

February 2, 2018
First Friday Update

Dear YA Trustees:

Welcome to the February “First Friday Email Update.”

Dazzle

- Meet & Greet – Thank you all that came out to support our newest line-up of Dazzle dancers last week at our Meet & Greet! We have an awesome group of new dancers and a stellar group of past VIP dancers that are supporting them every step of the way. [Dazzle Preview Toast Fred Astaire Studio 1-25-18 lo res proofs](#)
- Early Support Deadline is February 5th. If you have not purchased your event ticket(s) please do so soon so we can show that we have full early support from our board. If you have friends you are reaching out to invite, remind them to RSVP early to show they early support to Arts Education and Dazzle and get their name on our Dazzle invitation. A constant contact email will be going out tomorrow morning so feel free to forward it with a personal note.
- Invitations will be ready to sign at the Board/Staff Retreat on February 24th.
- Spread the word! If you need anything to help promote the event, please use our Dazzle website as a resource to guide people to purchase tickets, vote, lean about corporate support and ad journal opportunities, and see our awesome Dazzle “Be there” video - <https://dazzleva.org>. You can also reach out to Denyce and she can get you anything you need.

New YA Staff

Just after the new year, TAHIRA joined our staff as School Relationship Coordinator. This is a half-time position with the goal of building relationships with new or lapsed school clients, primarily in PA. TAHIRA is a storyteller who has worked with YA in NJ, PA and MD for over 15 years and has a deep understanding and passion for our work. TAHIRA will be at our retreat in February so you will have the opportunity to meet her then.

In the Field

The YA National Teaching Artist Credentialing Pilot is in progress. Over 20 artists from YA affiliates around the country completed applications. The first class of credentialed artists will be announced at the YA National Conference in Denver, April 4-6. Meanwhile, plans for sustaining the project are underway. The credentialing project is an opportunity to strengthen our teaching artists, professionalize the field, communicate the value and benefit of teaching artists to our stakeholders and raise the profile of YA nationally.

Board/Staff: Retreat, Refresh, Refine, Revision: Young Audiences at 45
Saturday, February 24, 2018 – 8:30-3:00pm

In our 45th anniversary year, with the generous support of the Burke Foundation, we’ve had an opportunity to work with Oxford Communications to improve our brand and messaging. Our 2018

retreat will culminate this project, and ignite our creativity and passion to explore ways we communicate about Young Audiences. Always integral to what we do, teaching artists will spark our creative juices while giving us an inside view of what they do in schools.

Chris Ledford from Oxford Communications will share the outcomes of our branding project. Visual Artist Molly Gaston Johnson and percussionist Hector Morales will lead us through arts activities that will help us explore the words, phrases and messages that capture the work of our organization and which motivate school contacts, donors and others to learn more about Young Audiences and arts education.

We will discuss our communications strategies as we move forward into the next 45 years. Trustees, staff and guests will join in arts activities through the day, re-connecting with our mission and our values, while connecting with our colleagues. This retreat is open to board, staff, potential or incoming trustees, partners or spouses and friends of YA. If there is anyone you'd like us to invite, please let us know. If you haven't already done so, please officially RSVP and place your lunch order here by Friday February 16th: <https://www.surveymonkey.com/r/PP27N76>.

NEW LOCATION:

NRG Energy, Inc.
"Innovation Lab"
804 Carnegie Center
Princeton, NJ 08540

If you have any questions, or need any special accommodations please contact Denyce at 609-243-9000 x202 or dmylson@yanjep.org.

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