



**ARTS+LEARNING CONVENING
SUMMARY REPORT**

SPRING 2018

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ABOVE: "CAIRNS, MESSENGER" Photo by Cait Ni Siomon

COVER IMAGE: "THRESHOLD" Nika Kaiser

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Key Takeaways

91%

The percentage of participants who found the Arts+Learning convening presentations to be “Very” or “Extremely” informative and useful. Almost a quarter of responses suggested ways to organize additional meetings throughout the year.

One of three participants noted that the convening offered meaningful opportunities for them to connect with and learn about potential collaborative partners working within the field.


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ADVOCACY
&
COLLABORATION

The most common areas participants in the Arts+Learning convening would like to pursue.

Amount raised for the first Arts+Learning Convening in the Southern Arizona region. The 59 participants included educators (both K-12 and university), teaching artists, community organizers, arts administrators, and funders from three separate counties throughout the state.

\$10,000



ARTS+LEARNING encompasses, connects, and expands outreach and educational resources by institutions, job training programs, and teaching artist programs. It involves people of all ages from all walks of life, whether they consider themselves an artist or not.

Committee Members

JOAN ASHCRAFT Tucson Unified School District, Opening Minds for the Arts (OMA)

STEPHANIE BALZER The Drawing Studio

DEBI CHESS MABIE Arts Foundation for Tucson and Southern Arizona

KAREN FALKENSTROM Odaiko Sonora

SUSAN GAMBLE Santa Theresa Tile Works, Warehouse Arts Management Organization (WAMO)

JULIE LAUTERBACH-COLBY Arts Foundation for Tucson and Southern Arizona

MEGAN JACKSON University of Denver

EVAN MENDELSON Arts Foundation for Tucson and Southern Arizona

LOGAN PHILLIPS Spoken Futures

CHRISTINA ROSSETTI Lovell Foundation

CAMERON TAYLOR Imago Dei Middle School

JOSH SCHACHTER Community Share

DARLANE SANTA CRUZ Living Streets Alliance

AMANDA SHUAGER KXCI Community Radio

JOHN-PETER WILHITE, MA Director of Donor Relations, YWCA Southern Arizona

Why Arts+Learning?



Tucson and Pima County's 2008 Cultural Plan, produced by the Arts Foundation for Tucson and Southern Arizona (then called Tucson-Pima Arts Council, Inc.) laid the groundwork for an arts and education initiative in Southern Arizona. As its overarching goal for arts and cultural education, the plan sought to:

“Increase lifelong learning and engagement in arts and culture as a primary right and privilege of Pima County residents -- through formal school and community-based instruction programs and informal learning opportunities.”

The Cultural Plan was followed in 2012 by the “Creating Prosperity” report, which reiterated the benefits of arts in education. At the same time, the report showed that in Arizona:

- 50% of schools have no budget for arts education.
- 79% of schools spend less than \$1 per student per year, or less than a penny a day.

As the Arts Foundation began planning for fiscal year 2016, arts education was one of two focus initiatives. Planning around this initiative began with the formation of a committee of community members, educators, nonprofit administrators, artists, and funders to help shape a working definition of arts education and to plan a region-wide convening within the year.

Even at an early stage of this conversation, committee members decided that the term “arts education” was too narrow; it neither fully captured the vitality of our region’s arts and culture offerings, nor the wealth of benefits offered by a lifetime exposure to arts and culture. The term arts learning was adopted to capture these ideas and help set the tone for the committee’s overall goals.

LEFT: STILL OF TUCSON ARTIST STUDIO
Photo: Linda Rico

ARTIFACT DANCE STUDIO

Photo: Flores Photography



ARTS+LEARNING Definition

The Arts+Learning planning committee decided that its definition would start as a broad concept that would encompass, connect, and expand the following ideas: outreach and educational programs by institutions, job training programs and teaching artist programs, among others. Arts+Learning can involve people of all ages and from all walks of life, whether they consider themselves an artist or not. As a group, we advocate for all forms of artistic expression, regardless of genre or media. We seek to move from the idea of arts learning as an “extra,” towards an understanding of arts learning belonging at the core; this is an expression both of the intrinsic value of artistic expression itself, as well as the affirmation that the arts are essential to efforts toward civic engagement, equity, and emotional and economic well-being. By beginning with this broad definition, we set parameters to work within, from which we can develop measurable objectives within specific areas.

