

**Dear YA Trustees:**

Welcome to the November edition of the “First Friday Email Update.”

**NOVEMBER 15, 2017—Letter Signing and Board Meeting**

- **5:00-5:45 Letter Signing**  
Our annual appeal is gearing up! Prior to the board meeting you are welcome to come sign your letters. (The originally-planned orientation regarding our artists and programs will be covered in an upcoming orientation.)
- **6:00 Board Meeting Focus—Messaging and Branding**  
Chris Ledford and Kim DiBacco from Oxford Communications (our strategic communications firm) will start our meeting off with a facilitated discussion and exercises to explore our messaging and our brand. We are looking forward to a useful and fun discussion.

**In the Field:**

- We attended the NJ School Boards Association Conference and had a table in the STEAM “Command Center” with our teaching artist Ben Pranger.
- This year, the YA Arts Education Scholarships will reach early childhood (age 0-grade 3) and are funded by the Fund A Need at last year’s Dazzle. Each school receives: professional arts performance(s) for the entire school population, hands-on arts residency for students, and teacher professional learning. The winning schools will be announced publicly on November 7<sup>th</sup> but you’re getting a sneak peek of the winning schools today:
  - Child Family Center, Millville NJ (Cumberland County)
  - Eagleswood Elementary School, West Creek NJ (Ocean County)
  - Washington Avenue School, Pleasantville NJ (Atlantic County)
  - Hudson Maxim School, Hopatcong NJ (Sussex County)
  - James A Garfield Early Childhood Center, Garfield NJ (Bergen County)
  - Livingston Park Elementary School, North Brunswick NJ (Middlesex County)
  - Piner Elementary, Lakewood NJ (Ocean County)
  - Red Bank Charter School, Red Bank NJ (Monmouth County)
  - Fidler Academics Plus Elementary, Philadelphia PA (Philadelphia County)
- At the National Dance Education Organization (NDEO) Conference in San Antonio, TX on Nov 11, teaching artist Laura Marchese will be presenting about the Dance to Learn curriculum and program which reaches students in grades 2-5.

**Behind the Scenes:**

- ChipandGus was a terrific night in support of YA! Thank you Liz Fillo and Chris Coucill for your generosity and thank you to Ann Betterton who took care of every detail to make it a welcoming and beautiful evening.
- Our work in the Branding and Marketing Project, with Oxford Communications, is in the research phase. We hosted a “Discovery Day” on October 25<sup>th</sup> where 20+ YA stakeholders including artists, educators, PTA representatives, trustees, staff and donors discussed the value

of YA programming and how we can emphasize our strengths. Additionally, two distinct surveys are being sent: one to our donor base and one to our school contacts.

- The [Impact 100 Garden State finalists have been publicly announced](#). On November 8<sup>th</sup>, each finalist has exactly 6 minutes to make a presentation to the membership about their project. The members vote that night and winners are announced that evening. I'll be attending and our **amazing** trustee Eleanor Horne is making our presentation—we could not be any more appreciative of her commitment, her time and her incredible talent. Go Eleanor!
- At the YA National Leadership Conference, the ED Council (comprised of every affiliates' Exec Director or President) voted to continue supporting the national Teaching Artist Credential project. YA National is funding this project as well, and participating affiliates are dedicating staff time to the effort. During this pilot year we hope to credential 12-25 artists from affiliates around the country, while creating a strategy for sustaining this initiative.

**Important Dates:**

- **Next Board Meeting:** Wednesday November 15<sup>th</sup>, 6pm. So far I have the following RSVPs as NO: Andrea and M'Lou. Please let me know your RSVP.
- January Board Meeting: Wednesday January 17, 2018
- Board/Staff Retreat: Saturday February 24, 2018

Looking forward to seeing you all soon and continuing our shared endeavor to bring the arts to every child, every year!