Leadership in the Arts Summit
April 4 & 5, 2014

What does it take to be a 21st Century Arts Community?

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The Leadership in the Arts Summit is sponsored by the College of Liberal Arts and Social Sciences and the UH Arts initiative with support from the Center for Public History, the El Paso Corporation Lecture Series and the Houston Endowment.
FRIDAY, APRIL 4

12:30 - 1:00  Registration
1:00 - 1:15  Welcome Remarks
   John W. Roberts, Dean of the College of Liberal Arts and Social Sciences
   Sixto Wagan, Director for the Center for Arts Leadership
1:15 - 2:30  Panel:  Trends in Funding and Philanthropy
   Panelists: Jonathon Glus, Beth Madison, Debbie McNulty, Carroll Robertson Ray
   Moderator: Linda Lorelle
2:45 - 4:15  Panel:  Audience/Community – The Spectrum of Stewardship
   Panelists: Judith Kurnick, Alecia Lawyer, Robert A. Pruitt, Glenn Taylor
   Moderator: Rebecca Gentry
   Fishbowl Discussion:  Art-Based Community Making: Exploring Houston
   (Melcher Board Room)
   Participants: Estevan Azcona, Carrie Schneider, Workshop Houston, Carroll Parrott Blue;
   Facilitator: Ashley Clemmer Hoffman
4:30 - 5:45  Featured Speaker: Paul Bonin Rodriguez – Leading with the Artists
5:45 – 6:00  Large Group Discussion and Day One Closing Remarks
6:00 - 9:00  36th UH School of Art Master of Fine Arts Thesis Exhibition
   Public Opening and Reception – Blaffer Art Museum

SATURDAY, APRIL 5

8:30 - 9:30  Registration
9:30 - 11:00  Panel Presentation:  Center for Houston’s Future – 2014 Cultural Indicator Report:
   Arts & Cultural Heritage
   Presenters: Gwendolyn Goffe and Steven Scarborough
11:15 - 12:15  Small Group Response Session
12:15 - 12:30  Lunch Buffet – Life Member Room
12:30 - 1:30  Featured Speaker: Ann Markusen - Creative Economies: Challenges for Artists, Arts
   Organizations, Cities and Neighborhoods
1:45 - 3:00  Panel:  Advocacy – From the Artist to the State
   Panelists: Ann Graham, Cristal Chanelle Truscott, Stephanie Todd Wong
   Moderator: Sydney Skybetter
3:15 – 3:45  Small Group Response Session 2
4:00 – 5:00  Featured Speaker: Maria Rosario Jackson - The Artist and their Publics in Cross-
   Sectoral Projects – Lessons Learned and Future Questions
   Closing Remarks
Welcome to the inaugural Leadership in the Arts Summit!

*What does it take to be a twenty-first century arts community?* The guiding question for this first Summit responds to three main threads: that Houston currently has the demographics that has been predicted for the rest of the US post-2050; that technology and arts practice have contributed to increasingly more participatory audience; and that arts funding priorities and evaluation methodologies continue to shift post-recession. Any reference to community also begs the question: which community are we talking about?

In the past ten months, I have been thinking constantly about the intersections of leadership, business and art. As we experience in strategic planning 101, we must first assess where we are to determine where we go next. Various economic impact studies confirm a vibrant arts field and a positive local attitude towards our artists: we have some good news to build on.

Part of our assessment considers national trends in cultural policy and systemic approaches. Featured speakers Ann Markusen, Maria Rosario Jackson and Paul Bonin-Rodriguez are cultural policy experts who have influenced the thinking around artists, communities and cross-sector partnerships. They encourage different types of accountability within the cultural sector and help to place artists in the center of cultural policy decision-making.

The Summit’s distinguished panelists and the 2014 Arts and Cultural Heritage Cultural Indicator Report provide simultaneously a nuanced and broad assessment of the local landscape. As the Center for Houston’s Future’s comparative approach provides another way to contextualize the Houston arts scene, the viewpoints from the local leaders provide a story behind that data. I am thankful to the local leaders who have graciously accepted the challenge to lay bare their thought processes and best practices. By highlighting some of the tremendous work that’s happening locally, we can celebrate successes and elaborate on the processes by which that success was achieved. We have the opportunity to validate the local expertise and be inspired to work smarter in our own lives.

A point of pride about our arts community is its willingness to share and collaborate. We are part of an ecosystem of artists, administrators, patrons, partners and entrepreneurs that are willing to share their resources around solid ventures and inspired visions. I hope that this inaugural Leadership in the Arts Summit strengthens that ecosystem and its component parts. I look forward to working with you to identify the information that we need to collect, the skills we need to build, and the steps we need to take to build a vibrant, diverse and sustainable twenty-first century Houston arts community.

Sixto Wagan, Director
Trends in Funding and Philanthropy

This distinguished panel will speak about trends, the unique characteristics of the Houston funding and philanthropic sector, and their perspectives on how to create a strong and diverse arts ecosystem ready for the second part of the 21st Century.

