



## **NASAA 2017 Leadership Institute Agenda**

The NASAA 2017 Leadership Institute is tailored to the learning and networking needs of state arts agency council members and staff leaders. This year's sessions emphasize strategic communications, crisis leadership and building public will for the arts and culture. The agenda also features outstanding artistic talent and opportunities to experience firsthand Portland's one-of-a-kind creative community.

### **Tuesday, October 10**

Evening                                      **NASAA Executive Committee Meeting** (board officers)

### **Wednesday, October 11**

9:00 a.m.–3:00 p.m.                      **NASAA Board Meeting** (members invited)  
*Oxford/Cambridge, 2nd Floor*

1:00–6:00 p.m.                            **Leadership Institute Registration**  
*Kent, Mezzanine Level*

5:45 p.m.                                    **Bus departures for opening reception**  
*Meet at hotel front entrance*

6:00–8:00 p.m.                            **Opening Reception: Portland Art Museum**  
*1219 SW Park Avenue, Portland*

Reconnect with your colleagues and immerse yourself in exhibits at the [Portland Art Museum](#), one of the oldest art museums in the nation. Its collection is renowned for works by the native peoples of North America as well as contemporary art, Asian art, graphic works and English silver. Jazz saxophone virtuoso [Devin Phillips](#) is the evening's featured artist.

### **Thursday, October 12**

7:30 a.m.–3:00 p.m.                      **Leadership Institute Registration**  
*Kent, Mezzanine Level*

7:30-8:30 a.m.

**Breakfast**

*London Grill, Lower Level*

9:00-10:30 a.m.

**Opening Plenary Session & Roll Call**

*Mayfair, Mezzanine Level*

In addition to the ever-popular Roll Call of the States, the opening ceremonies include welcomes from Oregon leaders and an uplifting performance from [PHAME](#), creating opportunities for people with disabilities to experience the joy of artistic expression through lifelong arts education and performance.

11:00 a.m.–Noon

**Plenary Session: Creating Connection & Building Public Will**

*Mayfair, Mezzanine Level*

Research shows that most Americans value the arts and participate in them on a regular basis. Despite this broad engagement, the arts are too often portrayed as a nicety rather than a necessity. Can our field shift this perception and tap into more enduring support? Learn how Arts Midwest, The Metropolitan Group and a growing cohort of cultural leaders in Oregon, California, Massachusetts, Minnesota and Michigan are using proven research and communications methods to build public will and make the arts a more recognized and valued part of everyday life.

**SPEAKERS:**

Pam Breaux, CEO, NASAA

Eric Friedenwald-Fishman, Founder, Metropolitan Group

Kevin Kirkpatrick, Senior Executive Vice President,  
Metropolitan Group

Noon-1:00 p.m.

**Lunch**

*London Grill, Lower Level*

1:00-2:30 p.m.

**Concurrent Sessions: Communications Clinics**

Three clinics help participants to expand strategic communications skills that will help state arts agencies navigate the policy environment of today—and tomorrow.

**Leading Effective DEI Dialogues**

*Windsor, 2nd Floor*

State arts agencies are committed to advancing diversity, equity and inclusion (DEI). However, the success of those efforts hinges on how well your staff and board can engage allies, inspire commitment and ultimately compel action. This session empowers your agency's DEI work by helping you to persuasively express the impact of DEI and to

facilitate productive DEI conversations—and navigate common challenges—with a variety of stakeholder groups.

**FACILITATOR:**

Kelly Brown, Director, D5 Coalition

**Communications Choices that Build Public Will**

*Brighton, 2nd Floor*

The Creating Connection research reveals specific messages that do—and don't!—activate support for the arts and culture. Drawing on those insights, this clinic pinpoints language and images that are proven to be effective with diverse constituencies. Dramatic "before and after" examples and critiques of common communication pitfalls illuminate how you can tell your agency's story effectively.

**FACILITATORS:**

David Fraher, President & CEO, Arts Midwest  
Anne Romens, Program Director, Arts Midwest  
Deb Vaughn, Arts Education Coordinator,  
Oregon Arts Commission

**Case-Making in an Era of Political Polarization**

*Oxford/Cambridge, 2nd Floor*

This clinic invites candid conversation about how the arts are perceived through different political lenses. The discussion draws on a recently commissioned poll of registered Republican voters that sheds new light on conservative views about government priorities, federal spending and the arts. A briefing on the findings serves as a springboard for conversation about how arts advocates can strategically frame our case to appeal to diverse points on the political spectrum.

**FACILITATOR:**

Pam Breaux, CEO, NASAA

**SPEAKER:**

Tony Fabrizio, Partner, Fabrizio, Lee & Associates

2:45 p.m.

**Bus departures for Learning Expeditions**

*Meet at hotel front entrance*

3:00-5:00 p.m.

