the changing shape of typical school days across the country, and the effect such measures are having on the teaching profession. The article, by **Sam Dillon**, appeared March 26th and is available through [www.nytimes.com](http://www.nytimes.com)

### Study Finds Continued Migration among U.S. Ethnic Groups

Hispanic and Asian populations are spreading outward from their traditional metropolitan centers, and the movement of African Americans toward the South is accelerating, according to a new **Brookings Institution**

analysis of population shifts since the 2000 U.S. Census. These groups are increasingly living in suburbs, in rapidly growing job centers in the South and West, and in more affordable areas adjacent to higher-priced coastal metro areas. Of all U.S. children under five, nearly half are non-white. In 27 large metro areas—including Washington, D.C., Chicago, Phoenix, and Atlanta—more than half of all people under age 15 are non-white.

[www.brookings.edu/metro/pubs/20060307\\_frey.htm](http://www.brookings.edu/metro/pubs/20060307_frey.htm)

### Latino Youth Consistently Underrepresented in Activities

Among the findings of a study published in 2006 by the **Harvard Family Research Project** was evidence that, among white, African-American, and Latino populations, Latinos are the least likely to be involved in out-of-school time (OST) programs and activities. "These differences," the report says, "may be generated by the same factors driving socioeconomic gaps, [although] Latino youths' low participation levels may also be partially driven by linguistic and cultural differences between families, youth, and activity providers." The report recommends that OST providers concentrate resources on serving Latino youth and make a greater effort to recruit among underserved populations.

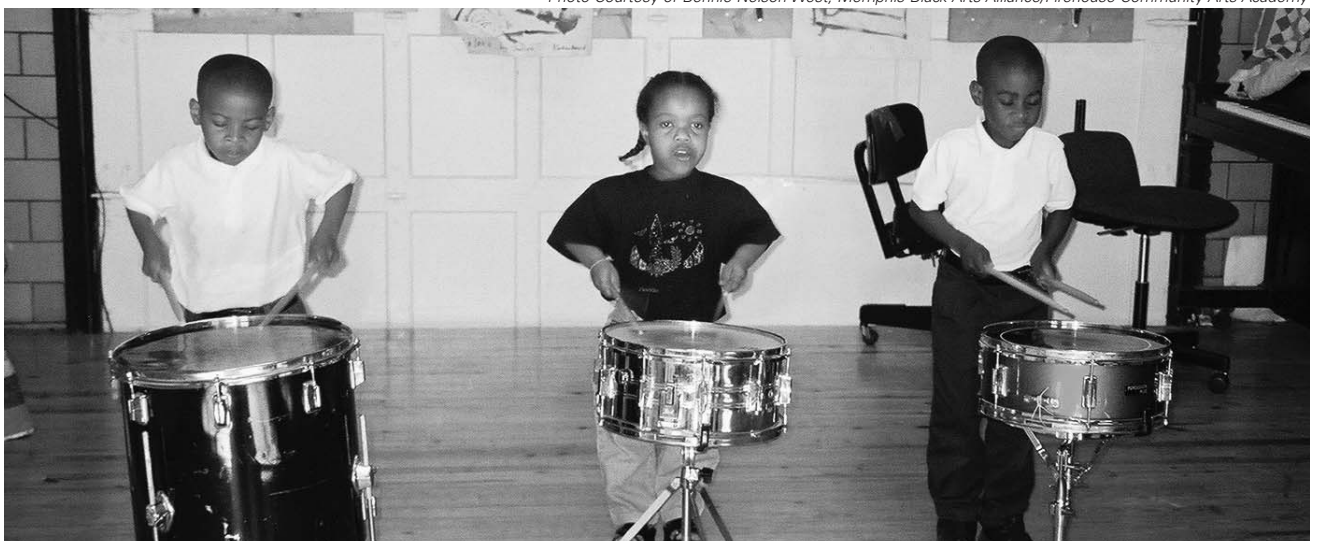
[www.gse.harvard.edu/hfrp/projects/afterschool/resources/demographic.html](http://www.gse.harvard.edu/hfrp/projects/afterschool/resources/demographic.html)

### New Book Looks Objectively at Arts Funding

In *Good and Plenty: The Creative Successes of American Arts Funding*, author **Tyler Cowen** argues that the largely indirect way the arts are funded in the U.S. results not in the terrible and the small but in *Good and Plenty*—and how it could result in even more and better. American art, Cowen says, thrives through a decentralized and even somewhat accidental combination of small direct subsidies and immense indirect subsidies, such as copyright law and tax policies that foster nonprofits and encourage charitable giving. This system results in art that is arguably more creative, diverse, abundant, and politically unencumbered than the art of Europe. The book is published by Princeton University Press.

