



Mid-Atlantic Teaching Artist Retreat

August 13-14, 2018
Boiling Springs, Pennsylvania

Mid Atlantic Teaching Artist Retreat - Big Picture

- Presented by SAAs in DE, MD, PA, NJ, VA, WVA in partnership with NASAA.
- Goal: Teaching Artists become more knowledgeable in their field by convening as a network of peers to share best practices and emerging trends in arts learning.
- 60 Artists - 10 per state.
- NASAA, NEA, and AFTA partners attended.

TOPICS COVERED:

- Marketing, residency planning, entrepreneurial skills, advocacy.
- Programming for Seniors, Veterans, people with disabilities, incarcerated or formerly incarcerated people.
- Pop-Up Art Labs in poetry, drumming, dance, and painting.
- Teaching Artists of the Mid-Atlantic org and Nat'l Residency Teaching Artist Credential.



Mid-Atlantic TA Retreat: Planning

- Inspired by the Pennsylvania Council on the Arts' Professional Development Conference for Teaching Artists in 2014 (yay Jamie!).
- Further discussed in Jackson, MS during the 2016 PDI as a means of creating a cohesive partnership among the Mid-Atlantic Arts Ed Managers (via a collaborative project).
- Modeled it after the Pennsylvania format for 1 ½ days (to start) - core planning team (VA, PA, MD) presented to Mid-Atlantic arts ed mngr group.
- May 2017 - monthly calls to discuss ideas, funding, timing, focus, partners, and surveyed the group on these aspects of the retreat.
- Determined budget per state and number of artists/cost per artist.

Mid-Atlantic TA Retreat: Planning

- June 2017 - Casey reached out to Kelly Barsdate and asked if NASAA could partner as fiscal agent and to hire their secret weapon: Susan Oetgen!
- NASAA agreed. Determined which states could join in.
- Further discussions with Sylvia Prickett (CEO, NASAA) about setting up partnership agreements with individual states.
- July 2017 - created and refined survey for Mid-Atlantic TAs.
- Negotiated contract/proposal with Susan.
- Created Google Doc with possible locations/venues in each state with details about cost, images, amenities, transportation options.
- October 2017 - six of the eight states committed. Capped TA attendance at 10 per state (with hopes to expand in future).

Mid-Atlantic TA Retreat: Planning

- Budget: \$10,000-14,000 for accommodations, meals, meeting rooms.
- Sent out survey to Mid-Atlantic TAs with end of October deadline - questions about focus, timing, how far willing to travel, registration fee, speakers.
- Accessibility key issue in terms of accommodations.
- Based on survey, chose \$50 registration fee (billed by NASAA after retreat), keep within 100 miles, mid-August, and program content.
- December 2017 - site visit to Freedom Foundation in Valley Forge, PA, as within our budget but determined to be not accessible. Resumed discussion about location. Also reached out to Allenberry Resort, PA without success.
- January 2018 - Susan comes on board. Created project timeline and began exploring other venues.

Mid-Atlantic TA Retreat: Planning

- New venues: Canaan Valley Resort (WVA) and Natural Bridge (VA).
- Canaan - \$9,000 and Natural Bridge - \$13,000.
- April 2018 - Casey and Chris site visit to Natural Bridge - also not accessible.
- Canaan determined to be too far in terms of mass transit. For first year that might be a barrier to attendance.
- Casey and Chris had call with Allenberry Resort in PA, which had agreed to host but not followed up or responded to calls/emails.
- Casey and Jamie site visit to Allenberry Resort who still wished to host us - perfect venue!
- Created Save-the-Date, registration process, retreat agenda, website, keynote speakers.

Mid-Atlantic TA Retreat: Planning

- Porché Hardy joins us from New Jersey! (Danielle transitioned to new position).
- May 2018 - agenda footprint created. Breakout sessions outlined, potential speakers, some contracts lined up. Discussed catering and transportation (carpooling for TAs), created subcommittees.
- Signed contract with Allenberry, paid venue and catering.
- June 2018 - registration and website pages went live, states sent out announcements/invitations. Deadline to register mid-July.
- RFP for Nuts & Bolts session emailed to registrants.
- Planning team arrival and hotel reservations determined.
- Confirmed Gina Lyles from Art180 as keynote speaker, panelists, and Pop-Up Art Labs determined: poetry, painting, dance, drumming.

Mid-Atlantic TA Retreat: Planning

- July 2018 - reviewed lists of attendees from each state and followed up with those who hadn't registered or made hotel reservations.
- Jamie conducted final walk-through.
- Last planning call: individual assignments for each session--materials, rounding up facilitators, signage, "welcome." Reviewed Run of Show.
- Assigned opening and closing events to planning team members.
- Casey, Jamie, and Chris created sessions surveys and overall survey.
- Jamie created six (6) posts for signage with all states' logos.
- Susan sent out final info emails to all attendees. Arranged dinner reservation in hotel restaurant for those who RSVP'd.

