

GUILD NOTES

MARCH/APRIL 2005

GUILD NEWS

68th Annual Conference

Pittsburgh, PA, October 26–30

CONFERENCE PROGRAM SURVEY RESULTS

In a recent survey, school directors identified the following issues as the 20 topics they would most like to discuss at this year's conference:

TOPIC	RANK
Programming for Older Adults	1
Human Resources 101	2
Major Gift Fund Raising	3
Compensation Plans	4
Faculty Development	5
Customer Service	6
Fund Raising 101: Annual Fund Campaigns	7
Curriculum Development	8
Accreditation	9
Outcomes-Based Programming & Assessment	10
Strategic Planning	11
Divisional School Issues	12
Programming for Home School Students	13
Large School Issues	14
Program Planning	15
Finance 101	15
Board Development	17
Earned Income from Sources other than Tuition / Registration	18
Capital and Endowment Campaigns	18
Music Therapy Programs	20



Photo: Joan Barker

The program for the National Guild's 68th Annual Conference is coming into focus. A survey aimed at identifying issues of greatest importance to member schools was distributed via e-mail in late March. According to **Margaret Perry, Director, The Armstrong Community Music School of Austin Lyric Opera, TX**, and Chair of the Conference Program Advisory Committee, "In addition to mentioning perennial concerns such as fund raising, board development, marketing, and planning; school directors indicated strong interest in human resources issues, educational issues, and customer service. School directors were also keenly interested in programming issues for older adults, home-school students, and special needs learners. This is the first time the Guild has conducted a survey to inform conference programming decisions; we expect that, as a result, this year's conference program will be particularly strong and highly relevant to the concerns of community schools of the arts."

Topics ranked in the "Top 20" are listed at left.

This year's conference will be further enhanced by the Guild's partnership with the **International Network of Schools for the Advancement of Arts Education**. Network and Guild will present the two conferences together and permit delegates to attend sessions at either conference. Network has already posted its conference schedule online at www.artsschoolsnetwork.org. Many member schools have expressed an interest in involving their department/faculty chairs in the conference and we're working hard to ensure to include programming that speaks to their needs.

The Guild and local hosts **City Music Center at Duquesne University, Center for Theater Arts, and Pittsburgh Center for the Arts**, are pleased to partner with renowned Pittsburgh organizations including **Carnegie Mellon University, the Heinz Endowments, and the Andy Warhol Museum** to enhance the conference programming. Major sponsors include the **National Endowment for the Arts, Pennsylvania Council on the Arts, and Yamaha**.

The **Westin Convention Center Pittsburgh** is now accepting conference room reservations online at rates starting at \$139 single, \$149 double per night. www.starwoodmeeting.com/Book/guild.

If there's an issue you would like to see addressed at this year's conference, please contact Program Director Kenneth Cole at kencole@nationalguild.org or (212) 268-3337 ext. 18. And, by all means, plan to join us in Pittsburgh this October 26 – 30!

National Guild.org

National Guild Logos Available Online

With Guild logos now available to download at www.nationalguild.org/programs/logos.htm. It's easy for you to inform the community you serve of your commitment to making quality arts education accessible to all.

By working together, Guild members can raise awareness of the important role community schools of the arts play across the country.

Please include the logos in your publications and on your signs and website.



The following reference materials have been posted in the Resources section:

- *Program Evaluation and Community Schools of the Arts*, by David Pankratz, Emc.Arts—A guide to how schools use evaluation to understand whether a program is meeting its goals, identify strategies for improving performance, and facilitate planning.
- *Student & Teacher Assessment in Community Schools of the Arts*, by Alana Seddon, Hart School Community Division—A detailed outline of systematic approaches to student and teacher assessment.
- *Building the Right Board*, by Solomon Associates – A guide to how nonprofits build effective boards of directors.
- *How to be an Effective Board Member*—by Lester Karplus, Boulder Arts Academy and Boulder Ballet.

Employment Opportunities Section Takes Off

As of April 15, Guild member schools had listed 15 different positions in the Employment Opportunities section of our website. Guild members may post employment opportunities free-of-charge by e-mailing employment@nationalguild.org.

ADVOCATING ARTS EDUCATION

A link to [Americans for the Arts' E-Advocacy Center](#) which allows users to obtain, free of charge information about where their US Senators and Representatives as well as state and local officials stand on arts-related issues has been posted on the Guild's website. The system allows users to quickly generate a personalized e-mail on arts-related topics. Try it out by visiting www.nationalguild.org/advocacy.htm. Please let your students, staff, faculty and trustees know about this new feature and encourage them to make their voices heard!

