



Young Audiences' mission is to inspire young people and to expand their learning through the arts.

**Arts Education Committee
FY17**

Members:

Everett Kline (Chair)
Barbara Coe
Barbara Moran
Amanda Newman-Godfrey
Bobbie Panfili
Mary Reece
Willa Spicer
Tiffani Warren
Sharon White
Belinda Roll—Ex Officio

Staff Liasons:

Liz Kuwornu—Arts Education Projects Director
Michelle Marigliano—Special Projects & Assessment Coordinator

Additional Staff:

Michele Russo—Ex Officio
Jackie Knox—Arts Education Program Associate
Donnajean Reckelhoff—Programming Director

Committee Description

Arts Education – There shall be a Committee on Arts Education that shall formulate and maintain policy, philosophy and procedures related to educational impact of YA programs, educators and artists. The committee will be responsible for maintaining clarity around the organization's artistic and educational quality, diversity of programs and insuring that all programs are child centered, outcome driven and measurably effective. The committee shall also strategize ways in which YA programs connect to educators and administrators.

FY17-19 YANJEP STRATEGIC PLAN

GOAL 1 (ACCESS)

All young people across New Jersey and Eastern Pennsylvania will have access to quality, integrated arts learning experiences.

YA is committed to bringing quality arts learning experiences to all young people in New Jersey and Eastern Pennsylvania, regardless of geographic location or economic and social status.

OBJECTIVES:

1. Increase number of schools/students served
2. Understand and reflect the shifting educational environment
3. Strengthen artist roster and monitor and improve program offerings
4. Deliver programs that set the standard for arts and education programming

B. ARTISTS

| PROGRESS TO DATE | STRATEGY | ACTION | TIMELINE | RESOURCES | RESPONSIBLE GROUP | SUCCESS INDICATORS |
|--|---|---|---|--|---|--|
| YANJEP working with Nat'l Network to develop credentialing system | Strengthen artist training and evaluation so that artists at various stages of their career benefit | Evaluate content and quality of the work | FY17 - Review current evaluation methods; compare to YA Network practices; refine tools as needed; plan for implementation of new procedures and training modules FY18 - Implement improved procedures and tools | Staff time, YA Network ED Council and YA Network staff connections | Education Committee, YA Assessment Specialist, education staff, President & CEO | Artists and programs are reviewed on a regular basis |
| Personnel Committee is investigating with expertise from employment attorney | Explore alternative artist contract models (independent contractor vs. employee) | Research affiliates and other organizations that have converted to artist as employee model | FY17 - Meet with YANY ED to learn about budgetary ramifications FY18 - Discuss with board, staff and key master teaching artists FY19 - If desired, pilot this approach | Staff time, legal and financial expertise | President & CEO, Board Chair, Finance Committee, Education Committee, Master Teaching Artists (5-7) | The topic has been explored fully |

C. PROGRAMS

| PROGRESS TO DATE | STRATEGY | ACTION | TIMELINE | NEEDED RESOURCES | RESPONSIBLE GROUP | SUCCESS INDICATORS |
|---|--|---|---|---|--|--|
| In progress: observation tool has been drafted by Education Staff | Analyze or assess each program (performance and workshop) to ensure alignment with Signature Core Services Model | Review, revise and clarify program criteria and quality indicators with Signature Core Services Model | FY17 - Revise tool used to review programs and use it; develop integrated plan to review programs on rolling basis FY18 - Implement plan; revise tools as necessary FY19 - Continue | Staff time, Education Committee commitment to process, funds for travel to program visits | Education staff, Arts Education Committee | Unified tools are used to review programs; common language is shared amongst staff, artists and board in how programs are reviewed |
| In progress- staff has input data into Dodge dashboard | Develop and implement assessment policy which captures impact and value of all of our work | Participate in Dodge Assessment project to learn best practices and access data | Ongoing | Staff time, expertise | Special Projects & Assessment Coordinator, Technology Coordinator | Assessment of programs is consistent and captures key data for communication with funders, educators and clients |
| | | Assess performance programs for impact and value to schools | FY17 - Develop rubric FY18 - Pilot rubric FY19 - Assess and revise | Staff time | Artist Services Manager, Programming Director, Special Projects & Assessment Coordinator, Arts Education Committee | Performance programs are reflected in our assessment as a critical component of achieving our mission |

| PROGRESS TO DATE | STRATEGY | ACTION | TIMELINE | NEEDED RESOURCES | RESPONSIBLE GROUP | SUCCESS INDICATORS |
|------------------|---|--|---|------------------------|--|---|
| | | Utilize findings of project-specific assessments to feed into organization-wide impact reporting | FY17 - Assess projects and compile findings FY18 - Synthesize findings into a report FY19 - Share with network, board and peer organizations as model | Staff time, expertise | Special Projects & Assessment Coordinator, education staff, Arts Education Committee | YA produces an organization-wide statement of impact which reflects value of all of our programming |
| | Analyze funded project programs to ensure alignment with mission and strategic business practices | Conduct census of programs for alignment with strategic plan goals | FY17 - Focused discussion among staff and board | Staff time, board time | All staff, all board | Board and staff report that programs are in alignment with mission and business model |

GOAL 3 (ORGANIZATIONAL STRENGTH AND CAPACITY)

YA will develop and align internal staffing capacity, board membership and committee structure, and marketing to support the Strategic Plan goals.

To achieve the goals contained in the Plan, there will need to be investments in staff capacity and structure, modifications to the existing committee structure, and adjustments to branding conventions.

OBJECTIVES:

1. Assess the capacity of the board and staff to undertake the work of the Strategic Plan.
2. Develop a strategy to create strong regional representation with clients, funders and potential board members.

B. PUBLIC RELATIONS

| PROGRESS TO DATE | GOAL | ACTION | TIMELINE | NEEDED RESOURCES | RESPONSIBLE GROUP | SUCCESS INDICATORS |
|---|---|--|------------------|---|--|---|
| | Position YA as expert in arts education in the region | Re-examine “Champions of the Arts” program and align with available staff time and resources | FY17-19, ongoing | Staff and board time | Marketing staff with support from programming staff and education staff | Conduct program in line with staff resources |
| Development Committee investigating this possibility; funds needed to hire writer | | Hire a writer to co-write editorials about arts education | FY17-19 | Staff and board time and funds for professional writer/editor | Marketing staff with support from education staff, Arts Education Committee and Planning Committee | Publish/share editorial series to coincide with 45 th anniversary in 2017-2018 |