Mid-Atlantic TA Retreat

The retreat begins...

Mid-Atlantic TA Retreat - Keynote

**Gina Lyles, Founder & Director, So Focused Consulting, LLC and
Program Manager, Juvenile Justice Programs, Art 180**



Mid-Atlantic TA Retreat - Breakout Sessions

BREAKOUT SESSIONS: The Nuts & Bolts of Teaching Artistry

Designed to help TAs build their skills as an entrepreneur or advocate, these concurrent tool-sharing workshops featured deep dives into Residency Planning, Marketing, Entrepreneurial Skills or Advocacy, and offered practical tips and tools of the trade.

Included time for sharing relatable stories of TAs' successes and failures, and for a robust peer-driven conversation in each topic area.



Mid-Atlantic TA Retreat - Breakout Sessions

Residency Planning

Facilitator: **Kim Graham**

Education Director

Christina Cultural Arts Center



Marketing

Facilitator: **Sean King**

Principal, Aspire Consulting Group



Mid-Atlantic TA Retreat: Breakout Sessions

Entrepreneurial Skills

Facilitators: **Sheikia Norris**, Faculty, Hip Hop New Jersey Performing Arts Center *and* **Wincey Terry**, Business and Arts Coach, WinceyCo.



Advocacy

Facilitator: **Jeff Poulin**
Arts Education Program Manager
Americans for the Arts



Mid-Atlantic TA Retreat

Teaching Artists of the Mid-Atlantic (TAMA)

Teaching artists share their practice in a wide range of settings. How do teaching artists connect, celebrate, service, collaborate and advance their field locally, as a region, and on the national frontline? TAMA (Teaching Artists of the Mid-Atlantic) is a new organization, by teaching artists and for teaching artists. TAMA's mission is to empower teaching artists' best work, while advocating for policies that support their profession.

Presenters:

Jennifer Ridgway and Sue Trainor

Co-Chairs, TAMA



Mid-Atlantic TA Retreat

Young Audiences Nat'l Residency TA Credential

In June 2016, Young Audiences (YA) Arts for Learning began exploring the need for and feasibility of launching a national residency teaching artist credential, imagining that such a credential could serve to validate teaching artistry as a field, increase their marketability, promote and assure residency quality, and clarify the role of school-based TAs vis-à-vis certified arts specialists. In this session, YA project working group members described the credential design and pilot process, shared lessons learned, and outlined next steps for the project.

Presenters:

Susan Oetgen, Project Consultant

Young Audiences Arts for Learning *and*

Khaleshia Thorpe-Price, Teaching Artist

Young Audiences of Maryland



Mid-Atlantic TA Retreat: Pop Up Art Labs

Making time to make art is essential to the continued professional development of a teaching artist, as well as to their self-care and well-being. Art supplies were provided, but TAs were invited to bring their own favorite materials and musical instruments and joined lightly facilitated 'pop-up' art labs to nurture their creativity and to be inspired by others.

Circle Painting
Dance
Drumming
Poetry



Mid-Atlantic TA Retreat Reception and Jam Session!



Mid-Atlantic TA Retreat: SAA-TAs Breakfast

SAA arts education managers had breakfast with teaching artists from their states to discuss individual state topics.



Mid-Atlantic TA Retreat: Plenary Panel

Teaching artists regularly encounter non-neurotypical learners in their classrooms and community work, and witness first-hand the profound possibilities that the arts bring to bear on the unique learning needs of students with disabilities. In addition to working more intentionally and skillfully in special education, how can teaching artists bring this applied knowledge into other contexts, such as working with veterans, incarcerated people or seniors? On this panel, teaching artists and administrators working in different sectors shared their experiences and provide insights and action steps for expanding the impact of teaching artists' practice beyond the gen-ed classroom and into the wider world.

Panel:

