

Deputy/Assistant Directors Peer Session

October 4, 2012

Notes

SmART Initiative Pilot Grant Project
Nancy Trovillion, North Carolina Arts Council

Through the Smart Initiative grant program, each pilot community will work with a resource team to develop plans to utilize their arts and cultural assets to create arts-driven economic development on a substantial scale. See SmART Initiative Pilot Grant Projects.

- See SmART Initiative Cultural Arts District website for more information
- Started with a task force
- Helped define creative place making
- Link to documented 10 case studies

National Endowment for the Arts Update
Laura Scanlan and Andi Mathis

National Standard working group was put on hold until final reporting is finalized. The document must be finalized by February 2013.

Data Portal Project: New vendor; mini focus group with the grants officers. Information regarding the Data Portal project will be taken from several resources. The field survey and final recommendations will be available at the end of October.

NEA's new *Handbook for State Arts Agencies & Regional Arts Organizations* is on the website in the section *Managing your Grant* and also in the Misc information section. This should be the first resource for all our questions.

Deputy directors informed the NEA they were very grateful for the ongoing communications with the states regarding the changes and updates to the Final Descriptive Report and National Standard.

Advocacy

Marty Skomal, Nebraska Arts Council, Moderator

Suzanne Gray, Kentucky Arts Council: The Kentucky Arts Council selects a famous favorite son or daughter who has achieved national status in the arts to receive a Governor's Arts Award. The awardee is used in PSAs for the Kentucky Arts Council

- Radio and television stations are required to do several PSAs every year.
- On Arts Day the PSA is aired on radio and TV stations and specially mentions the arts council
- Digital files for marketing and advertisement

Barbara Edwards, Alabama State Council on the Arts: The Alabama Arts Council was included in an across-the-board 25% budget reduction and an additional 8% from the governor's budget. They called upon their constituents and held a state meeting that more than 200 people attended. They encouraged constituents to have local conversations in their communities and spent time on educating the House and Senate The reward: They were cut only 2.8%.

Things to do to be successful:

- Use e-mails instead of hard copies
- Thank yous to the legislature, governor, etc.
- Sending press releases regarding awards assists the local media with the announcements

Rod Reiner, Tennessee Arts Commission: Reports are supplied to the panelist on whether applicant organizations belong to the advocacy organization. Ten points can be added to the scoring of each application for good advocacy efforts.

License plates earned revenue in 2005 near $3 million, and in 2012 $4 million; this shows support for the arts in the state. Tennessee also has a 50-member arts caucus.

Arts Advocacy Toolkit (10MB) is available on the Tennesseans for the Arts website

Budget Challenges

Michael Donovan, Missouri Arts Council, Moderator

A panel was formed with representative from states that have had significant budget reductions:

- Jamie Dempsey, Arizona Commission on the Arts
- Mary Campbell-Zopf, Ohio Arts Council
- Camellia El-Antably, Wyoming Arts Council
- Lou MacMillan, Washington State Arts Commission

What processes helped you determine budget priorities, and how did you reduce spending?

Arizona: Diversify the funding streams. Three state revenue sources: endowment, general fund and arts trust fund

- Administrative budget took the biggest hit
- Staff was reduced by half
- And then the state had a hiring freeze
- Priority was then given to program and services in the field. Less expensive crisis guidance. All grant programs were eliminated except for arts learning and organizational funding.

Ohio: Lost 52% of staff. Originally lost 47% of their funding. 33 % has been reinstated now.

- Payroll is 14% of the total budget and the work load has not decreased
- How they handled the reductions: Set priorities in several ways
- Going outside the arts for data made the process very public: listening tours, asked for input via an on-line survey, used Facebook for input
- Board planning after the data was collected: Created a long-term strategic plan
- Looked at supplemental funds
- Fund raising
- Several new partners
- Looked at new income-generating revenue sources
- NASAA was a great resource

Washington: New strategic plan was put on the shelf due to funding.