[www.pupress.princeton.edu/titles/8137.html](http://www.pupress.princeton.edu/titles/8137.html)

Photo Courtesy of Bennie Nelson West, Memphis Black Arts Alliance/Firehouse Community Arts Academy



### Resource Center Offers Training, Grants

The **ePhilanthropy Foundation** has announced its continued partnership with the **Verizon Foundation** in providing services and content to its **Verizon Foundation Nonprofit Resource Center**. An expanded version of the Center—a package of free, web-based professional development courses and resources that help nonprofits better manage their business operations—was unveiled in June. The Center offers nonprofits a free one-stop, operational and training resource, including new courses such as advanced grantwriting; it provides a portal to in-kind donations of hardware and software; and it awards more than 1,200 training grants to nonprofit organizations across the nation.

<http://foundation.verizon.com/resourcecenter>

### Guide for Leadership Transitions

The **Support Center for Nonprofit Management** offers guidance covering a range of transition concerns: changing executive directors, replacing a long-term executive director, rethinking an organization's relationship to its community, and working with organizational culture during change efforts.

[www.supportcenteronline.org/images/JournalforNonprofitManagement.pdf](http://www.supportcenteronline.org/images/JournalforNonprofitManagement.pdf)

The Guild's own guides for executive succession are available at [www.nationalguild.org/resources/ExecSuccession.htm](http://www.nationalguild.org/resources/ExecSuccession.htm)

### Network Provides Job Descriptions and Salaries Search

The **Occupational Information Network** suggests job titles and duties to assist you in preparing job descriptions. The site categorizes occupations by job "families," and for each occupation it offers job factors including tasks and activities, required knowledge and skills, and more. The site also offers a search function. Salary data are displayed by low, median and high percentiles and can often be displayed by state. <http://online.onetcenter.org>

### Website Dispenses Nonprofit Guidance

The Nonprofit Good Practice Guide is a project of the **Philanthropic and Nonprofit Knowledge Management Initiative**. Its topic areas include accountability and evaluation, communications and marketing, governance, and staff development. [www.npgoodpractice.org](http://www.npgoodpractice.org)

### Turn Arts Supporters into Arts Advocates

"Advocacy and Lobbying: Speaking Up for the Arts," an issue of *The NASAA Advocate*, is a straight-forward presentation on the power of individual advocates to shape public policy in support of the arts. With special attention to the advocacy responsibilities of board members, the new publication debunks myths about lobbying and advocacy and suggests strategies for engaging arts organizations in lobbying. [www.nasaa-arts.org/publications/mar06nasaa-advocate.pdf](http://www.nasaa-arts.org/publications/mar06nasaa-advocate.pdf)

### Arts Advocacy Arguments Defined

A Canadian-based web resource, **Making the Case for Culture**, outlines basic pro-arts and culture arguments and groups them into six areas. Each section contains key arguments, program profiles, quotes, and references—lots of ammunition for your next funding proposal or meeting with a legislator.

[www.creativecity.ca/resources/making-the-case/index.html](http://www.creativecity.ca/resources/making-the-case/index.html)

### Advocacy: Staying within Your Boundaries as a Nonprofit

As political campaigns heat up around the country, nonprofit arts organizations are increasingly concerned about the kinds of activities that they may or may not engage in to protect their nonprofit status. The **Alliance of New York State Arts Organizations** recently sought to answer a number of such questions. Information is provided for your guidance and is not intended to replace the advice of legal counsel.

[www.theallianceny.org/advocacy/alerts/voter\\_ed\\_june\\_23\\_06.htm](http://www.theallianceny.org/advocacy/alerts/voter_ed_june_23_06.htm)

### Handling Your Organization's Nest Egg

Compassion and commitment are essential if a board hopes to achieve results. But enthusiasm without prudence is risky. Board service brings with it legal obligations and occasional liability. When it comes to investment management, being a skillful fiduciary of the assets and overall health of the organization requires a combination of knowledge and competence. **Smith Barney** outlines the duties of a charitable trustee. [www.smithbarney.com/pdf/cs2226.pdf](http://www.smithbarney.com/pdf/cs2226.pdf)

## WORTH A LOOK: ONLINE(cont'd)

### Guide, Workbook Harness Power of Arts for Community Development

**Partners for Livable Communities** and the **Citigroup Foundation** have published *Mobilizing Arts and Cultural Resources for Community Development*, a jumpstart for anyone looking to integrate arts and culture into their community. This part resource guide, part workbook highlights the potential impact that arts have on a community and how to make that impact happen. The resource guide contains over a dozen case studies. The workbook contains a step-by-step strategy for taking action. The resource has been used in courses by the **NeighborWorks Training Institute**, offering training, certification, and other opportunities to tens of thousands of people working to revitalize their communities.

