

GUILD NOTES

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GUILD**
OF COMMUNITY
SCHOOLS OF THE ARTS

WINTER 2007

GUILD NEWS

Public Housing Partnerships Yield Strategies for Increasing Access and Impact

By Stephanie Golden

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Creative Communities 2003 Winter Training Institute participants gather under the Angel Oak near Charleston, SC. Photo: Jonathan Herman



Artist Tiffany Fitzgerald served as a Creative Communities peer mentor for Federated Dorchester Neighborhood Houses, Dorchester, MA. Fitzgerald now studies at the Massachusetts College of Art, Boston.

How can community arts schools improve access to high quality arts education? To deepen its ongoing exploration of this issue, in 2001 the National Guild launched Creative Communities, a groundbreaking national initiative developed in collaboration with the U.S. Department of Housing and Urban Development and the National Endowment for the Arts. Over three years' time, the initiative provided funding, training and technical assistance to twenty community schools of the arts that provided rigorous, sequential arts instruction during non-school hours to more than 7,000 children and youth residing in public housing. Schools offered classes in performing, visual, and literary arts, partnering with community agencies, public schools, and non-arts service providers such as Y's and Boys and Girls Clubs, as well as with housing communities.

Now the Guild has released *Creative Communities Initiative Summary Report: Community Schools of the Arts and Public Housing—Findings, Lessons Learned, and Strategies for Successful Partnerships*. This 53-page report summarizes an independent, comprehensive evaluation of Creative Communities. It describes the initiative; summarizes its impact on students, teaching artists, partnering organizations, and communities; lays out successes and challenges; and offers strategies for sustaining such programs.

(continued on page 2)



Evaluators found that Creative Communities was most successful in achieving its programmatic goals of strengthening the arts skills of participating children and youth, developing an experienced cadre of teaching artists, and identifying best practices in community arts partnerships. Perhaps most importantly, the initiative provided a transformative experience for children and their families, showing that the arts could nurture both individual artistic and human

development and community well-being. Successful programs, however, require careful planning and strong, yet flexible partnerships.

"I am delighted to share the results of this initiative," said Guild Executive Director **Jonathan Herman**. "We're hoping that other organizations interested in supporting programs in public housing will find the results useful, and that others in the field may more effectively implement similar cross-sector partnerships. We're extremely grateful to the NEA, HUD, and our other many partners whose leadership, generosity and commitment made Creative Communities possible." What most struck him, Herman noted, was "the level of passionate energy that the initiative catalyzed" among all participants. "Bringing together community schools of the arts and public housing communities unleashed tremendous creativity."

The *Creative Communities Initiative Summary Report* is available now in free, downloadable format at www.nationalguild.org. Full members of the Guild will receive free hard copies by mail. Others may order copies of the book from the Publications area of the website (\$15 for members, \$20 for nonmembers).

70th Annual Conference Will Draw Leaders to Los Angeles in November

The 70th Conference for Community Arts Education will be held in Downtown Los Angeles from November 8-10, 2007, with pre-Conference institutes scheduled for November 7. Presented annually by the National Guild, the Conference is the preeminent gathering for leaders of community-based arts education organizations in the United States. As a conference delegate, you'll learn how to attract new students, fill studios in off-peak hours, recruit and retain talented faculty, establish successful partnerships, employ new technology, raise more money, diversify your course offerings, and more.

Stay up on Conference program developments, download a session proposal form, and/or learn how to sponsor, advertise and exhibit by visiting www.communityartsed.org, our dedicated Conference website. Registration will begin in June.

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

- \$75,000 from the **William Randolph Hearst Foundation** for general support
- \$75,000 from the **MetLife Foundation** for the printing, distribution, promotion, Spanish language translation, and assessment of *Creativity Matters: Arts and Aging Toolkit*.
- \$10,000 from the **Samuel I. Newhouse Foundation** for general support

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The Guild encourages submissions of editorial content. Email submissions to AndyBehrens@nationalguild.org

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The National Guild 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.

For information regarding Guild membership and programs visit www.nationalguild.org or email guildinfo@nationalguild.org

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Andy Behrens, Membership and Marketing Manager
Annie Walker, Bookkeeper/Operations Coordinator
Claire Wilmoth, Administrative Coordinator
Kelly McHugh, Program Associate

GUILD NEWS (cont'd)

Field Survey Report in Development

The National Guild's highest rated publication will soon see a brand new edition. Our 2006 *Field Survey Report* will be published later this spring. The *Report* contains data for staff and faculty compensation and benefits, staffing levels, fees for private and group instruction, revenue sources and expenses, financial aid, and more. As Guild members have been discovering for decades, the *Field Survey Report* is an invaluable tool for budgeting and planning, negotiating employment contracts, and setting tuition fees. Data is broken out by divisional vs. independent schools and by budget size.