- 2012 new plan done in house
- Cultural ecosystem
- NASAA was used as a resource
- Needed to look outside and not as much from the grantees: community leaders and economic development folks
- Staff members worked with focus groups around the state to gather input from the field
- Looked at the grant activity from 1998 to 2011 for a five-year request and funding sampling for the impact on arts funding in the state
- Looked at the different demographics for the state
- Examined public art investment and color-coded maps
- They found they needed to be the voice for the public value of the arts (uneven expertise across the state)
- Public art: conservation of the works was very important and became evident with the data collection

Wyoming: First cut was in 2008, private funding for GAA, collecting data

- Energy revenue is 38-48% of state revenue; Wyoming received a 15% cut

- Reduced travel to constituents; grantees not very happy
- Looked at grant programs; two-grant rule cap from 30 to 20 now
- Changed grant caps
- More digital, less printing
- Asked staff for input on how to save money

What new sources of revenues did you develop? The following points were part of a general discussion among the panel and all participants.

- Asked board for supplemental funding.
- NASAA was a huge resource in looking at other resources.
- Staff looked at ways to become more entrepreneurial.
- If you raise too much money our funds could reduced.
- Be cautious: the legislature can tap into new funding.
- Government relations has become more important.
- Building relationships is key.
- Funders do not want to give to a state agency because it is vulnerable to be used by other agencies.
- Sponsorships
- Wallace grant to fund a staff person in 2009 has helped bridge the trouble years.
- Changed philosophy to try new revenue generating streams.
- Tapped into public-private collaborations.
- Community foundations can be used to help safeguard funds.
- Fund museum acquisitions.
- Arts education
- Regional arts organizations can be used for restricted funds to fund special initiatives.
- Private funding by the board from two or three heavy hitters

In retrospect, what would you do differently?

- MOVE organizations away from the entitlement theory.
- Move sooner on downsizing staff.
- Fee-for-service basis
- Look at cost savings
- Look for efficiencies.
- Be relentless on cost savings.
- Look at social media.

Innovation Using Technology and Other Resources

Susan Salkin, Delaware Division of the Arts, Moderator

- Look at ways to save staff time.
- E-grants totally paperless

Nebraska Council on the Arts: Created YouTube video tutorials for the grant process on-line:

- Grant Info Tutorial (13 min.) An overview of grants and programs provided by the Nebraska Council on the Arts
- eGrant Tutorial (15 min.) Instructions on how to use the Nebraska Council on the Arts's eGrant system
- Panelist eGrant Tutorial (8 min.) Instructions for grant review panelists using eGrant review module

Other on-line resources:

- iEvent event management software
- JOT form form-building tool used for registration for Poetry out Loud, GAA nominations, touring artists' application and school Bus grants. This is a free application but includes space limitations. Fee: $139 for two years

Lou MacMillan: See Washington State Arts Commission's e-grant transition management.

Other ideas from participants:

- Thumb drives with our logo containing all info and applications for grant review panelists in Montana.
- NASAA to serve as a gathering resource for e-grant, panel and final reports.
- NASAA's Eric Giles would be willing to host a conference call regarding webinars; this is going to be more important to reach the field.
- See Delaware's policy on sexual abuse of children.
- This is an example of training arts organizations to be aware of and develop polices for child abuse prevention.

Next year's meeting will be in Jackson, Wyoming, October 16-18, 2013. Hope to see you all there.

Compiled by Deputy/Assistant Directors Peer Session 2012 Planning Committee:

Michael Donovan, Missouri Arts Council
Kathy Kuszak, Nebraska Arts Council
Susan Salkin, Delaware Division of the Arts
Marty Skomal, Nebraska Arts Council

SmART INITIATIVE PILOT GRANT PROJECTS

Through the SmART Initiative grant program, each pilot community will work with a resource team to develop plans for utilizing their arts and cultural assets to create arts-driven economic development on a substantial scale. The resulting plans will outline strategies for how to generate a greater investment in the arts, stimulate community vitality and economic growth, and develop cultural districts and other impactful place-making projects. These cities and towns that have received pilot funding will be eligible for implementation grants during the next phase of the SmART Initiative grant program.

Grantee	Grant	Start
City of Wilson	$30,000	Sept./Oct.

The Vollis Simpson Whirligig Park project emerged from a grassroots effort to conserve 29 of artist Vollis Simpson's monumental kinetic sculptures and relocate them to an expressly designed downtown park. As part of this major cultural tourism and arts-driven economic development initiative, stakeholders are planning a downtown arts and cultural district anchored by the park attraction. They request Resource Team assistance with the development of an Artisan/Industrial District, an adjacent indoor museum dedicated to Simpson and the intersections of art and science, park lighting design, earned income planning, and a cultural assets inventory for Wilson County.