The National Guild has joined the [Music Education Coalition](#) in its massive initiative to help parents and educators appeal to school boards and other decision-makers to keep music in schools. www.SupportMusic.com is an excellent source of information in support of school music programs. SupportMusic.com was launched by the Music Education Coalition, an entity formed by [NAMM](#), the [International Music Products Association](#) and [MENC](#), the [National Association for Music Education](#).

In honor of [Arts Advocacy Month](#), Guild schools in Atlanta, Berkeley, Boston, Houston, Los Angeles, Minneapolis, Philadelphia, Providence, San Francisco and St. Louis presented special performances to showcase the music of young people participating in the [MetLife Youth Music Project](#). Throughout March, music filled the air from sea to shining sea with pieces from the baroque in San Francisco to mariachi in Houston to African drumming in Atlanta and a variety of other concerts in the cities between. A collaboration between the National Guild and the [MetLife Foundation](#), this project, in its third and final year, provides free music instruction to middle school children from underserved communities in a total of 10 cities.



*Children enjoying a music class,
Community Music Center, SF
Photo: Jonathan James*

NEWS FROM THE FIELD

AMERICANS FOR THE ARTS HAS MERGED OPERATIONS WITH **ARTS & BUSINESS COUNCIL INC.** (A&BC). THE MERGER AIMS TO IMPROVE DECLINING PRIVATE-SECTOR SUPPORT FOR THE ARTS FROM INDIVIDUALS, FOUNDATIONS AND CORPORATIONS. INITIALLY LIMITED TO LOCAL SERVICES IN NEW YORK CITY, A&BC NOW RUNS NATIONAL PROGRAMS SUCH AS BUSINESS VOLUNTEERS FOR THE ARTS AND THE NATIONAL ARTS MARKETING PROJECT AND HAS 17 AFFILIATES. www3.artsusa.org/americansforthearts_news.asp#item19

The newly formed **Coalition for African Americans in the Performing Arts** is dedicated to the cultural outreach, talent development, educational enhancement, scholarship, and audience awareness of classical music and the performing arts of and for the African American community. www.4caapa.org

Lawmakers Form Congressional Afterschool Caucuses

On March 3, members of Congress announced that they have established the first-ever Afterschool Caucuses in the Senate and House of Representatives to raise public awareness about the need for more afterschool programs and increase resources for quality afterschool care. Senators

Christopher Dodd (D-CT) and John Ensign (R-NV) and Representatives Nita Lowey (D-NY) and Ileana Ros-Lehtinen (R-FL) will serve as co-chairs of the bipartisan caucuses. www.afterschoolalliance.org/news_events.cfm#4000235

Foundation funding rebounded in 2004, according to a new report from the Foundation Center. "Giving by the nation's more than 66,000 grantmaking foundations increased by 6.9 percent in 2004, from \$30.3 billion to an estimated \$32.4 billion." The report, *Foundation Growth and Giving Estimates*, also includes an outlook for foundation giving in 2005.

www.fdncenter.org/research/trends_analysis/pdf/fgge05.pdf

RESOURCES AND OPPORTUNITIES

The **Target Community Giving Program** supports nonprofit organizations in the communities where the company's stores are located (currently in every state except Vermont, Alaska, and Hawaii). The company's grants focus on the following three areas: accessible arts for families, family violence prevention, and early childhood reading. Most grants average between \$1,000 and \$3,000. Applications will be accepted between March 1 and May 31, 2005, with early applications encouraged.

target.com/target_group/community_giving/local_giving.jhtml

A new RAND Corporation study, **Gifts of the Muse: Reframing the Debate about the Benefits of the Arts**—commissioned by The Wallace Foundation—concludes that giving individuals repeated rewarding experiences with the arts over time is a necessary first step before other, more public benefits of the arts can be realized. These other benefits include exposure to new perspectives, sharpened learning skills among young people, expanded capacity for empathy, and stronger social bonds in communities. The study contends that many of the benefits of the arts are gained only through a process of sustained involvement. Two key factors that help stimulate such sustained involvement are early childhood experiences and strong arts experiences that are marked by high levels of emotional, mental and sometimes social engagement. Based on these findings, the report recommends that federal, state and local policy be refocused to build demand for the arts by introducing more Americans to engaging arts experiences, especially when they are young. www.wallacefoundation.org/Muse

The United States Department of Education has announced two new major arts education funding opportunities:

