

ANNUAL CONFERENCE – April 2-4 2009
**Inquiring Minds: Blending Research and Practice
 in our Programs and our Field**
 Drexel University ♦ Philadelphia, PA

Hosted by Department of Performing Arts, Arts Administration, Arts Administration Online
 and Entertainment and Arts Management Programs
CONFERENCE PROGRAM

| THURSDAY, April 2 | |
|-------------------------------|--|
| 11:30 a.m. - 2:30 p.m. | Becoming a Techno-Professor - <i>Dr. Kenneth E. Hartman, Academic Director and Eric J. Hagan, Senior Program Director, Drexel University Online</i> A hands-on workshop presented by Drexel E-Learning Center. Box lunch included. Gather by 11:15 a.m. in the Creese Lobby, Grand Hall. WORKSHOP LOCATION: Hagerty Library L13C |
| 11:30-2:30 p.m. | Tour: The Barnes Collection Bus and box lunch included. Gather by 11:15 a.m. in the Creese Lobby, Grand Hall. |
| 3:00-4:45 p.m. | AAAE Board Meeting LOCATION: 2019-2020 MacAlister |
| 5:00-6:00 p.m. | Conference Orientation: especially, but not exclusively, for First-time Attendees <i>Doug Borwick, Salem College, Winston-Salem NC</i> <i>Randy Pope, University of Akron, Akron OH</i> <i>Ximena Varela, Drexel University, Philadelphia PA</i> LOCATION: 2019-2020 MacAlister |
| 5:00 - 6:00 pm | Registration, Refreshments LOCATION: AJ Drexel Picture Gallery, 3 rd Floor, Main Building |
| 6:00 – 7:00 pm | Welcome - <i>Allen Sabinson, Dean, Westphal College of Media Arts and Design</i> A Conversation with Alan Brown, Principal, WolfBrown Through his studies and insights on arts audience, value, experience, and impact, Alan Brown has been providing some of the most influential and productive research shaping the field today. This interactive and informal conversation will explore his work at WolfBrown, its implications, and the challenges of connecting evidence-based theory with professional practice. He will also discuss the skills and abilities he believes are essential to arts and cultural managers (and the programs that train them) as the need for innovative leadership continues to grow. LOCATION: AJ Drexel Picture Gallery, 3 rd Floor, Main Building |
| 7:00 pm | Opening Reception Sponsored by Drexel's Westphal College of Media Arts and Design, the Graduate Program in Arts Administration and the Department of Performing Arts LOCATION: AJ Drexel Picture Gallery, 3 rd Floor, Main Building |
| Evening | On your own. |

| FRIDAY, April 3 | | | |
|--|---|---|--|
| 8:30 am | Registration and Continental Breakfast Welcome and Orientation <i>Andrew Taylor, President, AAAE</i> LOCATION: Behrakis B/C, Creese Student Center | | |
| 9:30 am Concurrent Sessions | <i>Publication Navigation: How to turn your ideas into published work</i> <i>Ximena Varela, Drexel University</i> <i>Francois Colbert, HEC Montreal</i> <i>Skip Reiss, co-editor/publisher, Arts Management Newsletter</i> This session will introduce you to the world of academic publishing for arts administration, cultural policy, and related fields. We will discuss how to prepare your text for publication, the publishing process, and what journals exist in our field that you should be aware of. LOCATION: Behrakis A | <i>Teaching Negotiation for Arts Administration Students</i> – <i>David Olson, North Carolina School of the Arts</i> <i>Richard Kamenitzer, George Mason University</i> <i>Alan Salzenstein, DePaul University</i> Negotiation can be a significant component of an arts manager's job. Arts managers can benefit from studying this subject in many practical ways, as negotiations are present in many day-to-day management situations: the negotiation of leases, banking arrangements, employment and artist contracts, and project proposals, not to mention collective bargaining agreements. We will address teaching negotiation from an academic standpoint, as well as the application of these concepts in practice. LOCATION: University Club | <i>Brother, Can You Spare a Job?</i> <i>Larry Epstein, Drexel University</i> <i>Greg Martino, Drexel University</i> <i>Arin Sullivan, Drexel University</i> <i>Andrew Taylor, University of Wisconsin-Madison.</i> We live in challenging times. As a result, graduating students who might otherwise have jobs in hand soon after find that employers are pulling jobs, and even offers, off the table. How can educators mitigate this employment crisis for our students through teaching, service or research? LOCATION: MacAlister 2019-2020 |
| 11:00 am | BREAK LOCATION: Behrakis B | | |
| 11:15 – 12:30 | Working groups/roundtables - Potential topics: <i>Creating Undergraduate Standards (Helwig & Borwick), Internship & Service Learning: Developing a Toolkit (Taylor), AAAE Member Field Survey (Pope), Collaborative Research (R. Maloney), Syllabus Sharing (Brody), Toward a More International AAAE (Poole, Huijsmans)</i> LOCATIONS: Behrakis A, University Club, MacAlister 2019-2020 (check at registration desk for each group's specific location) | | |
| 12:30 pm 1:00 – 2:30 pm | Lunch Redefining AAAE Membership Structure? A Facilitated Discussion <i>John McCann, President, Partners in Performance, Inc.</i> LOCATION: Behrakis B/C | | |

