

Today's seminar will begin shortly

National Assembly of
State Arts Agencies

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Please complete your phone connection now:

1. Dial the toll free number 1 866 275 3495.
2. Enter the meeting number *4671867* on your phone keypad. Enter the star (*) key before and after the meeting number.
3. **Identify yourself.** Using your **phone** keypad, enter the unique 5-digit participant number from the bottom of your Voice Connection box. Enter the star (*) key before and after the number.

Tip: Find your Voice Connection Box near the lower right hand corner of your screen.

Creative Technology Strategies:

Empowering State Arts Agency Communications

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Your Hosts

National Assembly of
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Eric Giles

Learning Services
Manager



Jesse Rye

Policy and
Program Associate



Sue Struve

Communications
Manager

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- **View all participants** in the roster to the right
- **Use the “Chat to:” box at any time** to submit a question or get technical help
- **During the Q&A break** presenters will answer chat questions

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Using technology

- Promoting programs and opportunities
- Grants administration
- Providing technical assistance
- Communicating the work and value of your agency
- Collecting data, input and opinions
- Advocacy and teaching
- Convening constituents
- Building community and networks
- Documentation and preservation

Communication Tools

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The Facebook logo, featuring the word "facebook" in white lowercase letters on a blue rectangular background.

facebook®

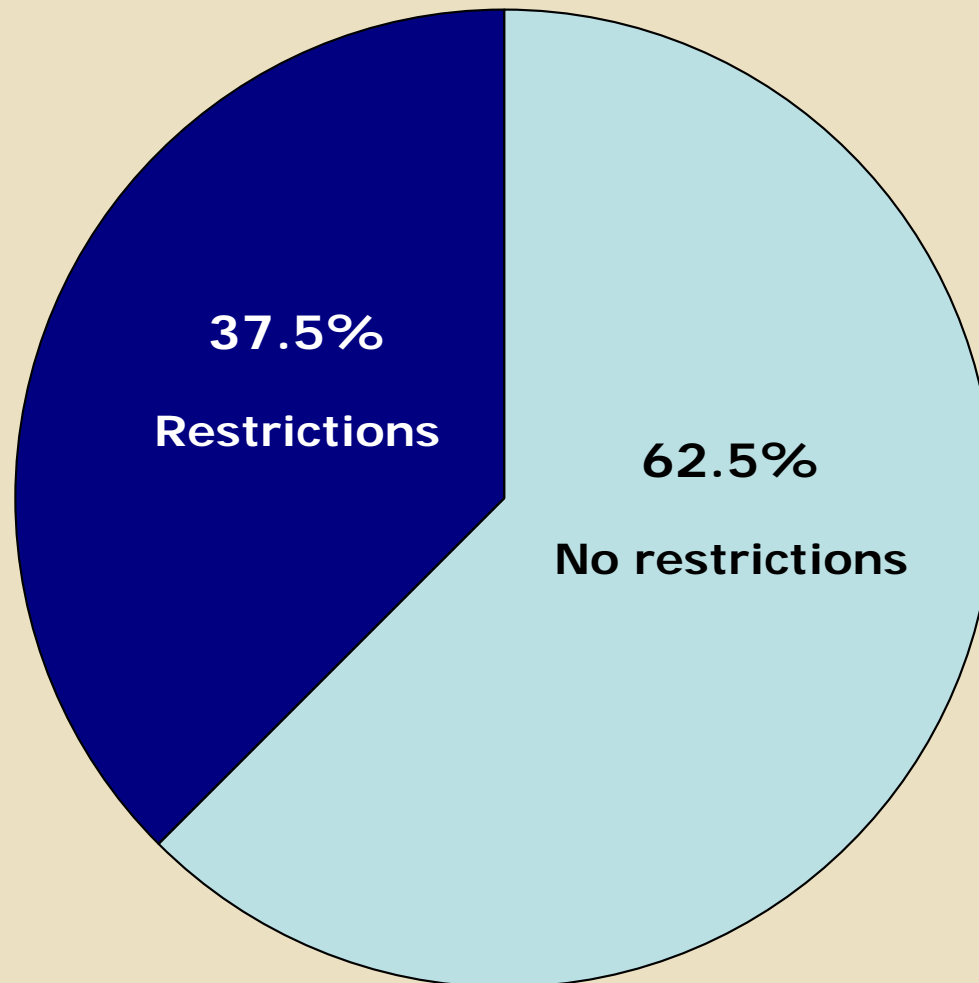
The YouTube logo, featuring the word "You" in black and "Tube" in white inside a red rounded rectangle.