Pre-Convening Planning & Survey

An important factor of the Arts+Learning committee’s planning process was to gain direct insight from community members within the arts learning landscape. For this reason, the committee distributed a public survey that helped frame both the panel topics and questions posed during the convening’s two break-out sessions.

The first question in the survey asked for general feedback around the committee’s proposed definition of Arts+Learning at the top of this page. To the right is a list of the remaining survey questions; following each question is a brief summary of recurring themes captured in responses.

77

Number of responses captured from the Arts+Learning online, pre-convening survey.

2:2:3

Based on the feedback received from these surveys, the committee made plans to schedule two community panels, two small-group break-out sessions, and three arts moments for the day.

QUESTION: What do you perceive to be the biggest challenge to widening access to arts learning?

Answer: Money, leadership and support for personnel, marketing, qualified instructors

QUESTION: What services or resources do you rely on to support arts learning experiences in your own life?

Answer: Local arts organizations; social media; classes, workshops, lectures; personal relationships; local media outlets

QUESTION: Are there gaps in these resources and, if so, what are they?

Answer: Funding; time; lack of cohesion, connection, and centralized calendar/map; diminishing quality and resources

QUESTION: What ideas would you be interested in discussing for ways that your community can begin to think about, build, and grow a public investment in arts learning and creative culture?

Answer: Advocacy; creative/new messaging; audience growth (particularly for underserved populations); innovative programs; collaboration; affordability and access

Key Initiatives and Goals

During the Arts+Learning Committee's planning sessions, several themes consistently arose that helped inform what eventually became the convening's main issues of discussion and intended outcomes for the day. The committee also drafted its own statement of purpose:

"The Arts+Learning Committee works to open more doors to more people to express themselves artistically, and by extension, seeks the opportunity for individuals and communities to write their own narratives about who they are, where they are, and where they are going. At our initial convening, we're inviting Arts+Learning stakeholders—including artists, educators, institutions and funders—to come together in a spirit of collaboration. We will begin to map and visibilize existing Arts+Learning assets in our region, spark conversations and advocacy. The goal is to strengthen our collective network, deepen the work already being done, and move toward a shared vision for the next chapter of artistic life in Southern Arizona."

IDENTIFY AND BETTER UNDERSTAND COMMUNITY NEEDS.

DISCOVER LIKE-MINDED ALLIES WITHIN THE ARTS+LEARNING FIELD.



GAIN ACTIONABLE TAKEAWAYS TO INFORM NEXT STEPS.

"ABECEDARIO DEL SUR"
Photo and Artwork: Alex Jimenez

ATTENDEES LISTEN DURING THE DAY'S FIRST PANEL DISCUSSION.

Photo: Julie Lauterbach-Colby

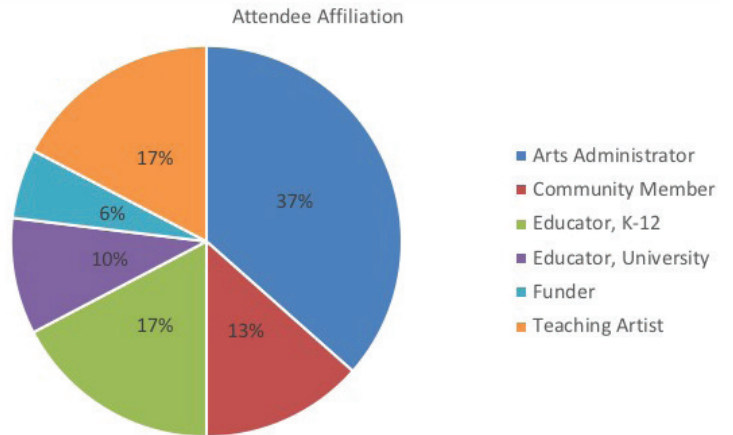


“Thank you for the opportunity to be in a room with an amazing group of professionals in the arts.”

Janea Sanchez
*Boarder Arts Corridor,
Cochise County*

Convening Day

Fifty-nine registered participants attended all or a portion of the Arts+ Learning Convening on October 2. A breakdown of attendees' specified affiliation is captured in the chart to the right. Of the 59 attendees, the majority was comprised of arts administrators, with equal distribution between K-12 educator and teaching artists.



