

2019 Arts Congress Schedule

Please Note: All workshops will be held in the Senate Building

Event	Location	Time
Registration	Senate Lawn	7:30 AM
Welcome/Introduction	Senate Lawn	7:45 AM
Advocacy 101	Caucus 2	8:00 AM and 10:00 AM
Overview of Legislative Session	Hearing Room 3	8:00 AM and 10:00 AM
Arizona Commission on the Arts: Investing for Impact	Hearing Room 1	8:30 AM and 10:15 AM
Team Meetings Begin	Legislator Offices	9:00 AM
Mapping Access, Charting Opportunity	Hearing Room 2	9:00 AM and 10:45 AM
Creative Economies	Hearing Room 3	9:00 AM and 11:00 AM
The Power of Your Story	Caucus 2	9:00 AM and 11:00 AM
Lunch Begins	Senate Lawn	11:30 PM
Gallery Introductions	House or Senate Gallery	1:00 PM
Check Out Begins	Senate Lawn	2:00 PM

If you have questions, look for a **Master of Arts Congress**.
They'll be wearing red stickers

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Talking Points

Arts Advocates will be sharing these talking points with their State Legislator at Arts Congress 2019

The Background

You may recall that last year the budget negotiated between the Legislature and Governor provided a \$2 million allocation to the Arizona Commission on the Arts, Arizona's 52-year-old state arts agency.

Derived from interest earned on Arizona's Budget Stabilization Fund (also known as the Rainy Day Fund) this \$2 million represented a \$500,000 increase over the previous year. We deeply appreciate the bipartisan legislative effort that resulted in this FY19 allocation.

These funds have been vital to increasing and expanding the community and economic benefits of the arts to cities and towns across Arizona.

The Ask

We respectfully ask that you support the inclusion of a \$2.3 million allocation for the Arts Commission as you negotiate and take action on the FY20 budget.

The Rationale

Solid Support

- \$2.3 million for the Arts Commission in FY20 will:
- Preserve recent gains made in implementing responsive community programs
- Build on progress made this year (FY19), including expanded geographic reach of grants and increased funding to 12 Arizona counties
- Restore grant awards very nearly to pre-recession funding levels

Consistent Support

We ask that this allocation come from the state's General Fund or another designated source on which the Arts Commission may depend from year to year. Steady and consistent investment is required to:

- Sustain and increase community impact
- Strategically plan for the future
- Attract and maintain private partnerships in service to Arizonans

Reliable Support

Monthly receipts from the Arts Commission's primary funding stream, the Arts Trust Fund, have seen a sharp decline this year. Managed by the Corporation Commission, the Arts Trust Fund collects a portion of Corporation Commission filing fees.

The Governor's Office and Corporation Commission are investigating the cause of the decline, but this sudden, unprecedented volatility illustrates why a solid, consistent, and reliable funding stream is required.

(We encourage your team of advocates to use examples of the Arts Commission's work from their own communities to emphasize the need and value of consistent funding for the agency.)

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What To Do When You Meet Your Legislator

How to plan your conversation with your legislator(s)

Briefly introduce each Team Member.

Share talking points for Arts Congress.

Share a brief personal story about the impact of the arts in the legislator's district; try to pair it with data about arts in the district.

Allow the legislator to respond to the personal information about arts in the district and note if he/she has any personal connection with the arts.

Take notes on what is said during the meeting and the conversation.

Give the Legislator his/her packet and point out the reports from the Arizona Commission on the Arts on grants and impact of the arts on Arizona.

Be respectful if the legislator expresses any reservation about arts funding, or even suggests that he/she is opposed to it. Simply thank him/her for his/her time and assure them the Arizona Commission on the Arts is making a difference in your community, and arts programs it supports are an important part of your community life. (Please avoid any confrontational behavior.)

If possible, take a picture with your legislator of or your group meeting and share it on any social media platform using the hashtag, #ArtsCongress.

Thank the Legislator for his/her service to Arizona.

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2019 Arts Congress Workshop Descriptions

Advocacy 101

Are you looking for more public support for your arts and culture mission? Do you need to make your case to elected officials? Assuming your answer is “yes” to either question, you need to understand how important advocacy is to your success.

Some people are intimidated by the word “advocacy.” But advocacy is really just the means by which we persuade others to our point of view, the value of our work and the need for action on behalf of our issues. But how do we do it? When it comes to working with election officials – what is legal and what isn’t? How can you employ strategies that raise the level of support for your mission?

This lively session will answer those questions and prepare you to share your passion for arts and culture, and persuade your elected officials to lend their support to the arts and culture, too.