Among the data in this year's survey report, which covers the 2005-2006 academic year, are these faculty compensation rates:

MEDIAN HOURLY FACULTY COMPENSATION RATES

Group Instruction at Divisional Schools \$35.00/hour

Group Instruction at Independent Schools \$34.00/hour

Private Instruction at Divisional Schools \$28.75/hour

Private Instruction at Independent Schools \$30.00/hour

Member schools that completed the survey will receive a complimentary copy of the report. Full and Education Affiliate Members who did not complete the survey may order a copy for \$50. The non-member price is \$75. Guild members may also order customized reports starting at \$50.

Contact Program Director **Kenneth Cole** at kencole@nationalguild.org for more information.

Garden State Chapter Merges

Owing to recent chapter inactivity in New Jersey, the Guild has dissolved its Garden State Regional Chapter. Full member schools and Education Affiliates in New Jersey have been invited to choose membership in either the New York Metro (formerly New York City) or Mid-Atlantic Chapter. For assistance, schools may contact Andy Behrens at the Guild office (andybehrens@nationalguild.org) or Chapter Chairs **Aaron Flagg** or **Raye Jones Avery** (see chapter contact information, page 15).

Program Associate Makes Debut at Guild Office



Kelly McHugh

Kelly McHugh has joined the National Guild as program associate. With a combined background in fine arts and development, Kelly brings experience in arts stewardship, practice and instruction. She has worked in children's television production, conference management, and arts-in-education programming. Kelly holds a Bachelor's Degree in Studio Art from Binghamton University and is an NYU-Certified Arts Administrator. Apart from her career, she is an avid supporter of a growing community of artists which she spotlights in an annual publication series entitled *reunion*. Kelly will be working closely with Program Director Ken Cole to develop the Guild's publications, manage conferences and coordinate regrating programs. She can be reached at kellymchugh@nationalguild.org and by phone at the Guild's national office.

(GuildNews is continued on page 6)



Wheaton College Community School of the Arts, Wheaton, IL, Photo: Jim Whitmer

PEOPLE AND SCHOOLS



Matthew Braun

Fleisher appoints Matthew Braun Executive Director

As of January Philadelphia's **Samuel S. Fleisher Art Memorial** has a new executive director. Appointed following a national search, **Matthew Braun** comes to Fleisher from Ithaca, NY, where he served as executive director of the History Center in Tompkins County, a 144-year-old historical society and museum. In recognition of his leadership and program initiatives in Ithaca, Braun was awarded the American Association of Museums Nancy Hanks Memorial Award in 2005, and was selected to participate in the renowned Museum Leadership Institute at the Getty Center in Los Angeles in 2006. Braun was an artist in residence at the Skowhegan School of Painting (ME) and the Santa Reparata Printmaking Studio in Florence, Italy, and was a Fulbright Scholar at London's Slade School of Fine Art.

Royal Conservatory of Music Expands Into Traditional Chinese Music

Toronto's **Royal Conservatory of Music** (RCM) has added courses in traditional Chinese instruments at its RCM World Music Centre. Led by Chinese-Canadian instructors who are also internationally acclaimed musicians, the Conservatory's students study and explore Chinese music and culture through private study and ensemble performance on instruments such as yang-qin, erhu, guzheng, pipa and flute.

"We are also pursuing partnerships with some of the most respected conservatories and educational organizations in Mainland China and Hong Kong," said Dr. Peter Simon, RCM President. The RCM will share its acclaimed publications and examinations with Chinese music teachers and students, Simon said.

Since its creation in 2003, the Centre has worked to reflect Canada's cultural diversity. Today, students can choose instruction in such diverse fields as African drumming, Brazilian percussion, Celtic harp, Cuban piano, fiddle, flamenco guitar, pan flute, sitar, sarod and tabla, South Indian vocals, taiko drumming, tin whistle and Irish flute, and violao (Brazilian guitar).

Flint Youth Symphony Celebrates 60 Years

The Flint Youth Symphony Orchestra (FYSO), one of more than two dozen ensembles at the **Flint** (MI) **School of Performing Arts**, is celebrating its 60th anniversary in 2007. The orchestra plans an Anniversary Festival Concert and alumni reception March 31st. More than 70 student players ranging in age from 13 to 18 make up the Orchestra, which frequently travels internationally and has hosted its own International Youth Music Festival.

Casita Maria Makes Way for New Facility

In February **Casita Maria** (Bronx, NY) took up temporary headquarters at a nearby parochial school to make way for an anticipated two-year construction project. A new 90,000-square-foot, state-of-the-art educational and cultural facility will house both Casita Maria and The Bronx Studio School for Writers and Artists at Casita Maria. Groundbreaking on the new facility is anticipated soon in conjunction with the New York City School Construction Authority. In the meantime Casita Maria will house its administrative staff and provide after-school education and community services from the temporary location.

NY Youth Symphony Receives \$125,000 Grant

In December the **New York Youth Symphony** announced that its Growing Music initiative had won a \$125,000 grant from the New York State Music Fund. Growing Music will expand the NYYS's Making Score seminar series for young composers, increase the Symphony's commissioning of new works, and allow for the archiving of the organization's music library, which includes dozens of recordings of world premieres. These works will be available for educational purposes. The State Music Fund was created as part of much-touted state court settlements with major record companies convicted of violating laws prohibiting "pay for play."