Panelists

Jonathon Glus, the first chief executive officer of the Houston Arts Alliance (HAA), provides strategic leadership to Houston’s municipal arts agency. On behalf of the city of Houston, HAA annually distributes grants to over 250 non-profit arts organizations and individual artists. Under Glus’ direction, HAA is also responsible for long-term cultural planning and development of the sector. Prior to his post in Houston, Mr. Glus was executive director of the arts and culture for the City of Pasadena, CA; executive director of the Evanston Arts Council, in metropolitan Chicago; an associate curator and exhibitions coordinator at the International Sculpture Center in Washington, D.C.; and was on the editorial staff of SCULPTURE magazine. Mr. Glus’ master’s work was in art history at the University of Illinois, and undergraduate work in urban economics and public policy at Indiana University and the University of Kent, Canterbury England.

David Lake has been a program officer at Houston Endowment since 2010, focusing on grantmaking in the area of Arts and Culture. Prior to that, he worked as foundation relations officer at UH, and held development positions at the Houston Symphony and DiverseWorks Artspace. He has also served on the board of directors of several Houston-area arts organizations, including Texas Accountants and Lawyers for the Arts, Suchu Dance Company, Infernal Bridegroom Productions, and Chrysalis Dance Company. He originally came to Houston in the mid-1980s as a faculty member in UH’s French department.

Beth Madison, Managing Director at Higginbotham, founded Madison Benefits Group, Inc. in 1983, which became a wholly owned subsidiary of Higginbotham a commercial risk management and insurance firm in 2008. Ms. Madison is a Certified Employee Benefits Specialist, Certified Property and Casualty Underwriter and a Chartered Life Underwriter. She served as President of the Houston Estate and Financial Forum and on the board for the Houston Chartered Life Underwriters as well as national advisory boards for multiple insurance companies.

Ms. Madison is active in Houston philanthropic activities serving as Trustee of Madison Charitable Foundation, Past Chairman of the Houston World Affairs Council, Senior Chairman of the Houston Grand Opera, Secretary for the Board of the Alley Theatre and Secretary for the Rice University Shepherd School of Music Society. She has served on the boards for The Houston Symphony, Trees for Houston, Preservation Houston and the Advisory Boards for Baylor College of Medicine Teen Clinic and the Baylor Partnership. She has been recognized for her services by ABC/13 as a Woman of Distinction in 2011 and named Ambassador in 2014. She received the Community Pillar Award in 2012 from Preservation Houston, and named Visionary Leader by the Houston Symphony 2012 and inducted into the Greater Houston Women’s Chamber of Commerce Hall of Fame 2013.

Ms. Madison received a BA from the University of Houston and has been active in supporting the Business, Music, Athletic and Engineering Schools. She was awarded the President’s Medallion and named Distinguished Alumni in 2010. Ms. Madison was appointed to the University of Houston System Board of Regents by Governor Rick Perry in 2014 and will serve through August 31, 2015.
Carroll Robertson Ray is a native Houstonian. She attended Lamar High School and Northwestern University in Evanston, Illinois. After college and raising her family, Carroll received her Doctor of Jurisprudence from the University of Houston Law Center where she was an editor of the Law Review and a member of the Order of the Coif. Carroll currently serves as Of Counsel for Andrews Kurth LLP with a specialty in Trust and Estates and Tax Exempt Organizations. She is also the proud owner of Meadowlake Pet Resort.

Ms. Ray was raised in a family tradition of community service. Her grandfather, Hugh Roy Cullen helped found the University of Houston and the Texas Medical Center contributing significant financial support as well as his time to the performing arts in Houston. Her parents, Wilhelmina Cullen Robertson Smith and Corbin James Robertson were also active supporters of so many Houston institutions. Therefore, it is no surprise that Carroll has been an active participant in many community organizations over the years, including serving as the first Woman to be named Chair of the Board of the Houston Museum of Natural Science, and Founder & Chair of the Children’s Assessment Center, the nationally recognized public partnership serving child victims of sexual abuse. She was appointed to the Board of Regents for the University of Houston System by Governor Perry where she served as Chair of the Board. She serves as Vice-Chair of the Cullen Trust for the Performing Arts, and sits on the boards of Houston Ballet, Houston Museum of Natural Science and Texas Children’s Hospital Advisory Board, among others.

