Today’s seminar will begin shortly

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

If you have just arrived via the Web, complete your phone connection. Dial 1 866 275 3495 and enter *4671867* on your phone. Then key in your 5-digit ID number (located in the Voice Connection box).
Your Hosts

Eric Giles
Learning Services Manager

Jesse Rye
Policy and Program Associate

Sue Struve
Communications Manager

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Tech Tips

• **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

If you have just arrived via the Web, complete your phone connection. Dial 1 866 275 3495 and enter *4671867* on your phone. Then key in your 5-digit ID number (located in the Voice Connection box).
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
Technology poll

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

- **37.5%** Restrictions
- **62.5%** No restrictions
Technology poll

Does your agency produce or deliver...

- E-Newsletters: Yes
- Blogs: Working on it
- Social Networks: Yes
- Video: Yes
- Audio/podcasting: Yes
- Web seminars: Working on it
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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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Texas Commission on the Arts

Darrell Bulmer
Communications Associate
Maine Arts Commission
Constituent Communications

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

- **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
Reaching a broader audience

- **Art on Art blog**
  - [www.artonart.com](http://www.artonart.com)
  - to promote cultural tourism

- **YouTube**
  - specific promotions

- **Facebook and Twitter**
  - works in progress
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.
Looking ahead

• 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
Welcome to the Huntsville Cultural District
Maine Arts Commission social network
Maine Arts Commission social network
The cloud

WEB 2.0?
A new demographic
Maine Arts Commission: 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
Maine Public Broadcasting brings you the most of the Maine News.
View the Maine stories on your Maine network.

April 30 at 6:12pm · Comment · Like · Hide Feedback (22) · Share

Andres A. Vercosa, Joshua Bodwell, Lauren Finsterstock 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 the long awaited movie. 12 months is just too long to start the making of.
April 30 at 7:14pm · Delete

Maine Arts Commission It gives us time to start practicing for the walk on parts though.
Sat at 9:10am · Delete

Andrea Sawyer Donna is a rock star!
Sat at 9:25am · Delete

Joshua Bodwell Hats off to Donna McNeil Indeed! 80% of $7 million spent in Maine!
Sat at 9:31am · Delete

We all know how 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 him!

Andres A. Vercosa WOW!
Sat at 11:10pm · Delete

Astrid Tanquay Fantastic news every penny of the creative economy is a boost to the world we want to enhance... congratulations to Lee too!
Sun at 8:21am · Delete

Suzette McAvoy Terrific news! Congratulations to Donna and to everyone who helped make this happen.
Yesterday at 3:30pm · Delete
Feedback

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 Arts Commission, visit http://www.mainelaughter.org.

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  AudioSwap  Insight  Promote

Download MP4

1 - 20 of 20
This is too much
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?
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 Clare Simon

New & Noteworthy
NASAA Assembly 2010: October 14-15 in Austin, Texas
Why Should Government Support the Arts?
Report to Councils
Technology Strategy Sampler
On-Site Workshops and Training

Key Issues
Creative Economic Development
Arts Education
Arts Participation
State Arts Agency Funding
2010 Arts Advocacy Issue Briefs

Quick Links
State Arts Agency Directory
Newsletter
NASAA Board of Directors
Web Seminars
Contact NASAA

NASAA’s mission is to strengthen state arts agencies.
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
- Podcasting
- Social Networking
- Blogs
- Photo Sharing
- E-Publications
- Arts Marketing
- Communities of Practice

**Videos**
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*

- **2011 State Budget Forecast**
  - Tuesday, July 30
  - 3:00 p.m. - 4:00 p.m., Eastern
  - Slides*

* 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

- **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
rweidenger@techsoupglobal.org
Next Web Seminar

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.