PEOPLE AND SCHOOLS (cont'd)

Harper School's Nominees Win Philanthropists' Award

Mr. and Mrs. James McCarl of Lenoir, NC, were awarded the 2006 Outstanding Philanthropists Award at the annual North West NC Chapter of the Association of Fundraising Professionals Philanthropy Day Awards Luncheon in November in Newton, NC. Nominations were made by community organizations from across nine counties. The McCarls were nominated by Lenoir's **James C. Harper School of Performing Arts** and LHS Foundation. Their financial support in 2005 and 2006 was instrumental in establishing the School, said Executive Director **Janet K. Bloom**.

Self Departs from South West Music School

Mary "Beth" Self concluded her tenure as executive director of the **South West Music School** (Beaverton, OR) in December.

Saxon Leaves New Jersey School

Ellen M. Saxon has left her position as managing director of the **Trenton (NJ) Community Music School**. **Marcia Wood** is TCMS executive director.

Alstad New Director at Seattle's Music Center

In January the Board of Directors of **Music Center of the Northwest** (Seattle, WA) announced the appointment of **Michael Alstad** as executive director. Alstad is a trumpet player who has worked in Canada and the U.S. as band director, clinician, adjudicator, and on numerous local and provincial arts councils and boards. "It is an honor and privilege to provide leadership to such a wonderful organization," said Alstad.

McManus Begins Tenure at Villa Musica

Late in 2006 **Tanya McManus** assumed the post of managing director for **Villa Musica**, a new community music center in San Diego, CA. McManus takes the reins formerly held by **Ruth Kiefer**.

Wells and Kaplan Named Interim Co-Directors in Cleveland

The **Cleveland Music School Settlement** said farewell to Executive Director **Daniel J. Windham** in January as Windham accepted leadership of the Wallace Foundation's arts program. **Norm Wells** and **Ronna Kaplan** have been named interim co-executive directors of the CMSS.

FACULTY & STUDENT RESOURCES

Federal Resources for Education Excellence

The U.S. Department of Education has remodeled and updated its Federal Resources for Education Excellence (FREE) website. Resources range from primary historical documents to lesson plans, science visualizations, math simulations and online challenges, paintings, photos, mapping tools, and more. Content is provided by federal organizations and agencies like the Library of Congress, NEH, National Gallery of Art, and the Smithsonian.

www.free.ed.gov

Student Documentary Competition

C-SPAN StudentCam is an annual competition in which students produce a short (up to 10-minute) video documentary that creatively explores a current political issue and integrates C-SPAN programming. Individuals or teams of students grades 6-8 or grades 9-12 may participate. Maximum award: \$3,000 in digital equipment for school. Deadline: March 30, 2007.

www.studentcam.org

Website Provides Museum Resources to Educators

Modern Teachers, an education program of New York City's Museum of Modern Art, connects educators via the internet with MoMA's resources and contemporary art collection. Visitors to the site can download guides, which include bibliographies and suggested resources; browse images; or search lessons by subject, theme, medium, or artist.

www.moma.org/modernteachers

Guild to Publish Case Studies of Outstanding School Partnerships

National Guild Full members should look for a copy of *Profiles in Excellence: Case Studies of Arts Education Partnerships* in their mailboxes this spring. A supplement to *Partners in Excellence: A Guide to Community School of the Arts/Public School Partnerships from Inspiration to Implementation*, published by the Guild in 2005, *Profiles in Excellence* examines three exemplary community school/public school partnerships.

The three partnerships represented are:

- **Henry Street Settlement's** partnership with the Lower Manhattan Arts Academy (New York, NY) which provides theater instruction to at-risk high school students, integrating after-school and in-school instruction and employing an extended campus approach
- **The Samuel S. Fleisher Art Memorial's** partnership with South Philadelphia's Washington Elementary, which supports a program that integrates visual arts instruction with literacy, science and social science curricula for first through third graders and provides comprehensive professional development to teaching artists and classroom teachers, and
- **MacPhail Center for Music's** three-way partnership with Whittier International Elementary (Minneapolis) and the Wilder Research Foundation, employing a research-based approach to improve student retention rates, enhance professional development, and increase parental involvement.

The publication of *Profiles in Excellence* has been made possible by a generous grant from the MetLife Foundation as part of its Partners in Arts Education Program. Since 2002, in addition to producing publications and training institutes, the Guild and the MetLife Foundation have made grants totaling \$720,000 to member schools to support arts education partnerships. You'll be able to download *Profiles in Excellence* free or order hard copies at www.nationalguild.org.

Hurricane Katrina Relief Update

Among the hundreds of thousands displaced by Hurricane Katrina in 2005 were the students, faculty and staff of the **New Orleans Ballet Association** (NOBA), an award-winning community school and Creative Communities site that provided free instruction to 1,200 inner-city children at three schools and 14 after-school sites. All but two of NOBA's sites were completely flooded in the storm.

