



Young
Audiences
Arts for
Learning

New Jersey &
Eastern
Pennsylvania

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

**Arts Education Committee
FY17**

Members:

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

Staff:

Michele Russo—Ex Officio
Jackie Knox—Arts Education Program Associate
Liz Kuwornu—Arts Education Projects Director
Michelle Marigliano—Special Projects & Assessment Coordinator
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