[www.cultureshapescommunity.org/images/stories/documents/plc\\_mobilizingartsculture\\_wrkbk.pdf](http://www.cultureshapescommunity.org/images/stories/documents/plc_mobilizingartsculture_wrkbk.pdf)

### Architecture+Design Education Network Launches Website

The Network invites you to discover unique architecture and design education books, curricula and websites in A+DEN Resources. You can also search for architecture and design education programs around the United States in A+DEN Directory. [www.adenweb.org](http://www.adenweb.org)

### Arts Innovators Profiled

DemocraticVistasProfiles is a continuing series of literary profiles featuring artists and arts leaders who live and work at the intersection of the arts and democratic life. Recent subjects include **Umberto Crenca**, **Liz Lerman**, and **Franco Dragone**. Download them free from the **Center for Arts Policy** at Columbia College Chicago.

<http://artspolicy.colum.edu/DVProfiles.html>

### Demographic Differences in Participation Identified

The **Harvard Family Research Project** has published findings from the first phase of a study on demographic characteristics of youth participants in out-of-school time activities. Practitioners may gain a better understanding of the many factors and contexts in children's lives that predict their participation.

[www.gse.harvard.edu/hfrp/projects/afterschool/resources/demographic.html](http://www.gse.harvard.edu/hfrp/projects/afterschool/resources/demographic.html)

### New Tool Helps Define Effectiveness of Online Programs

The *eNonprofit Benchmarks Study* is the first of its kind look at the effectiveness of major American nonprofit organizations using the Internet to raise money and influence public policy. The study is a tool that nonprofits can use to measure and compare their online performance to other organizations' online programs. [www.e-benchmarksstudy.com](http://www.e-benchmarksstudy.com)



## WORTH A LOOK: OTHER MEDIA

### PBS Series Seeks Pilot Partners for New Initiative

**Art:21**, producers of the PBS documentary-style television show "Art:21 - Art in the Twenty-First Century," as well as related educational resources and programs ([www.pbs.org/art21](http://www.pbs.org/art21)), seeks partners for a national pilot of "Youth Engagement," its new screening and discussion-based outreach initiative. The show seeks proposals for creative ways to use the Art:21 series with middle school and high school youth. Funding is available from the **Corporation for Public Broadcasting** to offer mini-grants to ten pilot sites and free screening toolkits to another 40 sites. This screening and discussion-based initiative introduces teens, educators, and their communities to contemporary art. To receive a call for proposals, email your name and affiliation to [outreach@art21.org](mailto:outreach@art21.org)

*Barbara Nyce, Mark Huxsoll and other delegates gather for a breakout session June 28th. Photo: Jonathan Herman*



Save the date for the  
**2006 CONFERENCE FOR COMMUNITY ARTS EDUCATION**  
October 31–November 4 Phoenix, AZ

*Photo: Aimee Helen Koch, Center of Creative Arts, St. Louis*

### Presented by the National Guild of Community Schools of the Arts

- Pre-Conference Institutes October 31 – November 2
- Conference November 2–4, Wyndham Phoenix, Phoenix, AZ. [www.wyndham.com](http://www.wyndham.com)

Conference registration starts at \$385 (no increase from 2005 registration fees). Discounts available to Guild members, early registrants, and schools sending more than two delegates.

Schools joining the Guild in 2006 receive 50% off their first registration!

Go to [www.communityarts.org](http://www.communityarts.org) for updates on Conference programming and registration forms.



Students of Suzuki School of Newton, Auburndale, MA

## CALENDAR OF UPCOMING EVENTS

<b>Sept. 29</b>	Deadline for regular-price Conference registration (late registration fees apply thereafter)
<b>Oct. 31–Nov. 2</b>	Partners in Excellence Pre-Conference Institute, Phoenix
<b>Nov. 1</b>	Outcome-Based Evaluation Pre-Conference Institute, Phoenix
<b>Nov. 2–4</b>	Conference for Community Arts Education, Phoenix
<b>Nov. 5</b>	National Guild Board of Trustees meeting, Phoenix

The **GUILD** encourages members to provide us with news of their activities.

**GUILDNOTES** submissions should be sent to Andy Behrens, at [andybehrens@nationalguild.org](mailto:andybehrens@nationalguild.org)

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