Since the Fund's inception, the Guild has collected \$8,226 for NOBA. In 2006 the amount raised was \$3,126. NOBA and the Guild express gratitude to the campaign's supporters who continued giving last year. Among them is the **Indian Hill Music Center** of Littleton, MA, which raised \$2,304 in January, 2006, when students recruited sponsors for the pieces they played in the Center's series of winter recitals. Indian Hill produced red bracelets in the Lance Armstrong style, which students distributed to donors. Additional cash donations were collected on recital days in Katrina fund baskets in the Center's lobby.

"We continue to be overwhelmed by the extraordinary support and the care and concern that all of you [at the National Guild] have shown to this organization," said NOBA Executive Director **Jenny R. Hamilton** in a January letter to the Guild. Hamilton went on to describe the latest developments in reestablishing NOBA's programs in New Orleans as the city rebuilds: "As of March, 2007, we expect to be teaching after-school dance classes at 11 sites in three Louisiana Parishes to 250 children. Life and situations remain very fluid as the best laid plans are constantly changing."

The following list reflects Katrina Fund contributions received between January 15, 2006, and January 15, 2007.*

\$100 AND ABOVE

Barnes & Noble
Indian Hill Music Center
Merit School of Music
Music Academy of Tucson

UPTO \$100

Samita Andreansky
Kathleen Conner
Karin R. Baird
Patricia C. Montemayor
Allison T. Ball
Vikki Spritz
Thomas J. Board

*We regret any errors or omissions. Please report any corrections to Claire Wilmoth at claire@nationalguild.org

THE GUILD IS PLEASED TO WELCOME THESE NEW MEMBERS

FULL MEMBERS

- **Bermuda School of Music**, Hamilton, Bermuda. Established in 2001 through the merger of a local academy and conservatory, the BSM offers instruction in many instruments and voice, music theory, composition, conducting and jazz studies. Participants range from infants to retirees.
- **Bronx House School for Performing Arts**, Bronx, NY. The Bronx House, established in 1911, offers programs in a facility featuring soundproof and sound-enhanced music rooms, dance and theater studios. The School is a division of the Bronx House Community Center.
- **Dreams Center for Arts Education**, Wilmington, NC. Since 1996, Dreams Center has provided a creative outlet to disadvantaged youth who otherwise would not have access to an arts education. It offers performing and visual arts classes to children ages 8 to 17 in 15 locations.
- **John Waldron Arts Center/Bloomington Area Arts Council**, Bloomington, IN. The Center, a community arts arm of the BAAC, offers a full range of classes, two performance venues, and an active exhibition program.
- **NewArt School**, Newton, NC. The NewArt School is a division of Newton-Conover Civic and Performance Place. It will offer classes, workshops, and camps throughout the year at the NCCPP and satellite locations, particularly in areas currently underserved.
- **Old Town School of Folk Music**, Chicago, IL. With a staff and faculty of 250 and enrollment of over 6,200 per week, the Old Town School celebrates music and cultural expression rooted in diverse American and global communities. It is among the largest such independent arts institutions in North America.
- **Solon Center for the Arts**, Solon, OH. The Center houses a spacious art gallery, art studio, 5 music studios, a ballet studio, and a 200-seat theater, all in an 1899 Gregorian building that once served as Solon's city hall.

EDUCATION AFFILIATES

- **ARTrageous Community Art School**, Westminster, CO. ARTrageous provides art enrichment classes for students of all ages throughout Colorado.
- **Musical Arts Center of San Antonio, Inc.**, San Antonio, TX. Founded by 2000 Texas Pre-College Teacher of the Year Kenneth Thompson, MACSA offers instruction in two facilities.
- **viBe Theater Experience**, New York, NY. viBe empowers teenage girls to create, rehearse, design, publish and perform personal and truthful collaborative theater pieces.

BUSINESS AFFILIATES

- **Associated Board of the Royal Schools of Music**, London, UK. The ABRSM is the world's leading provider of graded music exams and assessments. It has over 100 years of experience and expertise in the field of music education and benefits from a relationship with four leading conservatories in the UK.

FY 2006 GRANTS AND CONTRIBUTIONS

The Board of Trustees expresses its sincere appreciation to all those who contributed to the Guild for our programs and operations in 2006. Our continued success and the strength of the national community arts education movement reflect their kind patronage. Following is a list of contributions received for the year as of January 15, 2007.*

\$250,000 and above

MetLife Foundation

Lydia Kontos

Margaret Perry

G. David Peters

\$100,000 - \$249,999

Popplestone Foundation

Katherine T. Schumacher

The Prime School

The Wyss Foundation

\$50,000 - \$99,999

William Randolph Hearst Foundation

\$500 - \$999

Duffie A. Adelson

The Diller-Quaile School of Music

Edwina French

\$10,000 - \$49,999

Barthelmes Foundation

Earl J. Rusnak

Emilie Roy Corey

Raymond L. Rusnak, Jr.