You Tube



Technology poll

Is your agency subject to restrictions on usage or access to social networking sites?

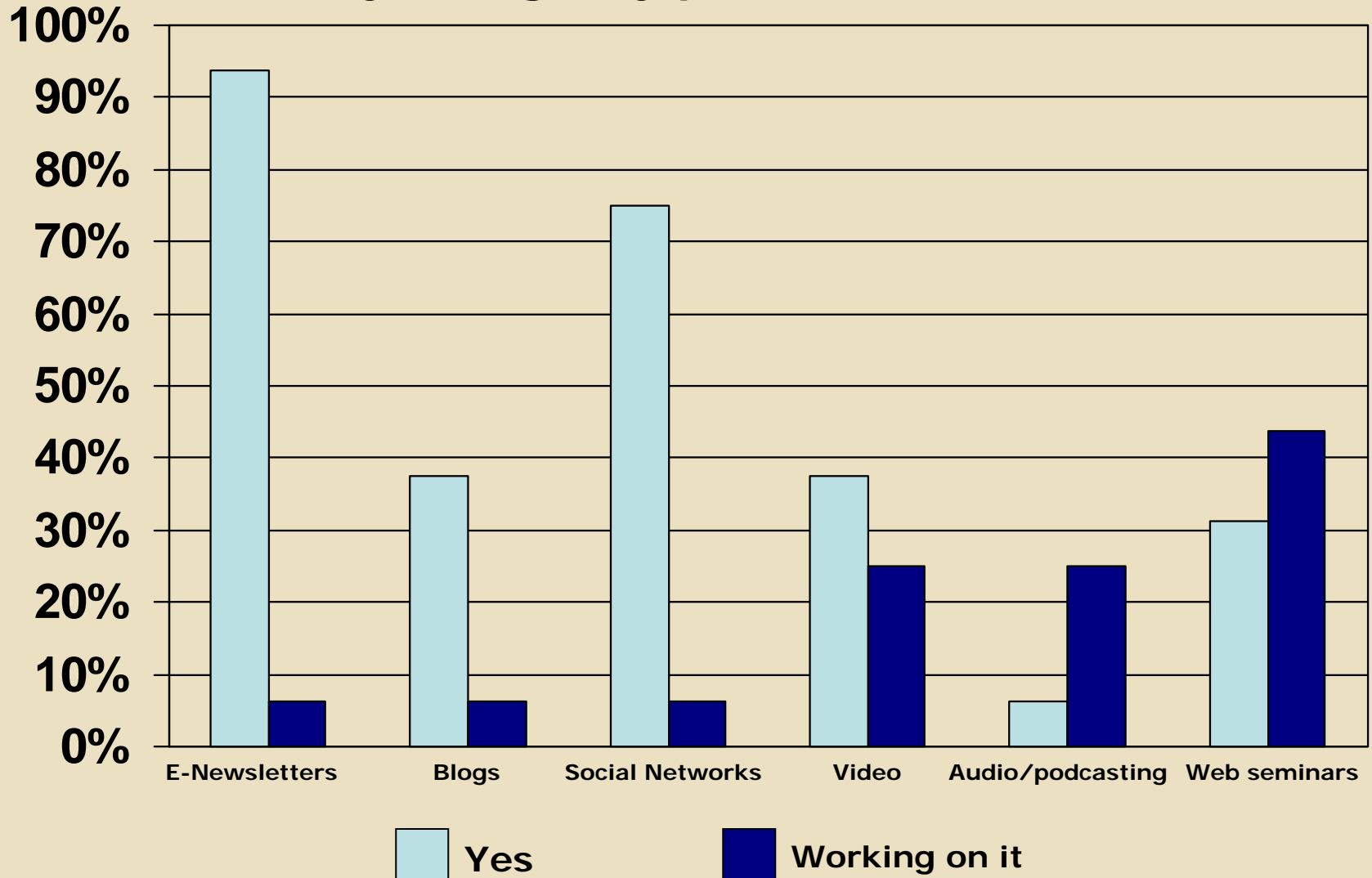


Technology poll

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Does your agency produce or deliver...



Agenda

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State Arts Agency Practices and Perspectives

Gaye McElwain

Texas Commission on the Arts

Darrell Bulmer

Maine Arts Commission

Advice for State Arts Agencies

David Dombrosky, Executive Director

Center for Arts Management & Technology

Rachel Weidinger, Senior Manager, Marketing & Communications

TechSoup Global

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Agenda

State Arts Agency Practices and Perspectives

Gaye McElwain

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Center for Arts Management & Technology

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TechSoup Global

Q&A



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Gaye McElwain

Director of Marketing and Communications
Texas Commission on the Arts



Darrell Bulmer

Communications Associate
Maine Arts Commission

- **Website (1996)**
- **Online Grants System (1998)**
 - **information in online accounts**
- **E-Newsletter (2001)**
- **Email blasts**

- **Webinars**
 - to educate about new grant programs
 - reach broad audience cost effectively
- **Virtual Grant Panel Meetings**
 - cost savings; efficient use of staff
 - less burden for grant evaluators

- **Art on Art blog**
 - www.artonart.com
 - to promote cultural tourism
- **YouTube**
 - specific promotions
- **Facebook and Twitter**
 - works in progress



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type keyword here ... GO



TCA Designates Seven Cultural Districts

Posted on September 9th, 2009

In 2006, the 79th Legislature passed H.B. 2208 authorizing the Texas Commission on the Arts (TCA) to officially designate Cultural Districts in cities across the state. A cultural district is a well-recognized, labeled, mixed-use area of a community in which a high concentration of cultural facilities serves as the anchor of attraction. These districts can be found in all sized communities from small and rural to large and urban.



RSS POSTS

Archives

- April 2010
- March 2010

- **Increased use of Webinars**
 - strategic planning
 - educational programming
- **Expansion of Social Media**
 - more topics in Art on Art blog
 - strategic look at Facebook and Twitter
- **Promote Cultural Districts**

Huntsville Cultural District

Select Another Cultural District ▼

Texas
Commission
on the Arts
State Cultural District

search...

About the Cultural District Program TCA Home

HOME

ABOUT THIS DISTRICT

HELPFUL LINKS

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Welcome to the Huntsville Cultural District