| | | | |
|---|--|--|--|
| <p>Friday April 3 (continued) 2:30 pm Concurrent Sessions</p> | <p><i>Better Learning Through Chaos: Embedded Service Learning</i> <i>Lauren O'Neal, Massachusetts College of Liberal Arts</i> <i>Susan Badger Booth, Eastern Michigan University</i></p> <p>This presentation will explore the benefits and challenges to making service learning more than a curriculum "add-on." Unlike school-wide service learning projects that are not credit bearing—and involve students contributing to a finite and often highly visible community project—classroom-based service learning is often on a much smaller scale, sustained over a semester or longer. We will address curriculum design, identifying and maintaining community partners, and the benefits to students and participants.</p> <p>LOCATION: Behrakis A</p> | <p><i>Shaping the Leadership Styles of the Next Generation of Arts Leaders</i> <i>Anthony Rhine, Wayne State University</i> <i>Carolyn Cason, Claremont Graduate University</i></p> <p>The session addresses the central challenge facing arts organizations today, developing strong leaders who can integrate diverse groups, with conflicting agendas, who must nevertheless work interdependently. Presentation on the Leadership skills taught in the MFA Theatre Management curriculum at Wayne State University, and the Connective Leadership model taught in Claremont Graduate University's Master in Arts Management Program.</p> <p>LOCATION: University Club</p> | <p><i>Breaking Ground in the Americas: Artists through the Lifespan in the US and Cultural Administration in Colombia - three research presentations</i></p> <p><i>Joan Jeffri, Columbia University Teachers College</i> (Respondent-driven sampling: the case of aging artists), <i>Michael Wilkerson, American University</i> (Support Systems for artists) <i>Maria Torres</i> (higher education cultural administration in Colombia)</p> <p>LOCATION: MacAlister 2019- 2020</p> |
| <p>4:00 pm</p> | <p>Break LOCATION: Behrakis B</p> | | |
| <p>4:30 pm</p> | <p>Plenary – The Research Telescope <i>Neville D. Vakharia, Director, Pew Cultural Data Project, The Pew Charitable Trusts</i> <i>Barbara Lippman, Senior Officer, Philadelphia Cultural Program, The Pew Charitable Trusts</i> <i>Ann Stone, Senior Research and Evaluation Officer, The Wallace Foundation</i> <i>Moderated by Cecelia Fitzgibbon, Drexel University</i></p> <p>Funders from the Cultural Data Project, the Wallace Foundation and The Pew Charitable Trusts will share their perspectives on field needs and applications related to research.</p> <p>LOCATION: Behrakis B/C</p> | | |
| <p>6:00 pm</p> | <p>Adjourn – Evening on your own</p> | | |