Ed Familant

George Schermerhorn

Fidelity Charitable Gift Fund Trustees'
Philanthropy Fund

Daniel J. Windham

National Endowment for the Arts

\$100 - \$499

Pennsylvania Council on the Arts

Dr. Carl Atkins

Samuel I. Newhouse Foundation

Dr. Susanne Baker

Jane C. Ballard

\$5,000 - \$9,999

Phyllis Feder

Elizabeth Carr

Richard Casper

Ann and Gordon Getty Foundation

Church Street School of Music & Art

Terry Hueneke

Kenneth T. Cole

Gayle Morgan

Rosalind Devon

New York State Council on the Arts

Carol Freundlich

Lowell Noteboom

Joseph B. Glossberg

Carol F. Ross

IBM Matching Grants Program

Jeremiah James

\$1,000 - \$4,999

Susan S. Aaron

Dr. Leslie Jones

Arthur Judson, III

Henry P. Bridges Jr.

David Lapin

Barry Goldberg

Sally Menges

Pauline K. Herman

Cynthia Fisher Miller

Thora Jacobson

Kirsten Morgan

James Huntington Foundation

Nancy Morgan

FY 2006 GRANTS AND CONTRIBUTIONS (cont'd)

\$100 - \$499 (cont'd)

Marilyn Morrissey
 Edward H. Oppenheimer
 Ellard Pfaelzer, Jr.
 Dr. Margaret Quackenbush
 Jacqueline Rubel
 Katherine Saenger
 Margaret Senter
 Sarah H. Smongeski
 Dr. Robert J. von Gutfeld
 Michael Yaffe
 Lawrence Zukof

Janine Day
 Amy Dennison
 The Diller-Quaile School of Music
 Helen DuBois
 William Fickes
 J Eugene Grisby
 Al & Susan Huetteman
 Dr. Stephen Jay
 Howard & Frances Kellogg
 Martha Markowitz
 Lolita Mayadas
 Kristen Murphy
 Corie Nichols
 Regina Nixon
 Dr. Stephen R. Shapiro
 Jason Trotta
 Dr. Lennard & Judith G. Wharton

Up to \$99

Dr. Samuel H. Adler
 Ronald Banyay
 Amy Chou

**We regret any errors or omissions. Please report any corrections to Claire Wilmoth at claire@nationalguild.org*

LEADERSHIP CAMPAIGN

Realizing the importance of creating a national Online Resource Center that will provide a readily accessible database of best practices for community arts schools, the Guild's Board of Trustees undertook a Leadership Campaign to raise \$150,000 to fund the initial costs of this project. The National Guild is grateful to its former and present trustees who, with foresight and generosity, met this extraordinary challenge.

\$20,000 and above

Emilie Roy Corey
 Ed Farnilant
 Terry Hueneke
 Carol Ross

\$10,000 - \$19,999

Robyn Newhouse
 Katherine T. Schumacher

\$5,000 - \$9,999

Phyllis Feder
 Gayle Morgan

\$1,000 - \$4,999

Duffie Adelson
 Barry Goldberg
 Lydia Kontos
 Cynthia Fisher Miller
 Kirsten Morgan
 Lowell Noteboom
 John Sutherland
 Daniel Windham

Up to \$999

Eric Bachrach
 Jo Ellen DeVilbiss
 Jonathan Herman
 Thora Jacobson
 Margaret Perry
 Margaret Quackenbush
 George Schermerhorn
 Margaret Senter
 Michael Yaffe

AVAILABLE GRANTS AND FUNDRAISING GUIDANCE

FY 2008 NEA Grants Guidelines Now Online

Grants for Arts Projects comprises the NEA's primary funding opportunities for arts education organizations. Categories include Learning in the Arts for Children and Youth, Access to Artistic Excellence, and Challenge America: Reaching Every Community Fast-Track Review Grants. Deadlines start at March 12, with additional deadlines in June and August.

www.arts.gov/grants/apply/Artsed.html

Milagro Foundation Seeks Applications

Grant applications are sought from community-based, grass-roots organizations in the U.S. serving underprivileged children and youth in the areas of arts, education, and health. Maximum award is \$5,000. www.milagrofoundation.org/apply.asp

Mr. Holland's Opus Music Foundation Grants

Grants are awarded in two programs: the Melody Program targeting school music programs, and the Special Projects Program targeting community schools of the arts, after school programs and youth orchestras. Programs fund instrument repair and the acquisition of new instruments; there are no cash grants. www.mhopus.org/apply.htm

Barnes and Noble Grants

Barnes and Noble Booksellers accept requests for grants from nonprofit organizations in the arts, literacy, or youth education. Applications must include a plan for promoting the grants program with Barnes and Noble, and applicants must be willing to work with local stores on in-store programming. Awards vary; no limits are stated.

www.barnesandnobleinc.com/our_company/sponsorship/Sponsorship_main.html

Green Foundation Grants

The Foundation supports institutions in arts education and outreach. Priority is given to institutions that promote the expansion of community arts programs and/or support the integration of creativity in the daily lives of youth and adults.

www.ligf.org/thearts.html

Trends in Online Giving

From Rich Tips, a free electronic newsletter published by Richard Male & Associates, an international nonprofit consulting firm: As you may have experienced or at least supposed, collecting donations via the internet is less expensive and less time consuming than via more customary methods like direct mail campaigns. Online giving is growing dramatically—in early September 2006, the website Network for Good processed its 100 millionth dollar of charitable donations. Research is beginning to show a pattern of when, why, and how people are making online donations.