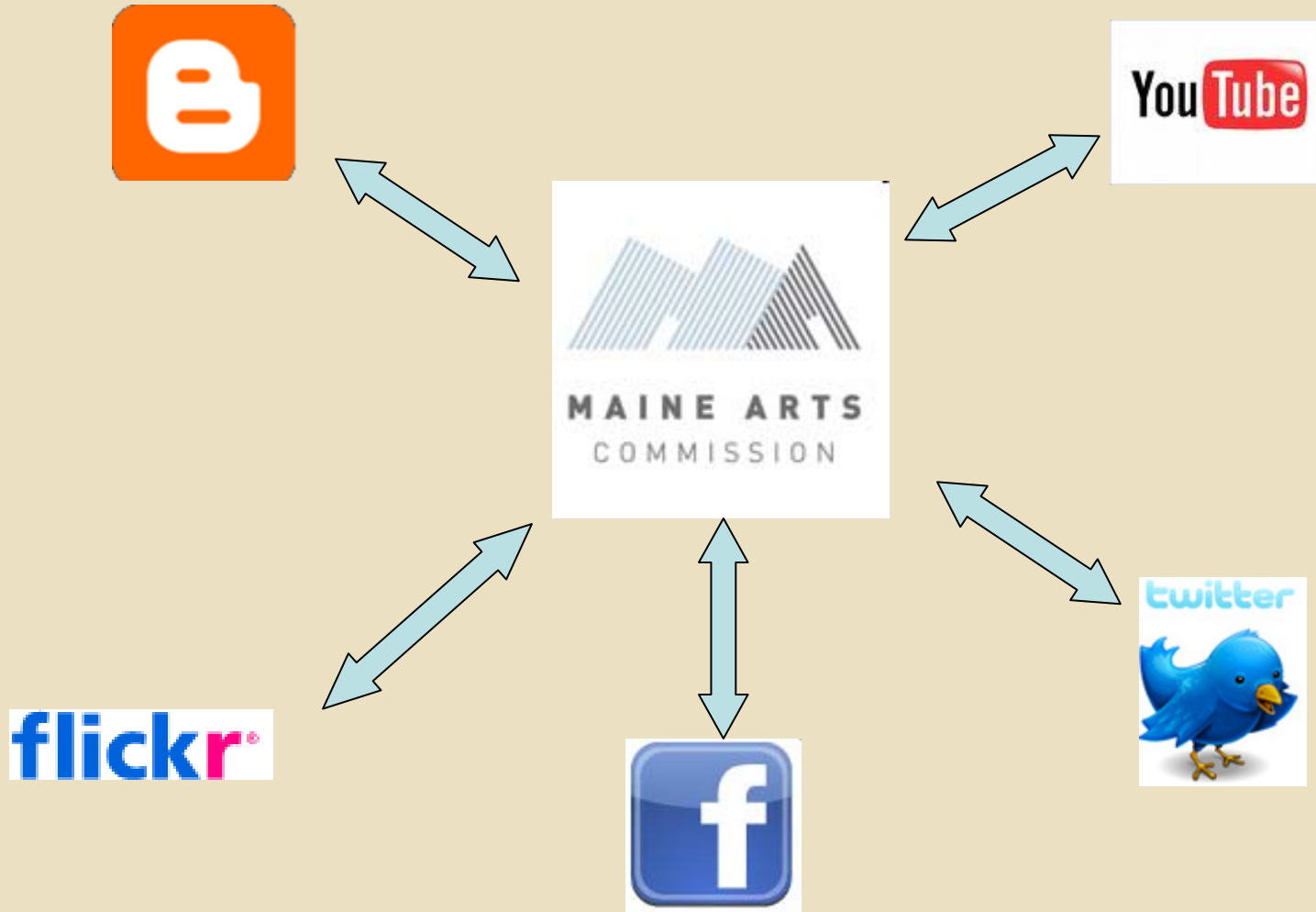
Learn more

About Huntsville, Texas

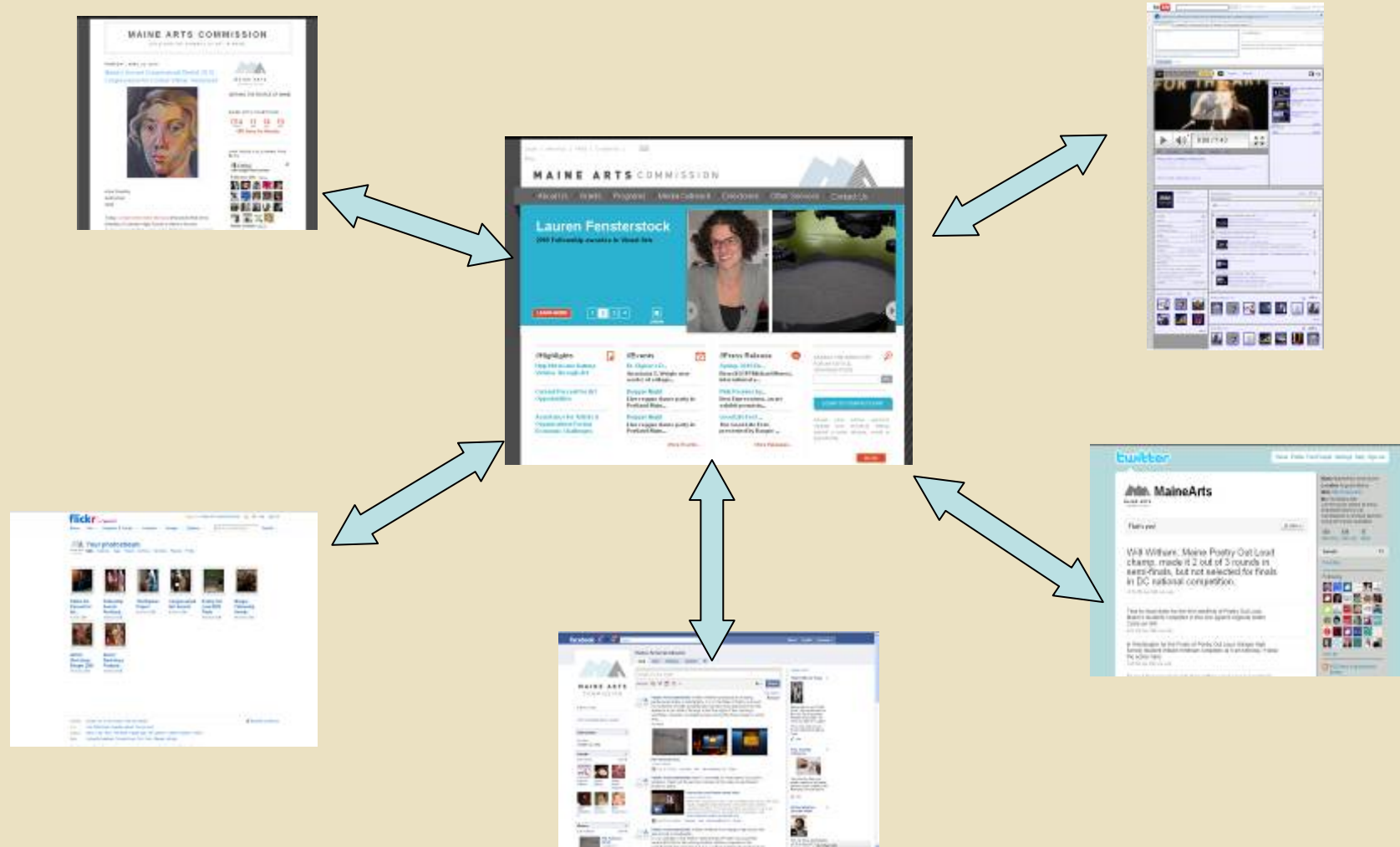
Downloadable Map

Done

Maine Arts Commission social network



Maine Arts Commission social network



The cloud



A new demographic

YouTube

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VirtualMaineArts Sign Out

Edit Video Edit Video Annotations AudioSwap Captions and Subtitles Insight

Poetry Out Loud Maine Finals 2008

VirtualMaineArts 20 videos Subscribe



0:55 / 7:43

VirtualMaineArts — March 14, 2008 — Maine Arts Commission, Poetry Out Loud Maine Finals 2008. For more information about this or any of the many pro...

7,527 views

- National Poetry Out Loud Finals
5,732 views
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1:52
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3:11
- Mad TV - Poetry Class
450,927 views
Jung02
3:43
- National Poetry Out Loud Finals
5,273 views
CAArtsCouncil
2:34
- Arielle Poet Out-Loud
4,872 views
BobMc404
1:37
- Poetry Out Loud 2008
7,051 views
yoshin8or3450
4:28



Maine ArtsCommission MPBN just aired the story about the Wyeth movie that now looks certain to be made in Maine thanks to the Maine Arts Commission, the Maine Film Commission and of course our governor who did an incredible job today negotiating with the producers of this film. It seems this movie has a budget of \$7 million and 80 percent ...