Durham Arts Council	$30,000	Sept./Oct.

Durham boasts four informal cultural districts or hubs with significant clusters of arts assets anchored by major facilities: the city center (the Arts Council, Carolina Theater, and future Durham Museum of History); the downtown south edge (American Tobacco Campus and Durham Performing Arts Center); the downtown east side (Golden Belt); and the downtown west side (Duke University's Nasher Museum of Art.) Durham's SmART proposal involves using wayfinding, public art in transportation and streetscapes, and green spaces to enliven and link the moribund areas between these hubs, which are poorly lit, difficult to navigate, and relatively empty of assets or street activity. The goal is to stimulate connectivity, walkability, and storyline between the various hubs, all of which are in close proximity but often perceived as discrete and distant.

Toe River Arts Council, Burnsville	$15,000	Sept./Oct.

The Toe River Arts Council seeks to create a historic and cultural district for the center of Burnsville; expand the nascent public art program; more effectively market local arts and

creative economy; undertake an effort to combine natural and cultural programs into a single facility featuring a convergence of art, quilt, historic, hiking, river, and scenic driving trails; develop a tourism plan; and merge existing assessment and economic development plans that have not yet been implemented.

The Arts Council, Winston-Salem	$30,000	Feb./Mar.

The Arts Council requests funding to collaborate with a Resource Team to conduct a planning study on how to develop a plan for the designated Theatre District that complements the adjacent Arts and Center City/Core Districts of Winston-Salem. This plan would assess the potential for the Theatre District to contribute to the overall Downtown Development Plan goals, and would analyze elements including: more retail and entertainment venues; affordable housing and residential development; job space and corporate relocation opportunities; complementing the surrounding community; preserving select historic resources; promoting tourism; promoting design excellence; emphasizing deck parking over surface parking; public transit; sidewalks/greenways/parks; and streetscape improvements.

United Arts Council of Greater Greensboro	$30,000	Feb./Mar.

The United Arts Council, in partnership with Elsewhere and other public/private partners, proposes to work with a Resource Team to investigate downtown's cultural geography as integrated hubs for significant arts-driven economic development. The resource team will work with leaders across sectors to imagine an evolving map of creative catalysts, place, people and financial flows. The SmART Greensboro proposal aims to connecting, reposition and leverage historic and neighborhood downtown assets to redefine the character of Greensboro toward economic and social vitality.

TOTAL	**$135,000**

NASAA ASSEMBLY 2012 – AD/DD PEER SESSION: TECHNOLOGY

BACKGROUND

ArtsWA contracted with the Western States Arts Federation (WESTAF) to provide its GrantsOnline™ system for two grants programs in FY12:

- **Arts in Education** - First Step and Community Consortia grants. In Feb 2012 we launched (and learned) with First Step, which has the fewest applicants. Larger two-year Consortia grants will launch later in FY13.
- **Grants to Organizations** - Project Support grants for large, midsize and small arts organizations all launched in FY13.

LESSONS LEARNED

- **Assign an agency project manager** - Projects do not manage themselves, they require active management. Your PM need not be from the program staff that will use the system.
- **Consider a quality assurance consultant** – We were required by state rules to hire an independent QA consultant to help ensure IT project success. A good investment, especially if your agency lacks expertise in IT project management.
- **Cultivate your relationship with the vendor** – Developing the relationship beyond the merely contractual helps if there are difficulties during the life of the project.
- **Involve program staff** - Knowledgeable program staff can identify business process errors in the prototypes and help the vendor define solutions quickly.
- **Common vocabulary matters** - ArtsWA used the same term for a type of grant that the vendor used for a set of system functionality, leading to confusion.
- **Request program staff training** – WESTAF provided system demonstrations, but these were not as valuable for staff as hands-on system training would have been prior to launch.
- **New business needs or processes may emerge** – The online grant system created new workload for program staff to export data into Access in order to generate contract documents.
- **Communicate with grantees often** – Before, during and even after the application process.
- **Train your panelists** – We conducted training webinars for our panelists prior to panels. Overall, the new panel process went very well!
- **Budget for operational costs** – Plan for ongoing system support, maintenance and upgrades.