| SATURDAY, April 4 | | | |
|---|--|--|---|
| 8:30 am | <p>Annual Membership Meeting <i>Full members gather, discuss, and vote on essential issues of the association. Coffee, tea, and continental breakfast</i></p> <p>LOCATION: Behrakis B/C</p> | | |
| 10:00 am Concurrent Sessions | <p><i>Navigating the Thesis Process</i> <i>Rachel Shane, Savannah College of Art & Design</i> <i>Carlo LaMagna, New York University, Margaret Wyszomirski, The Ohio State University</i></p> <p>This panel opens with thoughts on various aspects of the thesis process: finding a conceptual anchor for thesis research, understanding field practices and policies in the thesis process, and capitalizing on your thesis topic. Panelists will open with comments on how they try to guide and facilitate the experience of their students, then open the discussion to a roundtable with other conference participants.</p> <p>LOCATION: Behrakis A</p> | <p><i>From Professional Practice to the Classroom</i> <i>Sherri Helwig, University of Toronto Scarborough</i></p> <p>How do you make the leap from 'practitioner' to 'teacher'? This session will allow participants to share their questions, struggles and success stories, and take away practical ideas for translating the knowledge and skills developed in the trenches into meaningful learning experiences for students. A brief presentation will be followed by a full discussion.</p> <p>LOCATION: University Club</p> | <p><i>Solving Problems in a Financial Crisis</i> <i>Todd Alan Price, Wagner College</i> <i>Michael Wilkerson, American University</i></p> <p>This discussion will feature two presentations aimed at suggesting ways AAAE members can assist arts organizations in their areas with financial crises. Todd Price will present an overview of several techniques and ideas he has used to help organizations in his area, while Michael Wilkerson will discuss new paradigms in how to utilize, spend and grow endowment funds by converting these conceptually (and actually) to long term funds of various types, including annuities. Participants are invited to bring their own ideas for assisting organizations in need.</p> <p>LOCATION: MacAlister 2019/2020</p> |
| 11:30 – 12:15 | <p>LUNCH</p> <p>LOCATION: Behrakis B/C</p> | | |
| 12:15 – 1:15 pm | <p>Keynote <i>Impact: Seeking Solutions for Assessing and Reporting on Arts-Based Civic Engagement</i> <i>Barbara Schaffer Bacon - Animating Democracy, Americans for the Arts</i> Americans for the Arts' Animating Democracy resides in the nexus of theory, practice and research, tracking and guiding projects that foster civic engagement through the arts. Barbara Schaffer-Bacon will discuss its current Arts and Civic Engagement Impact Initiative including findings and challenges. She will suggest ways that academic programs and practitioners can contribute to and learn from local arts-based civic engagement and social change projects.</p> <p>LOCATION: Behrakis B/C</p> | | |

| | | | |
|---|--|---|--|
| <p>1:30 pm Saturday April 4 <i>(Continued)</i> Concurrent Sessions</p> | <p><i>Creativity, Arts Education and the 21st Century</i> <i>Ellen Rosewall, University of Wisconsin-Green Bay</i></p> <p>The Wisconsin Task Force on Arts and Creativity in Education recently underwent an extensive research project related to creativity and 21st century workforce development. Included are several findings that have implications for us as teachers of the next generation of arts administrators - including an imperative to train arts organizations to move beyond a ticket sales attitude to finding more opportunities to directly involve consumers in creative activity.</p> <p>LOCATION: Behrakis A</p> | <p><i>The Teaching/Administrative Portfolio as a Strategic Tool</i> <i>Randy Pope, University of Akron</i> <i>Sherri Helwig, University of Toronto Scarborough</i></p> <p>Creating these documents and revisiting them each year prompts self evaluation, and focuses the formation of goals. They also provide a context for our work that has been useful in annual evaluations, merit evaluations, and in securing tenure.</p> <p>LOCATION: University Club</p> | <p><i>Research Presentations: Cultural Planning and Computer Simulations</i> <i>Richard Maloney, Boston University (Cultural Economic Development Policies)</i> <i>Sung-ryun Rim (Cultural Planning in S. Korea)</i> <i>Lawrence Epstein, Drexel University (computer games/simulations as teaching tools)</i> <i>Susan Badger Booth, Eastern Michigan University (Cultural Planning)</i></p> <p>LOCATION: MacAlister 2019/2020</p> |
| <p>3:00 pm</p> | <p>BREAK Location: Behrakis B</p> | | |
| <p>3:30-5:00 pm</p> | <p>PLENARY – <i>Go Forth and Quantify (and qualify, tell stories, understand trends, make decisions....)</i> <i>Gary Steuer, Chief Cultural Officer for the City of Philadelphia, Office of Arts, Culture and the Creative Economy</i> <i>Peggy Amsterdam, President, Greater Philadelphia Cultural Alliance</i> <i>Moderator: Jean Brody, Drexel University</i></p> <p>What research skills are essential for today's and tomorrow's arts administrators? How can arts administration educators best prepare students to use research to understand the macro level of understanding trends in the field and the micro level of specific and local research needed to make effective decisions on behalf of their organizations? While some arts administrators will develop and execute research, all need to understand how to effectively interpret and use research conducted by others.</p> <p>LOCATION: Behrakis B/C</p> | | |
| <p>7:00 – 10:00 pm</p> | <p>Closing Reception and Dinner (optional)</p> <p><i>Bistro St. Tropez, 2400 Market St. 4th Floor, Marketplace Design Center, Philadelphia</i> Join your AAAE colleagues for a great night out of classic cuisine prepared with fresh seasonal ingredients and presented with style. The evening will feature live music by the Ken Ulansey Ensemble playing a selection of classical, jazz, pop and world music. Music sponsored by the Drexel Online Graduate Program in Arts Administration</p> | | |
| <p>SUNDAY, April 5</p> | | | |
| <p>8:30 – 11:00 am</p> | <p>AAAE Board Meeting</p> <p>LOCATION: MacAlister 2019/2020</p> | | |