Arts in Education Model Development & Dissemination Grant Program

supports the enhancement, expansion, documentation, evaluation, & dissemination of innovative, cohesive models that are based on research & have demonstrated that they effectively: (1) integrate standards-based arts education into the core elementary & middle school curricula; (2) strengthen standards-based arts instruction in these grades; & (3) improve students' academic performance, including their skills in creating, performing & responding to the arts. Deadline for Notice of Intent to Apply: April 29, 2005. Application Deadline: May 31, 2005.

www.ed.gov/legislation/FedRegister/announcements/2005-1/033005b.html

Professional Development for Arts Educators

supports the implementation of high-quality professional development model programs in elementary & secondary education for music, dance, drama, media arts, or visual arts, including folk arts, educators & other arts instructional staff of kindergarten through grade 12 (K-12) students in high-poverty schools. The purpose of this program is to strengthen standards-based arts education programs and to help ensure that all students meet challenging State academic content standards & challenging State student academic achievement standards in the arts. Deadline for Notice of Intent to Apply: April 29, 2005. Application Deadline: May 20, 2005.

<http://www.ed.gov/legislation/FedRegister/announcements/2005-1/033005d.html>

RESOURCES AND OPPORTUNITIES

Newly released by the Arts Education Partnership is the report ***You Want To Be A Part of Everything: The Arts, Community & Learning***. This report, resulting from the September 2003 Partnership Forum, features provocative testimony to youth centered and youth directed arts programs that are creating powerful and supportive communities among young people. It highlights five youth arts programs from across the country including National Guild member **Center of Creative Arts (COCA) Urban Arts Program** (St. Louis, MO), the **Artists for Humanity** (Boston, MA), the **ArtsLiteracy Project** (Providence, RI), **City Lore** (New York, NY), and **Human Creativity** (Central Falls, RI). The report is available for purchase at \$4.00 per copy, plus shipping. A PDF version can be viewed at: www.aeparts.org/PDF%20Files/YouWantToBePart.pdf

Making Out-of-School-Time Matter: Evidence for an Action Agenda presents the findings of a broad-ranging literature review to identify, frame and assess the relevant issues in the Out-of-School-Time (OST) field. The report, published by The RAND Corporation and commissioned by the Wallace Funds, identifies and addresses several major issues: the level of demand for OST services, the effectiveness of the offerings, what constitutes quality in OST programs, how to encourage participation, and how to build further community capacity.

www.wallacefunds.org/WF/KnowledgeCenter/KnowledgeTopics/Out-OfSchoolLearning/MakingOutofSchoolTimeMatter.htm

All Work and No Play? Listening to What Kids and Parents Really Want from Out-of-School, a survey of teens and parents commissioned by the **Wallace Foundation**, found the vast majority of students in the United State regularly participate in organized activities in their out-of-school time. Given a choice of activities, 54% of young people would choose sports and 36% would choose an activity such as music or dance.

www.publicagenda.org/research/pdfs/all_work_no_play_exec_summary.pdf

A useful series of articles about branding and assembling a coherent, integrated set of documents including brochures, stationery, etc. may be found on the Foundation Center's website: www.fdncenter.org/pnd/npodesign/npodesign_arch.jhtml

The Annenberg/Corporation for Public Broadcasting Channel is premiering ***Connecting with the Arts***, its latest professional development series about arts education. The eight video programs and accompanying website are designed to help teachers integrate the arts with subjects across the curriculum. www.learner.org/channel

BOARD DEVELOPMENTS

The Guild is pleased to announce that **Marjorie Cohn** and **Barry Goldberg** have been appointed to the Board as Interim Trustees. Ms. Cohn is Executive Vice President, Original Programming and Development at Nickelodeon. Mr. Goldberg is the Senior Vice President of the New York Youth Symphony and has served as its Executive Director since 1983. Both were appointed at the March 26th meeting of the board and will stand for election by the membership at the annual meeting in October.



Marjorie Cohn



Barry Goldberg

Piano lesson, Community Music Center, SF. Photo: Jonathan James



PEOPLE AND SCHOOLS

*Susan M. O'Leary, Executive Director
171 Cedar Arts Center, Corning, NY*



Susan M. O'Leary, who had served as Director of Operations at **171 Cedar Arts Center, Corning, NY**, since September 2004, has been appointed Executive Director of the organization.

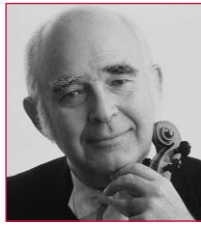
The New School of Music, Cambridge, MA, has announced the appointment of **Meredith Cooper** to the position of Executive Director. Cooper served as the Financial Manager, Director of Administration, and Interim Executive Director over the past three and half years.