HAVE FOLLOW-UP QUESTIONS? CONTACT ME:

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We're changing! The Washington State Arts Commission is now called ArtsWA. Our logo is new too! Learn more on our website www.arts.wa.gov.

Delaware Division of the Arts

Stewards of Children

Stewards of Children is a prevention training program that teaches adults how to prevent, recognize, and react responsibly to child sexual abuse. This program is designed for both organizations that serve youth and for individuals who are concerned about the safety of children. Stewards of Children training:

- Increases awareness of the prevalence, consequences, and circumstance of child sexual abuse
- Provides new skills for adults to prevent, recognize, and react responsibly to child sexual abuse
- Promotes positive change to organizational policies and procedures
- Increases individual commitment to action through a personal prevention plan

Stewards of Children is offered in a three-hour workshop that includes a three-part DVD that integrates commentary from sexual abuse survivors and experts in the field, an interactive workbook that serves as a resource guide and personal action plan, and facilitator-led discussion. At the conclusion of the program, each participant receives a Certificate of Completion.

Where & When – Select the workshop that's most convenient for you.

Kent County

Monday, September 24, 3-6 pm
Westminster Village – Community Center - West Rm 1175 McKee Rd., Dover
http://www.wmvdover.org/page/2660-directions (use College Rd entrance)

Sussex County

Thursday, September 27, 2012, 9 am-12 pm
Lewes Public Library – large meeting room 111 Adams Ave, Lewes
http://www.leweslibrary.org/about/location_/_map.htm

New Castle County

Saturday, September 29, 2012, 1-4 pm
Newark Public Library
750 Library Ave, Newark
http://goo.gl/maps/gG8d9

Tuesday, October 9, 2012, 1-4 pm
DE Center for the Contemporary Arts
200 South Madison Street, Wilmington
http://goo.gl/maps/nvD8p

Free of charge

The cost of workbook materials is underwritten by the Division of the Arts.

Registration is required. Register early. Space is limited.

For organizations with a large number of people who would benefit from this training, we recommend that you send a couple of representatives to a workshop and then consider scheduling a workshop at your own facility for your staff and volunteers.

Visit www.surveymonkey.com/s/StewardsOfChildren to register.

Contact

Questions? Contact Susan Salkin, Deputy Director, Delaware Division of the Arts, at 302-736-7431 or 577-8287 or susan.salkin@state.de.us.

ATTORNEY GENERAL STATE OF DELAWARE

Prevent Child Abuse Delaware

the YMCA

DARKNESS to LIGHT
END CHILD SEXUAL ABUSE

AT-A-GLANCE

Stewards of Children



Thank you for your interest in Darkness to Light's *Stewards of Children*™ child sexual abuse prevention program. Darkness to Light is a national nonprofit headquartered in Charleston, South Carolina whose mission is to empower people to prevent child sexual abuse. At Darkness to Light, we believe that adults are responsible for the safety of children and we appreciate your desire to help protect the children in your community by exploring our program.

WHAT IS STEWARDS OF CHILDREN?

Stewards of Children is a prevention training program that teaches adults how to prevent, recognize and react responsibly to child sexual abuse. The program is designed for organizations that serve youth and for individuals concerned about the safety of children. It is the only nationally distributed, evidencebased program proven to increase knowledge, improve attitudes, and change child protective behaviors. Research findings from independent evaluators are available on www.D2L.org.

WHAT ARE THE OUTCOMES OF THE PROGRAM?

- Increased awareness of the prevalence, consequences, and circumstances of child sexual abuse.
- New skills for adults to prevent, recognize, and react responsibly to child sexual abuse.
- Positive change to organizational policies and procedures.
- Individual commitment to action through a personal prevention plan.

WHAT ARE THE DISTINCTIVE FEATURES?

- A three-part DVD presentation integrating commentary from sexual abuse survivors, experts in the field and other concerned adults all providing practical guidance for preventing and responding to sexual abuse.

DARKNESS to LIGHT
END CHILD SEXUAL ABUSE

AT-A-GLANCE

- An interactive workbook designed to facilitate discussion, reinforce key concepts, and serve as a resource guide and personal action plan for resolving child sexual abuse.
- A Facilitator-led discussion about important issues in sexual abuse prevention and the relevance of these issues within the community and organizations that serve children.

WHO USES THE PROGRAM?