- Online donors are not new donors, but they are often new to online giving. Almost all of the donors who are giving online have previously contributed to nonprofit organizations, but this might be the first or second time they are making online contributions.
- Generally, online donors are men and women under 40 years old. Younger people feel more comfortable using computers—it's a part of their culture.
- Donors will traditionally turn to a fast response through the Internet in times of urgent need, such as a natural disaster.
- Year-end appeals are a growing area of online giving. Fifty percent of all individual donations and about 40 percent of all online donations are gifted during the holidays.
- Online gifts seem to be equally divided between small and mid-size organizations. However, in times of disaster, the gifts go to large, established organizations like the American Red Cross, United Way, and Volunteers of America.
- Disaster relief leads the online giving pack but online giving is growing significantly within other types of organizations, including human service organizations.
- Most online giving comes from heavily populated states like New York and California; giving drops significantly in rural and smaller states.
- Online donors give more than direct-mail givers (the reasons for this can only be speculated).
- Gifts are received during the weekdays rather than weekends. Therefore, release your campaign on a Monday or Tuesday rather than a Friday or Saturday.
- People say the primary reason they give online is for convenience. It's easier to click a button than write a check and find a stamp.

Sign up for *Rich Tips* at www.richardmale.com. Learn more about Network for Good (the resource the National Guild employs for its own online donations) at www.networkforgood.org

Grants Directory Published

The *American Grants and Loans Directory* (Canada Books) profiles more than 1,500 financial programs, subsidies, scholarships, grants and loans offered by the federal government. It also lists 700 financing programs available from foundations across the United States. Profiles include grant descriptions, websites, and contact information.

www.canadabooks.net/grants-and-loans.htm

Bush's Budget Is Mixed News for the Arts

The fiscal year 2008 federal budget process got started on February 5 with the release of the President's recommendations to Congress. They include a call for an increase of \$4 million (3.2 percent) for the National Endowment for the Arts (NEA), which would bring its budget to \$128.4 million. Bush's request comes in the wake of strong signals from both parties in Congress that more arts funding is necessary. The proposal, however, is far below the NEA's funding level of some years ago. In 1992 the agency received \$176 million, or about 57 cents per American.

For the seventh consecutive year, the President's budget would eliminate funding for the Department of Education's Arts in Education programs, which support model arts programs and collaborations with schools, teacher professional development, and arts programs for at-risk youth. The FY 2008 request also calls for a cut of \$50 million in already approved funding for the Corporation for Public Broadcasting, which provides quality programs and education services through television, radio, and the internet.

The President's budget is the first step in the appropriations process. Congress has the power to set its own priorities and change these funding levels. That's where you come in. We urge you to email your Members of Congress and ask them to support increased funding for the nation's arts programs. Americans for the Arts provides a customizable letter as well as several talking points to help you craft your message. <http://capwiz.com/artsusa/home/>

We also encourage you to join a delegation from the National Guild in Washington, DC, for Arts Advocacy Day 2007, March 12-13. It's a prime opportunity to sit with your Members of Congress face-to-face, tell them about your work, and urge them to support it. www.artsusa.org/events/2007/aad/default.asp

Email andybehrens@nationalguild.org for details on the Guild's co-sponsorship of Arts Advocacy Day and our participation in March.

Levine School of Music, Washington, DC, Guild member since 1981



NEWS FROM THE FIELD: RESEARCH & CONVERSATION

Survey Finds Links between Arts Participation and Community Health

People who participate in the arts are people who help make communities thrive, according to an NEA study released in November. The study, *The Arts and Civic Engagement: Involved in Arts, Involved in Life*, reveals that people who participate in the arts also engage in positive civic and individual activities—such as volunteering, going to sporting events, and outdoor activities—at significantly higher rates than non-arts participants. The report shatters the stereotype that art is an escapist or passive activity, showing instead that it is associated with a range of positive behaviors. The study also reveals that young adults (18-34) show a declining rate of arts participation and civic activity.

NEA Director of Research & Analysis **Sunil Iyengar** presented the study's findings in a session November 3rd at the 2006 Conference for Community Arts Education presented in Phoenix by the National Guild.

www.arts.gov/pub/CivicEngagement.pdf

Childhood Music Education Shown to Increase IQ

A 2006 study published in the *Journal of Educational Psychology* establishes a "small but general and long lasting" association between formal exposure to music in

childhood, IQ and academic performance. Research undertaken by **E. Glenn Schellenberg** of the University of Toronto found that duration of music lessons correlates positively with IQ and academic ability among 6- to 11-year-olds, even when potential confounding variables (i.e., family income, parents' education, involvement in nonmusical activities) are held constant. Similar but weaker associations between playing music in childhood and intellectual functioning were evident among college undergraduates.