**Concurrent Sessions: Learning Expeditions**

Learning expeditions explore new ways of thinking about the public value and transformational power of the arts. Sessions take place at unique cultural venues across the Portland community. **Space is limited.**

### **Community Media: Empowerment through Access**

*Open Signal, 2766 NE Martin Luther King Jr. Boulevard, Portland*

The media arts play an increasingly powerful role in shaping society, promoting inclusion and catalyzing change. [Open Signal](#) is a dynamic laboratory for this work, using the arts and technology to explore new ideas around civic engagement and social impact. This session shows how Open Signal evolved from a 30-year-old public access channel into state-of-the-art community media center that amplifies diverse voices, fosters creativity, nurtures youth development and increases civic engagement. Participants receive a tour of the facility and participate in an interactive media arts activity.

### **Agency Transformation: Quasi-Governmental Entities**

*Portland Center Stage at The Armory, 128 NW 11th Avenue, Portland*

Government agencies hold a unique authority and imprimatur. They also have to cope with many procedural limitations and bureaucratic constraints! This session features three state agencies that became "quasi-governmental" entities to gain more agility. How were these changes made? What are the rewards and risks of having one foot inside and the other foot outside state government? Join this expedition to discuss ways of reconceiving what it means to be a state agency. Venue to be announced soon. The session is hosted by [The Armory](#), a facility dramatically transformed from a neglected fire hazard into a vibrant, Platinum LEED-Certified performance venue.

#### **SPEAKERS:**

Kelly Barsdate, Chief Program and Planning Officer, NASAA  
Ben Brown, Chair, Alaska State Council on the Arts  
Jeff Hampton, Vice President of Operations, Travel Oregon  
Alison Watson, Programs Manager, Michigan Council for Arts & Cultural Affairs

### **Incubating Innovation: A Creative Maker Space**

*ADX Portland, 417 SE 11th Avenue, Portland*

Maker spaces are hotbeds of homegrown entrepreneurship—places where independent artists, tech mavens, designers and DIY-ers pool their resources to bring ideas into reality. This trend has economic importance; the maker movement is reinventing small business models, offering new economic opportunities and using creativity to challenge old manufacturing norms. Yet few state arts agencies support such commercial spaces. Get an in-depth (and hands-on) look at this movement by visiting [ADX Portland](#), a nationally prominent maker space.

6:30–8:00 p.m.

**Donor Reception**

*Crystal Ballroom, Lobby Level*

[Current NASAA contributors](#) are invited to this special event featuring the amazing [BRAVO Youth Orchestra](#) of Portland.

Evening

**Dinner on your own in Portland**

**Friday, October 13**

7:30–8:00 a.m.

**Daybreak Activities**

Energize your day with one of these (optional) activities:

- Guided Meditation  
*Oxford/Cambridge, 2nd Floor*
- Power Walk  
*Gather in hotel lobby at 7:25 a.m.*

8:00–9:00 a.m.

**Breakfast**

*London Grill, Lower Level*

9:00–10:00 a.m.

**Plenary Session: National Endowment for the Arts**

*Mayfair, Mezzanine Level*

Leaders from the National Endowment for the Arts share current news and a national perspective on the arts and the federal-state partnership.

**SPEAKER:**

NEA Chairman Jane Chu

10:30 a.m.–Noon

**Peer Sessions, Part I**

This time is reserved for open discussion of timely topics among job-alike groups. Agendas are developed by volunteer leaders for each group.

- Chairs and Council Members  
*Windsor, 2nd Floor*
- Executive Directors  
*Oxford/Cambridge, 2nd Floor*
- Deputy Directors  
*Brighton, 2nd Floor*

Noon–1:00 p.m.

**Lunch**

*London Grill, Lower Level*

1:00-3:00 p.m.

### **Peer Sessions, Part II: Crisis Leadership**

Peer groups reconvene for facilitated sessions focusing on crisis leadership skills. Case studies of leadership successes (and failures!) provide a springboard for defining the attributes and actions important for state arts agency leaders to exhibit during times of acute uncertainty, threat or loss.

- Chairs and Council Members  
*Windsor, 2nd Floor*  
FACILITATOR: Alexis Feringa
- Executive Directors  
*Oxford/Cambridge, 2nd Floor*  
FACILITATOR: Dwayne Rumber
- Deputy Directors  
*Brighton, 2nd Floor*  
FACILITATOR: Michael Perry

3:15 p.m.

### **Bus departures for closing session**

*Meet at hotel front entrance*

3:30-5:00 p.m.

### **Closing Plenary Session & Performance: Winningstad Theatre**

*1111 SW Broadway, Portland*

After some brief business, enjoy a sizzling performance by the internationally acclaimed, definition-defying [Pink Martini](#). Not to be missed! The venue is the courtyard-style [Winningstad Theatre](#), locally known as "The Winnie." It's part of the [Portland 5](#) complex, which brings more than 1,000 music, theater, dance and lecture performances to Portland each year.

All times and sessions are current as of October 4, 2017. Unless otherwise noted, sessions take place at The Benson Hotel in Portland, Oregon.