88%

Of the 59 Arts+Learning attendees, 52 completed surveys for review. The analysis of these surveys is shown in the following pages, and will help to provide key insights for next steps.

3

Three counties were represented at the first convening: Pima, Cochise, and Pinal.



MOVEMENT! AN ARTS MOMENT.
Photo: Julie Lauterbach-Colby



October 2, 2017

Plaza Arboleda Conference Center
2502 North Dodge Blvd., Suite 130
Tucson, Arizona 85716

SCHEDULE

Morning

- 8:30 a.m.** Registration and continental breakfast served
- 9:00 – 9:15 a.m.** Welcome and Arts Moment, Spoken Futures
- 9:15 – 10:15 a.m.** Panel: "Imagining the Southern Arizona Arts+Learning Ecosystem"
- 10:15 – 10:30 a.m.** Break
- 10:30 – 11:30 a.m.** Break Out Session 1
- 11:30 – 11:45 a.m.** Arts Moment, Axé Capoeira

Afternoon

- 11:45 a.m. – 12:30 p.m.** Lunch
- 12:30 – 1:00 p.m.** Panel: "Building an Action Agenda for Advocacy, Collaboration, and Innovation"
- 1:00 – 2:00 p.m.** Break Out Session 2
- 2:00 – 2:30 p.m.** Report Back
- 2:30 – 2:45 p.m.** Arts Moment: Dancesequences
- 2:45 – 3:00 p.m.** Closing Remarks, with Evan Mendelson, Debi Chess Mabie, and Rick Yngve

SPEAKERS

- BROOKS JEFFERY** University of Arizona Associate Vice President for Research -- Arts, Culture & Society
- JESSICA KRANZ** Program Director, The Drawing Studio
- MARIANNA PEGNO** Curator of Community Engagement, Tucson Museum of Art
- LOGAN PHILLIPS** Co-Director, Spoken Futures
- EVA KARENE ROMERO, PHD** Advocate and Fundraiser
- JENEA SANCHEZ** Cochise College in the Digital Media Program and board director, Border Arts Corridor (BAC)
- JOSH SCHACHTER** Director, Community Share & Artist
- JOHN-PETER WILHITE, MA** Director of Donor Relations, YWCA Southern Arizona
- RICK YNGVE** Lecturer, McGuire Center for Entrepreneurship

FACILITATORS

- LISA HOCHTRITT** Associate Professor, University of Arizona School of Art
- MEG JACKSON** Assistant Professor, University of Denver
- SARAH KORTEMEIER** Instructions and Outreach Librarian, University of Arizona Poetry Center
- LOGAN PHILLIPS** Co-Director, Spoken Futures
- BRAD RICHTER** Director, Lead Guitar
- DARLANE SANTA CRUZ** Community Liaison, Living Streets Alliance
- MANISHA SHARMA** Assistant Professor, University of Arizona School of Art
- JOHN-PETER WILHITE** Director of Donor Relations, YWCA Southern Arizona

SPONSORS

- THE DAVID AND LURA LOVELL FOUNDATION**
- THE ARIZONA COMMISSION ON THE ARTS**

Survey Analysis



Analysis of the surveys from participants in the Arts+Learning Convening confirmed many of the themes and needs first identified in the pre-convening survey. Connections between decreased funding leading to breakdown in communication and awareness of resources went hand-in-hand. As a result, the need for an increase in advocacy arose as one of several solutions.

On the other hand, it is worth noting that of the various responses to questions, many surveys contain at least one unanswered or “No comment.” While there are many reasons why these particular questions were left blank by individual respondents, two other insights may prove helpful: first, many responses spoke directly of a need to have a clearer or more focused area of conversation. This convening being the first of its kind, the committee’s intention was to keep the topics of discussion generally broad in scope, but noting this first insight into the second: to have more regular convenings which would allow participants to self-select sub-committees or focused areas of interest. These issues were all addressed in the survey and are outlined in the graphs and charts following, as well as in the Next Steps section.



Survey Questions

QUESTION: What are the resources I bring to the Arts+Learning ecosystem?

QUESTION: Overall, I found today’s presentations (panels, break-out sessions, etc.) informative and useful.

QUESTION: In what way, if any, did today change your thinking?

QUESTION: The area/topic I’m most interested in or most pertains to my work related to Arts+Learning is.