[See More](#)



Film Producers to Shoot Much of Wyeth Movie in Maine

www.mpbm.net

Maine Public Broadcasting brings you the most of the Maine News. View the Maine stories on your Maine network.



April 30 at 6:23pm · [Comment](#) · [Like](#) · [Hide Feedback \(22\)](#) · [Share](#)



Andres A. Verzosa, Joshua Bodwell, Lauren Fensterstock and 10 others like this.



Kathleen Daughan Fabulous job everyone involved, especially Donna.

April 30 at 6:37pm · [Delete](#)



Melinda Campbell Way to go! Can't wait to see this long awaited movie. 12 months is just too long to start the making of.

April 30 at 7:41pm · [Delete](#)



Maine ArtsCommission It gives us time to start practicing for the walk on parts though.

Sat at 6:10am · [Delete](#)



Andrea Sawyer Donna is a rock star!

Sat at 6:25am · [Delete](#)



Joshua Bodwell Hats off to Donna McNeil indeed! 80% of \$7 million spent in Maine!

We all know that many movie makers would Love to shoot in Maine. Let's continue to welcome them, and do all we can to make Maine even more financially appealing for film!

Sat at 9:38am · [Delete](#)



Andres A. Verzosa WOW!

Sat at 11:13pm · [Delete](#)



Astrig Tanguay Fantastic news every penny of the creative economy is a boost to the world we want to enhance...congratulations to Lea too!

Sun at 8:24am · [Delete](#)



Suzette McAvoy Terrific news! Congratulations to Donna and to everyone who helped make this happen.

Yesterday at 3:30pm · [Delete](#)



Poetry Out Loud Maine Finals 2008

Maine Arts Commission, Poetry Out Loud Maine Finals 2008. For more information about this or any of the many programs offered by the Maine

[\(more\)](#)

Added: March 14, 2008, 05:38 AM

Views: 7,549

Time: 7:43

Comments: [9](#)

Raw File: POL -Finals 030808mp4.mp4

Responses: [0](#)

Broadcast: Public



Live!

Play

Edit

Annotations

Captions

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Communication Strategies?





Successful Outcomes?





Challenges?





Constituent Response?





Additional Questions?

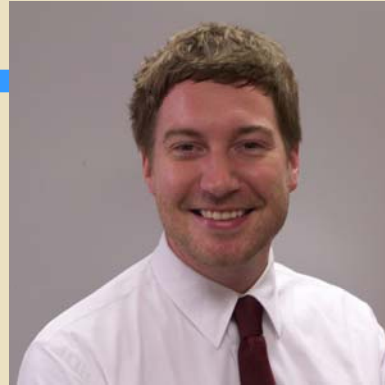




David Dombrosky
Executive Director
Center for Arts
Management and Technology



Rachel Weidinger
Senior Manager,
Marketing & Communications
TechSoup Global



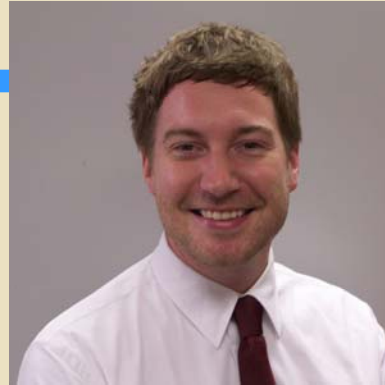
Evaluating Impact?





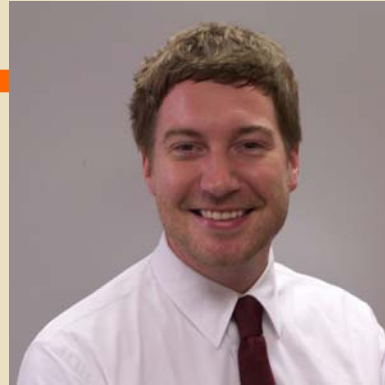
Best Practices?