www.utm.utoronto.ca/~w3psygs/JEdPsych2006.pdf

HR Managers Slow to Recognize Advantages of Arts Education

"Critical thinking and problem-solving skills, teamwork, creativity and innovation, professionalism and mathematics are key components of the arts—and are considered vital to competing in the global marketplace," writes **Kate Pielemeier** in a February article for the Scripps Howard News Service. "But nationally, only 20 percent of employers said their employees possess these competencies, according to [the] Society for Human Resource Management."

www.shns.com/shns/g_index2.cfm?action=detail&pk=WORKERS-ART-02-07-07

Collaborative Spirit Sustains U.S. Prison Arts Programs

Creating Behind the Razor Wire: An Overview of Arts in Corrections in the U.S. was published online in January by the Community Arts Network. **Krista Brune**, a Princeton fellow, crisscrossed the country for six months talking to practitioners and inmates about their experiences in creative writing, drama, visual arts, music, dance and other arts-based programs in correctional facilities. She examined their funding and sources of support, evaluated their impact, and concluded, "In spite of the difficulties of access, funding and recognition, people wanting to provide creative opportunities to incarcerated populations have found a way to do so." Brune's report is essential coverage of a field that, according to the CAN, is set to burst into prominence.

www.communityarts.net/readingroom/archivefiles/2007/01/creating_behind.php

The first national conference on Arts in Criminal Justice will be held in Philadelphia from October 3-6, 2007.

www.artsincriminaljustice.org

Helping the Arts Thrive in Small Communities

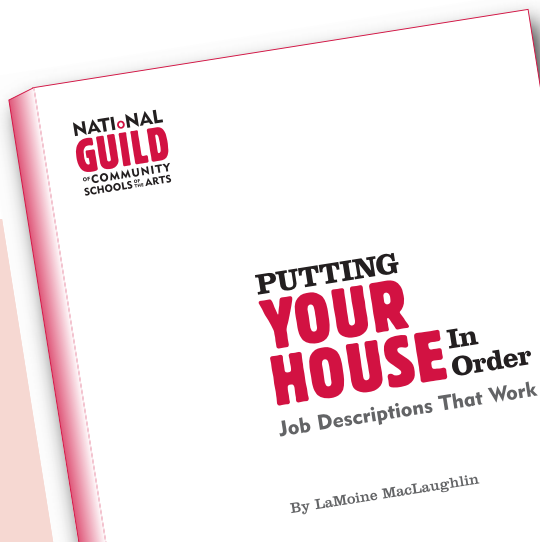
According to *Thriving Arts: Thriving Small Communities*, a new study by the Metropolitan Regional Arts Council in St. Paul, MN, "arts-active" communities respect diversity and encourage openness and pride of place. Such towns value

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NEWS FROM THE FIELD: RESEARCH & CONVERSATION (cont'd)

the arts in everyday life, have leaders with vision and the ability to attract support, cultivate social and professional networks, and support infrastructure development and cultural planning. The year-long study used interviews, focus groups and other techniques to examine and compare arts activities and involvement in ten small Minnesota communities.

www.mrac.org/resources/pdf/ThrivingArts.pdf

Hit TV Show Drives Demand for Vocal Music Instruction

A January article in the *Chicago Tribune* appraises the impact the television show "American Idol" is having on vocal music education in the U.S. "As more and more shower singers harbor dreams of becoming the next Kelly Clarkson or Taylor Hicks," writes **Mark Caro**, "voice teachers have reported increased demand and notice some changes in what their students want and how they behave."

www.chicagotribune.com/entertainment/chi-idoleffect-story,1,3735998.story?coll=chi-homepagenews%20utl&ctrack=1&cset=true

Best Communities for Music Education Identified

On February 27th the American Music Conference announced its list of the "Best 100 Communities for Music Education" in America. A preliminary list of winners obtained by the Guild identifies 38 public school districts achieving "Best 100" status for the first time. Fulton County Schools, serving the Atlanta area, has made the list every year since the program's inception in 2000. A frequent partner in arts programs in that district is the **Fulton County Arts Council**, a National Guild member.

In partnership with other arts associations including the National Guild, the AMC collected nomination submissions from parents, teachers, school administrators, and community members across the U.S. in December and January.

www.amc-music.org

Nonprofits' Decade of Growth Outpaces Economy

From the Urban Institute: While the nation's gross domestic product grew by an inflation-adjusted 37 percent from 1994 to 2004, the nonprofit sector's revenues increased 62 percent, according to a new compendium of nonprofit facts from the Urban Institute's National Center for Charitable Statistics. The sector's expenses and assets grew at an even faster pace: 63 and 91 percent, respectively.

www.urban.org/publications/311373.html

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



Hochstein School of Music and Dance, Rochester, NY, Guild member since 1961



NEWS FROM THE FIELD: STATES & THE PRIVATE SECTOR

State Arts Funding Grows in FY 2007

From the National Assembly of State Arts Agencies:

Legislative appropriations to state arts agencies increased nearly ten percent in fiscal year 2007, according to a study published in January by NASAA. Between FY 2006 and 2007, state arts agencies gained \$32 million in state funds. FY 2007 marks the third consecutive year of gains for the arts following three years of sharp declines during the recession. Total legislative appropriations to state arts agencies currently stand at \$362.7 million or \$1.21 per capita.