QUESTION: What issues from today would you like to work on or stay informed about?

QUESTION: Do you have suggestions for future gatherings, or other comments about today’s convening?



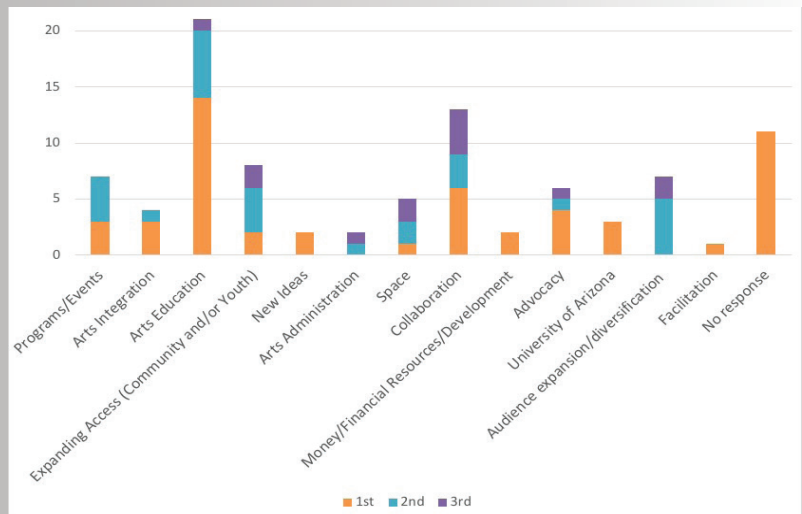


“Today has put a greater light on what makes the Arts+Learning ecosystem in Tucson and Southern Arizona unique.”

Anastasia Freyermuth
Arizona Commission on the Arts

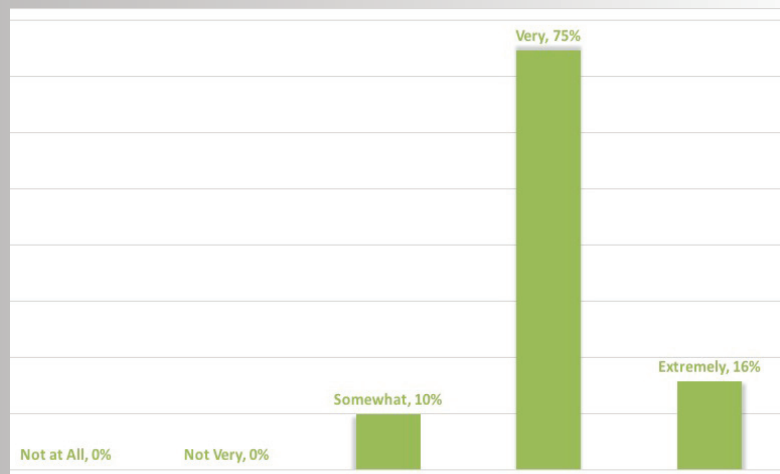
What are the resources I bring to the Arts+Learning ecosystem?

Many individuals listed several resources when answering this question. For this reason, both secondary and tertiary answers are included. For this question, the highest ranking resources represented are: Arts Education; Collaboration; and Expansion of Access; and Audience expansion/Diversification, as a secondary answer. Eleven participants, or 21%, left this response blank. Of note: Participants received a secondary or tertiary categorization of “Audience expansion/diversification” if they in any way indicated experience and training in areas that promote equity, diversity, and community organizing. These included working with ESL populations, serving in special needs classrooms, etc.

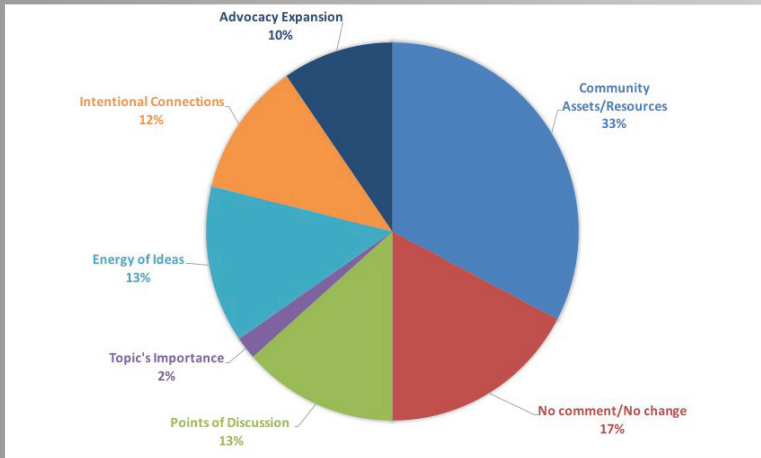


Overall, I found today’s presentations informative and useful:

A combined 91% of participants indicated that they found the day’s presentations and discussions either “Very” or “Extremely” helpful. Many of the comments accompanying these answers spoke to the importance of having a good mix of attendees to augment the discussion. For others, the day provided an opportunity to reconnect with others in the education sector or make new connections for future collaboration. At least one participant noted the specific need to offer more visual elements in order to engage other senses.



In what way, if any, did today change your thinking?

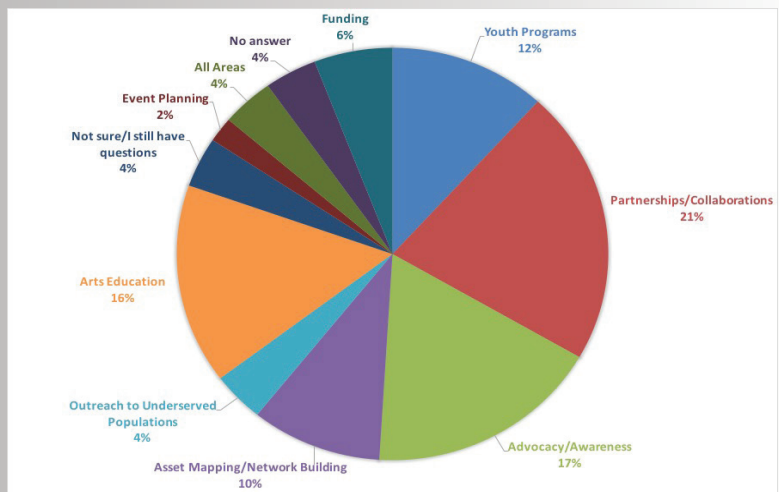


A third of participants stated that after the convening, they better understood the expansive range of community assets and resources available to arts educators in Tucson and Southern Arizona. And, while there was a significant appreciation of the convening's specific points of discussion and the energy behind those ideas, many were clear that our region needs to do a better job of being intentional about making those connections. For 13% of responders, the convening did not specifically change their thinking, but did re-energize them around ideas of arts learning and the work they already do.



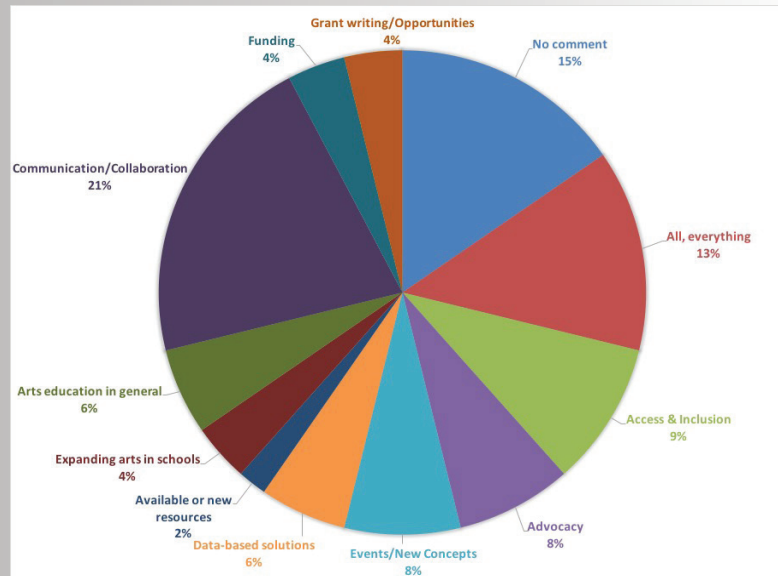
The area/topic I'm most interested in, or most pertains to my work related to Arts+Learning is:

With this question came a diverse representation of interest areas, which could prove beneficial as the Arts+Learning Initiative thinks about next steps and the future engagement of these first convening participants. Areas that involved collaborations and advocacy, particularly increasing awareness around topics relevant to Arts+Learning, seemed to register most acutely with participants (38% combined). It is worth pointing out that among the "Not sure/I still have questions" category, respondents asked for clarification around the long-term vision of the convening, a motif stated throughout the survey and addressed at the end of this report.