Presenter: Kristen Merrifield, CAE – Chief Executive Officer, Alliance of Arizona Nonprofits

Kristen brings extensive leadership to the Alliance, previously serving as the Chief Operating Officer at the Arizona Small Business Association (ASBA). Through her previous roles at ASBA, the ASU Foundation and the Greater Phoenix Chamber of Commerce, she brings over 15 years of association and nonprofit knowledge and expertise to her role as Alliance CEO.

Kristen is an active participant in the business and non-profit community serving as a productive member and President of the Arizona Society of Association Executives; Silver Level Supporter and Pet Therapy Team of Gabriel’s Angels; past board member of the Phoenix Workforce Connection; member of the American Society of Association Executives (ASAE); graduate of the ASU Lodestar Center’s Generation Next Nonprofit Leadership Academy; graduate of the ASBA Executive Business Mentoring Program; and also earned her Certificate of Association Management from ASAE. Kristen also holds the prestigious Certified Association Executive (CAE) designation. She has dedicated her career to serving others and is a respected and well-rounded leader.

Overview of the 2019 Legislative Session

This session will give an overview of what we can expect to see in the Legislative session. It will cover the key issues being discussed at the Capitol along with what topics may have major impacts on the State budget.

Presenter: Todd Baughman, Lobbyist, Policy Development Group

Todd joined PDG in 2007 and primarily serves as a lobbyist and strategist for PDG’s clients at the State level, including Arizona Citizens for the Arts. He carries a genuine passion for the political process and the people involved. In addition to being the lead lobbyist for several clients, Todd assists with virtually every one of the firm’s legislative efforts and coordinates the day-to-day legislative agenda for PDG’s clients. Additionally, he actively participates in non-legislative efforts, predominately involving public involvement and campaign initiatives.

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2019 Arts Congress Workshop Descriptions

Arizona Commission on the Arts: Investing for Impact

According to recent national polling, Arizonans have an overwhelmingly positive attitude toward the arts, citing the positive impact the arts have on personal and community well-being, the education of young people, and the state's economy. In this session you'll learn about some of the ways the Arizona Commission on the Arts ensures access to arts experiences that support and extend these benefits to all Arizonans.

Presenter: Steve Wilcox, Communications Director, Arizona Commission on the Arts

Steve Wilcox is Communications Director at the Arizona Commission on the Arts and an occasional theatre artist. After graduating with a Bachelor of Fine Arts degree in Theatre from Arizona State University, he cofounded Space 55 Theatre Ensemble in downtown Phoenix, acting as managing director and resident director of the small, nonprofit theatre company through its first 5 years. Wilcox previously worked for the State of Arizona's Department of Economic Security and Industrial Commission and spent two years in the private sector, managing marketing and communications for a Scottsdale-based tech start-up, before returning to the public sector and the Arts, joining the Arts Commission's staff in 2013. In his free time, Wilcox does crosswords puzzles and photographs his cat while it's sleeping.

Arts Education: Mapping Access, Charting Opportunity

Who has access to arts education in Arizona schools? A comprehensive tool prepared by Quadrant Research compiles data self-reported through the Arizona Department of Education's (ADE) data systems about arts course offerings and participation in state schools. A partnership between ADE and the Arizona Commission on the Arts, the dashboard allows you to search arts course offerings and enrollment by discipline, county, district, & school. Want to know the percentage of students enrolled in dance courses in your county? The dashboard can tell you that! Want to know what arts disciplines are offered at your school? The dashboard can tell you that! Come explore ways to utilize this tool. Get a clear picture of arts education in the state. Imagine possibilities for leveraging this information to advance universal access to art education for all our Arizona students.

**Presenters: Dustin Loehr, Director of Arts Education & Title IV-A, Arizona Department of Education
Haley Honeman, Title IV-A Arts Education Specialist, Arizona Department of Education
Elisa Lucía Radcliffe, Arts Learning Manager, Arizona Commission on the Arts
Anastasia Freyermuth, Arts Learning and Evaluation Coordinator, Arizona Commission on the Arts**

Dustin Loehr, an Arizona native, was appointed Director of Arts Education & Title IV-A for the Arizona Department of Education (ADE) in May 2018. There he oversees all program aspects of Well-Rounded Education, Safe & Healthy Students, and Digital Literacy, and serves as the director for the Office of Arts Education, Office of Safe & Healthy Students, and Office of Digital Literacy. Dustin also works with Title I communities as a member of ADE's ESSA Implementation Committee and the state's Title IV-A Liaison to the U.S. Department of Education Office of Safe and Healthy Students. Loehr also holds a M.A. in Humanities with an emphasis on Expressive Arts and Education from Prescott College (B.A., ASU; A.A., Mesa Community College). He's contributed to numerous texts on the art of storytelling and data literacy in arts education, and he serves on the Board of Directors for State Education Agencies Directors of Arts Education.