Thirty-six state arts agencies report appropriations growth in 2007, 13 state arts agencies report flat funding and seven report declines. The median percent change among all 56 states and jurisdictions is a 4.7 percent increase.

“States look for investments that will help them achieve priority goals with observable benefits,” explains **Jonathan Katz**, NASAA CEO. “The arts are an indispensable asset in that regard. When lawmakers understand how the arts contribute to educational success, economic competitiveness and civic engagement, they invest in the arts with confidence.”

Historically, legislative funding for state arts agencies correlates closely with the overall health of state finances. A recovering economy and increases in state revenue collections helped states to restore funding to a variety of program areas that were cut between 2001 and 2004.

Nevertheless, some state arts agencies still struggle with appropriations that fall significantly below pre-recession levels. Also, many analysts anticipate that state budgets will exhibit structural shortfalls in the near future, possibly constraining state spending across the board, and making advocacy for the arts an ongoing necessity.

With \$51.9 million New York leads the nation in state arts appropriations, followed by Florida, Puerto Rico, and New Jersey. Missouri and Colorado saw the biggest percentage gains between 2006 and 2007. Read more and see figures for your state at

www.nasaa-arts.org/nasaanews/LA07Release.pdf

Big Thought Gets Big Boost

In December a Dallas arts outreach organization received what it believes is the largest arts education grant in Texas history, perhaps the largest ever in the U.S. The Wallace Foundation of New York announced an \$8 million grant to Big Thought and its seven subsidiaries. The money funds the Dallas Arts Learning Initiative, a partnership between Big Thought, the Dallas Independent School District, the city of Dallas, and the Dallas Public Library. “Dallas has made remarkable progress in aligning the city's cultural assets, financial resources, policies and practices,” said Wallace Foundation President **M. Christine DeVita**. “We are delighted to help catalyze and expand this effort and expect it to yield useful lessons for other cities.”

www.bigthought.org/portals/9/Arts4kidsgetsBoost.pdf



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- Conference November 8-10, Los Angeles, CA.

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Visit www.communityartsed.org for updates on Conference programming, sponsorship information, a session proposal form, and more!

REGIONAL CHAPTER LEADERSHIP

The National Guild's 11 regional chapters offer workshops, meetings, events, mentoring, and other opportunities close to home for our 350 Full member organizations and Education Affiliates. Chapters are chaired voluntarily by community arts school directors. Get involved or suggest regional programs by contacting the individuals listed below.

Northwest	Kristen Murphy, Tacoma, WA	kmurphy@ups.edu
West Coast	John McCarthy, San Francisco, CA	jmc@sfc.edu
Mountain	Peggy Bruns, Lafayette, CO	pbruns@rmcma.org
Southwest	Cathy Fletcher, Tempe, AZ	Catherine.fletcher@asu.edu
Western Great Lakes	Joe Sullivan, St. Paul, MN	jmsullivan@emmusic.org
Central Great Lakes	Bill Budai, Indianapolis, IN	wbudai@iupui.edu
Eastern Great Lakes	Dr. Howard Potter, Rochester, NY	hpotter@esm.rochester.edu
Northeast (co-chair)	Valerie Nelson, Brookline, MA	vnelson@bmsmusic.org
Northeast (co-chair)	Laurie Russell, Winchester, MA	lrussell@winchestermusic.org
New York Metro	Aaron Flagg, White Plains, NY	aaron@musicd.org
Mid-Atlantic	Raye Jones Avery, Wilmington, DE	ccacjones@aol.com
Southern	Richard Dickson, Fernandina Beach, FL	artsacad@bellsouth.net

Ready to make changes or tackle tough issues at your organization?

Community arts education leaders stay in constant touch using the National Guild's email listserv. Ask your peers for their advice and ideas. Share your own expertise. Full members of the Guild may subscribe by making the request to clairewilmoth@nationalguild.org



*Suzuki School of
Newton, Auburndale, MA,
Guild member since 2001*

CALENDAR OF UPCOMING EVENTS

March	16	National Guild Board of Trustees Committee Meetings and Planning Sessions 10 am to 6 pm, Guild offices, New York, NY
	17	National Guild Board of Trustees Meeting 9 am to 12:30 pm, Guild offices, New York, NY
	19	Central Great Lakes Regional Chapter Annual Spring Meeting 8:30 am to 3 pm, College-Conservatory of Music Preparatory Department, University of Cincinnati
	27	West Coast Regional Chapter Meeting 10 am to 1 pm, San Francisco Conservatory of Music, San Francisco, CA
	30	Western Great Lakes Regional Chapter Spring Meeting 9 am to 3 pm, Merit School of Music, Chicago, IL
April	5	Eastern Great Lakes Regional Chapter Meeting Rochester, NY (Details TBA)
May		(Events TBA)
June	22-23	National Guild Board of Trustees Meetings Guild offices, New York, NY

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

GUILDNOTES submissions should be sent to Andy Behrens, at andybehrens@nationalguild.org

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