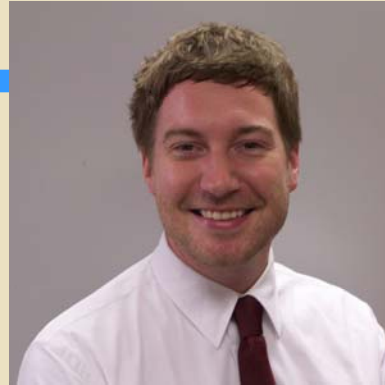
Future Trends?





Coping with Restrictions?





Additional Questions?



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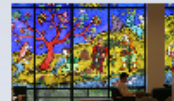
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Developing Young Imaginations

State arts agency programs such as the Arts Education Projects of the [DC Commission on the Arts and Humanities](#) foster young imaginations and help to promote academic success. » [More](#)

Young violin students of the D.C. Youth Orchestra Program. Photo by Clara Simoni



New & Noteworthy

[NASAA Assembly 2010: October 14-16 in Austin, Texas](#)

[Why Should Government Support the Arts?](#)

[Report to Councils](#)

[Technology Strategy Sampler](#)

[On-Site Workshops and Training](#)

Key Issues

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[Arts Education](#)

[Arts Participation](#)

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National Assembly of State Arts Agencies
1029 Vermont Avenue, NW, 2nd Floor | Washington, DC 20005
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FOR THE ARTS

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State arts agencies today must contend with shrinking budgets and reduced funds for programs, operations, personnel and communications. Travel restrictions have reduced opportunities for face-to-face contact with constituents. At the same time, demands for the use of new technology are increasing. There are rising expectations of connectedness and immediacy among constituents. The public expects 24/7 access to information and real-time updates of important issues and opportunities. Also, given the state fiscal environment, it's never been more important for state arts agencies to be able to express their value in clear, accessible ways.

To navigate these complex intersections, state arts agencies have become highly creative in their uses of technology to manage their resources, operate efficiently and provide services to the public.

This sampler offers an introduction to the ways that state arts agencies are using new technology to meet their communications and public outreach goals. For more information, see the links and examples below or contact NASAA Policy and Program Associate [Jesse Rye](#).

- [Videos](#)
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Videos



YouTube Channels:

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Web seminars are part of NASAA's commitment to providing year-round, cost effective ways for state arts agency staff and council members to learn from one another and keep abreast of current trends.

Upcoming Web Seminars

Creative Technology Strategies: Empowering State Arts Agency Communications

Wednesday, May 5
3:00 p.m.-4:15 p.m.
Eastern

Slides*

[Register](#)

2011 State Budget Forecast

Tuesday, July 30
3:00 p.m.-4:00 p.m.
Eastern

Slides*

[Register](#)

* Slides will be available the day of the session

Coming Soon: More session information and registration links will be available shortly. Stay tuned for more details on our spring and summer line-up. Contact [Eric Giles](#) with any questions.

Past Web Seminars

Evaluation Insights from the Art At Work Initiative

[Slides](#)

[Transcript](#)

[Resources](#)

Creative Leadership

[Slides](#)

Transcript (TBD)

[Resources](#)



David Dombrosky
Executive Director
Center for Arts
Management and Technology
daviddom@cmu.edu



Rachel Weidinger
Senior Manager,
Marketing & Communications
TechSoup Global
rweidinger@techsoupglobal.org

Save the Date!

2011 State Budget Forecast

Friday, July 30

3:00 – 4:00 PM ET

Thanks for participating!

Questions or comments about this session? Contact Eric Giles,
Learning Services Manager (eric.giles@nasaa-arts.org).

Many thanks to NASAA's member states and today's guests for making this session possible. The work of NASAA and of state arts agencies is also supported and strengthened in many ways through funding and programming partnerships with the National Endowment for the Arts.