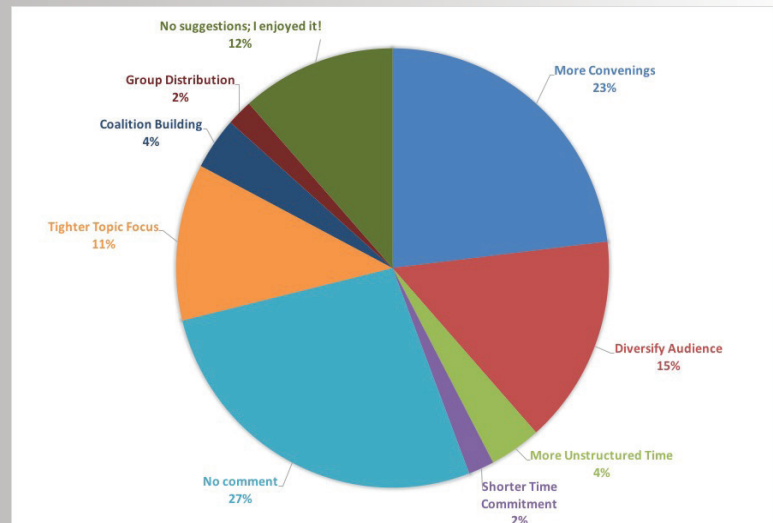
What issues from today would you like to work on / stay informed about:

Communication and opportunities for collaboration were again the leading category for this question (11 total). Another high area of interest revolved around building networks to increase access and inclusion in arts learning. Four individuals were interested in learning more about events and new concepts to specifically call attention to arts learning. Some examples for these events or concepts were: an Arts+Learning weekend, a family arts festival, and an event that follows or builds from the Open Studio Tour concept.



Do you have suggestions for future gatherings, or other comments about today's convening?

The last question of the survey garnered the largest amount of no response. However, nearly a quarter of participants answered that they would like to see more such convenings, and suggested meeting more often and with specific areas of focus for each meeting. Of note: eight responses addressed the need to widen and/or diversify future convening audiences and speakers.





“[This was a] great first step; how can we convene even more organizations and groups?”

Eva Romero
Tucson Jewish Community Center

**ACTION ITEM 1:
CONTINUE TO ADVANCE CONVERSATIONS
BEGUN AT THE FIRST CONVENING:**

- BROADEN INVITEE LIST (POSSIBLY ENCOURAGE FIRST ATTENDEES TO INVITE A FRIEND)
- ORGANIZE SUB-COMMITTEE GROUPS AROUND AREAS OF INTEREST

**ACTION ITEM 2:
SUPPORT AND ADVANCE
INTERSECTIONALITY**

- COLLABORATE WITH NON-ARTS ORGANIZATIONS, DEMOGRAPHICS, ETC.

**ACTION ITEM 3:
BE AN ADVOCACY LEADER FOR ARTS
LEARNING**

- INCREASE DISTRIBUTION RELEVANT MATERIALS
- ORGANIZE OPPORTUNITIES TO LEARN MORE

“DESERT MOSAIC,” BY GORDON HUETHER
Photo: Cait Ni Siomon

Action Plans & Next Steps

Where do we go from here?

At the end of the Arts+Learning Convening, table groups were given the opportunity to present three key areas of focus their members had determined to be salient to providing the necessary means forward. Collected here is a summary of these actionable ideas.

About the Arts Foundation for Tucson and Southern Arizona

The Arts Foundation for Tucson and Southern Arizona is a 501(c)3 funding agency. We consist of staff, board of directors, and community members who serve on grant panels and committees and are passionate about the arts. The Arts Foundation provides grants and public arts opportunities to residents throughout Southern Arizona, as well as provides arts and cultural development services and advocacy for the arts through direct funding, technical assistance, commissions, and contracts to artists and arts organizations.

MISSION STATEMENT:

“To advance artistic expression, civic participation, and equitable economic growth of our diverse community by supporting, promoting, and advocating for arts and culture in our region.”

TO LEARN MORE ABOUT ARTS+LEARNING AND OTHER INITIATIVES:

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