Stewards of Children is for anyone who wants to make a difference in their community by educating adults about the protection of children. It is also used by organizations, businesses, and corporations who:

- Seek training for staff and volunteers in the prevention of child sexual abuse.
- Look to enhance their child protection policies and procedures or respond to insurance requirements.
- Want to lead a community-based initiative and offer prevention training to the community.

HOW IS THE PROGRAM DELIVERED?

Stewards of Children is a 2.5 hour training program available online at www.D2L.org or led by an Authorized Facilitator who has been trained by Darkness to Light. Authorized Facilitators are located throughout the United States and internationally. Stewards of Children is also available in Spanish. For a list of Authorized Facilitators (including Spanish speaking), please see the Facilitator Directory at www.D2L.org.

HOW CAN I BRING STEWARDS OF CHILDREN TO MY COMMUNITY?

Visit www.D2L.org to find a Facilitator and bring a *Stewards of Children* session to your organization, to find out how to become an Authorized Facilitator or to get your entire community involved in a grassroots community initiative to prevent child sexual abuse. We welcome your partnership!

DARKNESS to LIGHT
END CHILD SEXUAL ABUSE

AT-A-GLANCE

Stewards of Children® ONLINE



WHAT IS STEWARDS OF CHILDREN ONLINE?

Stewards of Children ONLINE is a prevention training program that teaches adults how to prevent, recognize and react responsibly to child sexual abuse. The program is designed for organizations that serve youth and for individuals concerned about the safety of children.

The ONLINE version of the program allows individuals to take the training at any time or place and includes the same content as the Facilitated version, which is taught in a group setting.

Stewards of Children is the only nationally distributed, evidence-based program proven to increase knowledge, improve attitudes, and change child protective behaviors. Research findings from independent evaluators are available at www.D2L.org.

WHAT WILL I LEARN?

- Facts about the problem of child sexual abuse.
- The types of situations in which child sexual abuse might occur.
- Simple, effective strategies for protecting children from sexual abuse.
- The importance of talking about the prevention of sexual abuse with children and other adults.
- The signs of sexual abuse so that you might intervene and be able to react responsibly.

WHO USES THE PROGRAM?

Stewards of Children is for any responsible adult who cares about the protection of children. It is also used by individuals, organizations, businesses, and corporations who:

- Seek training for staff and volunteers in the prevention of child sexual abuse.
- Look to enhance their child protection policies and procedures or respond to insurance requirements.
- Want to lead a community-based initiative and offer prevention training to the community.

DARKNESS to LIGHT
END CHILD SEXUAL ABUSE

AT-A-GLANCE

HOW IS THE PROGRAM DELIVERED?

Stewards of Children ONLINE is available online at www.D2L.org and takes approximately 2.5 hours to complete. The cost for the online training is $10 per person.

- Upon enrolling, you will have 15 days to complete the training.
- The course does not need to be completed in one sitting. The course bookmarks your progress; keeping track of where you left off when you exit.
- The course offers you a Personal Prevention Plan in which you answer questions relating to a particular topic. You will be asked to print this document during the course and then prompted to answer the questions as you go through the course.
- The Question and Answer section provides you with a list of frequently asked questions regarding child sexual abuse.
- The Scenarios section provides the opportunity to practice your new knowledge by answering questions based on real-life scenarios.
- An Exit Test is given at the end of the course. A certificate is provided upon successful completion of all sections and the Exit Test.

USING STEWARDS OF CHILDREN ONLINE FOR ORGANIZATION-WIDE TRAINING

Organizations frequently use a combination of Facilitator led group sessions and online training to accommodate various schedules. *Stewards of Children ONLINE* can be incorporated into the pre-employment/pre-volunteer process or used as part of the new employee/new volunteer orientation process. Volume pricing is available for groups over 100.

Darkness to Light can provide administrative access to *Stewards of Children ONLINE* for organizations that have a need to:

- Assign the course to employees or volunteers. Employee or volunteer lists can be imported into the system and automatically generate a message to the participant letting them know a course has been assigned.
- Provide additional information about the organization's specific child protection policies and procedures and track who has reviewed the information.
- Generate reports to review who has or has not completed the training.
- Review test scores.

What can your organization do to be part of the movement to end childhood sexual abuse?

For additional information about D2L programs, please call 843.965.5244 ext. 3015 or email stewards@D2L.org **www.D2L.org**