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2019 Arts Congress Workshop Descriptions

Arts Education: Mapping Access, Charting Opportunity Bios cont.

Haley Honeman relocated to Arizona in 2013 to study for a Master of Fine Arts in Theatre for Youth and a certificate in Nonprofit Leadership and Management at ASU. She's been an educator for 15 years in theatre and arts integration in Minnesota, Yucatan, MX, and Arizona. She joined the Arizona Department of Education (ADE) as the Title IV-A Arts Education Specialist in September 2018 after five years as a teaching artist in Arizona with nonprofits including Childsplay, Rising Youth Theatre, and Phoenix Center for the Arts. She is also a community-based arts practitioner working on the topics of well-being and stigma in partnership with community mental health organizations. Previously, she also spent four years in Merida, Mexico, using the arts and project-based learning to facilitate language learning. A native of rural Minnesota, she obtained a Bachelor of Arts in Theatre with a minor in Spanish Studies at the University of Minnesota, Twin Cities.

Elisa Lucía Radcliffe earned a BFA in dance performance from Arizona State University and has been a prominent member of the Phoenix dance community in the years since. Elisa is currently the Arts Learning Manager at the Arizona Commission on the Arts, overseeing the Arts Commission's comprehensive slate of Arts Learning grantmaking, programs, partnerships, and strategic initiatives. Prior to working at the Arts Commission, Elisa worked as a dance educator for twelve years in the Phoenix Union High School District. Through their involvement in public education, they've witnessed firsthand how important access to quality creative and cultural activities are for students. They have a strong belief that art can and should be grounded in the community it serves. Elisa strives to strike a balance between commitment to community and social justice and increasingly sees a strong relationship to one's home, identity, and family as a source of purpose and inspiration.

Anastasia Freyermuth serves as the Arts Learning and Evaluation Coordinator at the Arizona Commission on the Arts. At the Arts Commission, Anastasia oversees the agency's small project Arts Learning grant programs (Arts Learning Collaboration and Lifelong Arts Engagement), coordinates the Poetry Out Loud program for the State of Arizona and conducts agency wide evaluation work. Anastasia is passionate about multiple forms of data, how data tell important stories, and the role these stories have in supporting arts education efforts throughout Arizona. This passion is driven by Anastasia's personal background of growing up in rural Arizona; a background which instilled a passion for arts advocacy and community building. Both these professional and personal background experiences have shown Anastasia that meaningful arts education experiences are integrally dependent upon strong collaboration efforts that span a spectrum of voices, experiences, and expertise. Anastasia is honored to continue learning from and serving these communities.

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2019 Arts Congress Workshop Descriptions

Creative Economies

Many people think the arts are luxuries we can do without in times of economic strife, and not necessities that drive social and economic progress. In fact, the arts and other creative disciplines provide an engine that can both stabilize impoverished communities and advance growth across the city and state from which we all benefit. This workshop will explore some of the latest data about the impact of artists, creativity-driven organizations, and creative entrepreneurs, and how Arizona citizens really feel about the presence and role of arts and culture in our communities. We'll cover how the economic contributions of these creators is measured, and identify the extensive reach of these individuals and organizations through many sectors of the economy in Arizona and beyond.

Presenter: Stuart Graff, President and CEO of the Frank Lloyd Wright Foundation

Stuart studied engineering at Northwestern, and received his JD from Loyola University, and his MBA from Emory University. After practicing both intellectual property and corporate law for many years, he went on to lead businesses with Newell Rubbermaid and Valspar. In addition to his career activities, Graff has an extensive history of board leadership, volunteerism, and fundraising for arts and social justice organizations.

The Power of Your Story

Statistics and reports tell only part of the story about the positive impact of the arts. Stakeholders often respond to a moving, representative story about the ways the arts have changed your life or community. This interactive workshop will help you shape your personal stories into a powerful message for arts support.

Presenters: Rob Chambers, Arizona School for the Arts

Rob Chambers is a theatre director and educator with a background in devising original works for the stage. He currently serves as Theatre Team Leader at Arizona School for the Arts. He has also taught theatre at DePaul University, arts education at Rowan University, led the theatre department at The Chicago High School for the Arts, and served as President of Training Centers and Education at The Second City.

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Notes from Small Team Meetings

Use this sheet to take important notes, comments and information from your small team meeting

Please include notes in your survey or email to SarahCirelli@azcitizensforthearts.org

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