The Concord Community Music School, NH, celebrated its 20th Anniversary March 18–19 with a weekend featuring special performances, open classes, a performathon, drumming circles, a community sing, an alumni jazz jam and an instrument petting zoo.

Jennifer Alexandra Johnston has replaced Camille Jones as Executive Director of the **Community Music School of the North Carolina School of the Arts in Winston-Salem, NC**.

Joseph Silverstein, violin, and **Jonathan Bass**, piano, will perform at **New England Conservatory's** Jordan Hall for the benefit of **All Newton Music School (ANMS), MA**, on September 23, 2005 at 7:30 pm. Mr. Silverstein has been devoted to ANMS since the 1970's and while concertmaster of the Boston Symphony Orchestra still managed to coach chamber music at the school. For further information, visit www.allnewtonmusicschool.com.

Joseph Silverstein



Doris Fukawa has accepted the position of Interim Director of the **Crowden Center for Music in the Community, Berkeley, CA**. Doris is a longtime CCMC faculty member and has accepted the post through October 2005.

SoYoung Lee, Executive Director of Boulder Arts Academy/ Boulder Ballet will be leaving her post as of August 2005. A search for her successor has begun.

After 21 years of managing arts organizations in Westchester County, New York, **Lisa Deutsch** has announced her departure from the field and resignation as Executive Director of the **Music Conservatory of Westchester**, effective June 2005. A search for her successor is underway.

In March, students at the **Samuel S. Fleisher Art Memorial, Philadelphia, PA**, returned to an extensively renovated facility. Since late November 2004, two buildings had undergone a remarkable internal transformation resulting in wider corridors, an expanded lobby area, a five-story elevator, new sprinkler system and air conditioning, and two full libraries. The renovation will make it possible for Fleisher to expand its audiences by some 40% and develop programs that are more broadly accessible to those with physical challenges. For more information visit www.fleisher.org.

The Northern Lakes Center for the Arts and its educational division, the **Northern Lakes School of the Arts, Amery, WI**, were recently featured in an online article published by the Community Arts Network. Although Amery (total population, 2,800) may seem to be unique and exceptional in its support of the arts, in nearly every respect, the community is quintessentially small town rural America. The Amery story is one which has the potential to be replicated in any rural community. The article, *Let Art Begin At Home: The Amery Story* can be found in its entirety in the web-site's Reading Room at www.communityarts.net/readingroom/archivefiles/2005/03/let_art_begin_a.php

The Guild is pleased to welcome six new members

ASSOCIATE MEMBERS

- East Bay Center for the Performing Arts, Richmond, CA
- Carnegie Arts Center, Leavenworth, KS
- Community School of the Arts at Eastern Oregon University, LaGrande, OR
- Cascade Community School of Music, Bend, OR

EDUCATION AFFILIATES

- Craftswomen's Network, Easton, MD
- School of Music, University of Central Oklahoma, Edmond, OK

MONEY MATTERS

The Alaska Fine Arts Academy in Eagle River, AK has received a \$16,000 matching grant from the Rasmuson Foundation for improvements to the dance studio and related equipment. The Alaska Dance Company is a newly formed performing company and a Division of the Alaska Fine Arts Academy.

The Northampton Community Music Center (NCMC), Northampton, MA has received several grants to support the second year of its Music Therapy Program for children with Autism Spectrum Disorder. (\$13,500 from Doug Flutie, Jr. Foundation for Autism, \$2,500 from Hasbro Foundation, and \$2,100 from Community Foundation of Western Massachusetts). NCMC also received a \$20,000 gift to establish the David Sigelman Community Music Fund.

East End Arts Council Community School of the Arts, Riverhead, NY, has received a \$4,000 award from The Long Island Community Foundation's Elizabeth Pritzker Fund to support scholarships for school-aged musicians.

Neighborhood Music School (NMS), New Haven, CT, has received a \$20,000 grant from the Annie E. Casey Foundation to support access to music and dance for underserved youth in Greater New Haven. NMS also received \$2,500 from the Amateur Chamber Music Players Foundation (ACMP) to inaugurate Elm City Chamber Fest, a 2-week summer camp for string players ages 8 – 18.

The **GUILD** encourages members to provide us with news of their activities.
GUILDNOTES submissions should be sent to Editor, at editor@nationalguild.org

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NATIONAL
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