Courtney Bowles, The People's Paper Co-op

Missy Armentrout McCollam, Old Brick Playhouse

Sam Pressler, Armed Services Arts Partners

Erica Rooney, Everyday Arts for Special Education



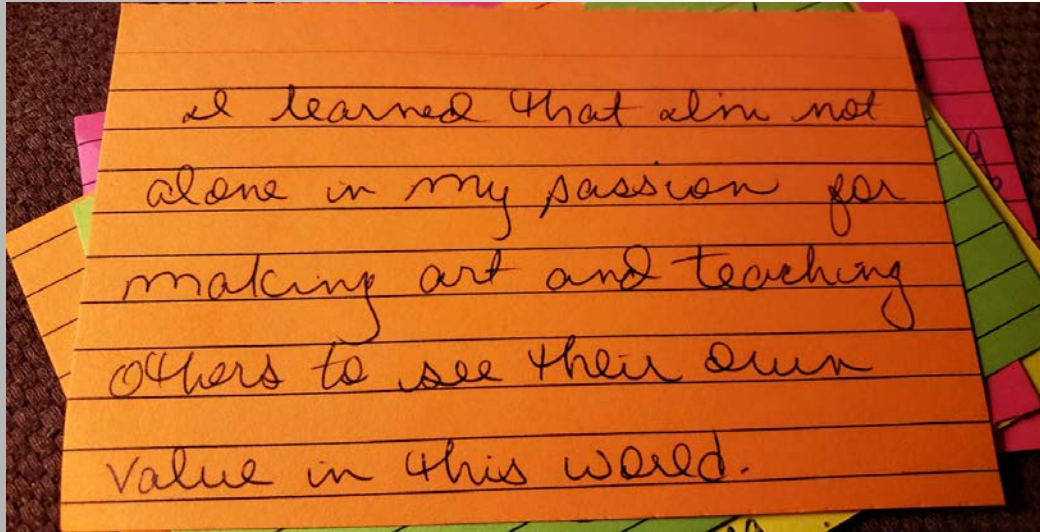
Mid-Atlantic TA Retreat: Plenary Deep Dives

Led by participants in the morning panel, these concurrent sessions offered a chance to delve more deeply into the panel topics, sector by sector.



Mid-Atlantic TA Retreat - Closing

Participants gathered for a fast and fun networking activity and an opportunity to share immediate impressions of the past two days' events before final remarks concluded the retreat.



Mid-Atlantic TA Retreat - Closing



Mid-Atlantic TA Retreat - State Group Pics



Mid-Atlantic TA Retreat: Meet the TAs

Regie Cabico is a pioneer of spoken word poetry having won the Nuyorican Poets Cafe and taking top prizes in the 1993, 1994 & 1997 National Poetry Slams. Television credits include several seasons of HBO's Def Poetry Jam, NPR's Snap Judgement and Tedx Talk. He has received fellowships from the New York Foundation for the Arts, DC Commission for the Arts & The Ford Foundation. He resides in Washington, DC where he actively teaches in the DC Metropolitan area and is on the teaching artist roster for The Virginia Commission for the Arts.

Kim Graham Call her what you may, Griot, Director, Writer, Actor; Counselor, Minister, Poet, Missionary or Sista' Friend; Kim Graham's purpose is the same – to use the arts to change lives. Whether she is teaching a creative dramatics class to pre-schoolers or encouraging corporate exec's to do her version of the chicken dance, her energetic style will have you on the edge of your seat. Kim is the Education Director of Christina Cultural Arts Center, where she has served the community for 20 years. She leads the charge for their Arts Integration Institute and their Professional Development for Youth Serving Adults Track.

Mid-Atlantic TA Retreat: Some Lessons Learned

- Follow up keynote with ice breaker, make connections and keep them going right away
- Further convo about marketing retreat as a whole -- did it work or are changes needed?
- Look for venues where conference rooms are closer together and people can move between spaces more freely and check room acoustics during site visits
- Ask for TA years of experience in registration form to help plan tracks
- What are the right nuts & bolts topics for the experience level of TA attendees?
- High/medium/low energy choices for art pop-ups worked well (have back ups/co-leaders)
- People want more art-making opportunities!
- We didn't intentionally plan a theme or guiding question, but an interesting theme of how art brings resilience and healing, and how TAs are doing important work, emerged
- Host Follow-Up Webinars -- idea for giving practical next steps for attendees, use the leftover funds: Marketing, Special Education, Armed Services Arts Partners (after their new training on trauma and working with veterans is produced)

Mid-Atlantic TA Retreat: Survey Feedback

- **Attendees:** 58% (15 yrs or more), 10% (10-14 yrs), 16% (6-9 yrs), 8% (2-5 yrs), 8% (less 2)
- **How would you overall characterize the retreat?**

60% (extremely), 37% (useful), 2% (somewhat) --great networking, validates TA profession, Valuable workshops (practical/applicable), incredible experience--amazing first year

- **Please share any comments you have on the structure of the two-day agenda.**

Good schedule (one day feels rushed), balance (informal/formal learning opportunities), Well organized--great time management- structure promotes a relaxed environment

Recommendations: Extend conference time (2 full days), discipline specific breakouts,

Ice-breaker, more time for state meetings, nature options to support retreat feel, case study sessions, more art making, more opportunities for program creation

- **What was the most useful about this TAPD retreat? Check all that apply.**

56% (pop-up art lab), 44% (keynote), 40% (state meetings), 40% (plenary panel)

- **What was the least useful about this TAPD retreat? Check all that apply.**

51% (Teaching Artists of the Mid-Atlantic), 11% (pop-up art lab), 11% (keynote)

97% found it “very useful” or “extremely useful.” Huge success!

Mid-Atlantic TA Retreat

Q & A

Mid-Atlantic TA Retreat

NASAA AiE Pop-Up Art Lab Circle Painting