Moderator Linda Lorelle is a two-time Emmy Award winning journalist who anchored the evening news for nearly 17 years at KPRC-TV. Ms. Lorelle is also a two-time winner of the Gracie Award, given by the American Women in Radio and Television. The Stanford graduate currently moderates the weekly political talk show, “Red, White & Blue” on Houston PBS and running Lorelle Media, her multimedia production company dedicated to the art of storytelling. Ms. Lorelle has been recognized through a variety of awards: the Chron’s & Colitis Gold Key Award, the Whitney M. Young Humanitarian Award, M.D. Anderson’s Loving Hearts Caring Hands Award and the Houston Treasure Award, among others. Linda was named a Woman of Distinction in 2010 and was inducted into the first class of the Greater Houston Women’s Hall of Fame in 2009. She co-founded the Linda Lorelle Scholarship Fund with her husband, Lou Gregory, which has awarded more than $3 million in college scholarships to Houston area students.
Audience/Community – The Spectrum of Stewardship

Numbers vs. Engagement has been an ongoing polarity for the arts. It was believed that you can either have great numbers or deep engagement. Organizations and artists have been re-thinking that dynamic, building in different opportunities to engage patrons. This panel explores how artists and organizations are re-envisioning the why and the how of audience engagement, how this is changing the organizational culture, and the questions they’re grappling with.

Panelists:

Judith Kurnick joined Houston Grand Opera as Director of Marketing after five years as Vice President for Strategic Communications at the League of American Orchestras, the national service organization for the orchestra field, where she spearheaded the first national project that engaged 250 orchestras in all 50 states. Prior to the League position she served as a speechwriter to the president of the University of Pennsylvania. From 2000-2005 she was Vice President of Communications and Strategic Adviser at The Philadelphia Orchestra. As a journalist, music critic and broadcaster, she contributed regularly to the New York Times and the Philadelphia Inquirer and international outlets. She holds a B.A. in music from Brandeis University.

Alecia Lawyer is the Founder, Artistic Director and Principal Oboist of the River Oaks Chamber Orchestra - the “Most Fun You Can Have with Serious Music!” ROCO’s 40 dynamic, engaging and virtuosic professional musicians from around the nation and guest conductors from around the world live stream concerts to hospitals and nursing homes. Broadcast regularly to a nationwide audience on Performance Today, ROCO is known for its creative collaborations and has commissioned and premiered 41 works in just nine seasons. A Juilliard and SMU alum, she regularly presents her talk “Wildcatting in the Arts” to conservatories, universities and music festivals around the US.

Glenn Taylor has worked in nonprofit arts and arts management over the last decade. As Chief Marketing Officer of the Houston Symphony, he leads a dynamic and passionate team within the areas of marketing, sales, PR and customer service. A musician himself, he mixes his passion for performing arts with a love of communication and storytelling. He is also a certified coach, and works with individuals and organizations on leadership, career, professional development and team building. As a speaker, he shares insights on arts leadership, nonprofit management and entrepreneurship, organizational effectiveness and communication. Follow him @_glenntaylor or by visiting glenntaylor.me

Robert A. Pruitt was born in Houston where he is still primarily based as an artist. He earned degrees from Texas Southern University and UT in Austin, focusing on painting and drawing. Although Pruitt leads a steady solo practice he also pursues an active collaborative impulse. He is a founding member of Otabenga Jones & Associates, MF Problem (with his girlfriend and artist Autumn Knight), a loose collective of local Houston artists sometimes working under the name STACKS collective and he is Co-Director of Houston Open Studio Tours. He has exhibited his work locally, nationally and internationally, notably at the MFAH, The CAMH, The Dallas Museum of Art, The Bronx Museum of Art, the 2006 Whitney Biennial, and most recently a solo exhibition at the Studio Museum of Harlem.
Moderator Rebecca Gentry, UH Executive Director, Campaign Strategic Initiatives, A great portion of Ms. Gentry’s career as a fundraising, communications and strategic planning executive has been spent in the arts. She has worked as an independent consultant, providing counsel to individuals, boards and both non-profit and corporate organizations in fund development, communications, strategic planning and events management. Additionally, she has worked within a variety of public and private organizations including George Washington’s Historic Mount Vernon Estate and Gardens, the Corcoran Gallery of Art and the National Young Arts Foundation in Miami. She is a graduate of Wake Forest University with a Bachelor of Arts degree in History and English, and minors in Art History and Japanese. She is active as a volunteer and board member of several national arts and education organizations and is looking forward to becoming involved in the arts community here in Houston – and has begun with the Houston Arts Alliance, Houston Symphony and MFAH.

Art-Based Community Making: Exploring Houston - (Fishbowl exercise)

In a candid discussion among community-arts practitioners, this fishbowl exercise looks at how some of the long-term community based arts organizations are adapting to the changes in funding and understanding about communities and audiences. Unlike the panel discussion format, this exchange is focused on the questions and processes these practitioners are exploring to do their best work with the publics that they serve.

Estevan Azcona runs MECA’s performing arts series and is music director within their After-School Arts program. He has been a member of National Performance Network’s Performing Americas curatorial team and has served on arts panels at the local and national level. He has over 20 years experience as a performing musician and helped found the Austin-based Mexican son group, Mitote. Azcona studied ethnomusicalogy and Mexican American Studies at the University of Texas at Austin. He completed his Ph.D. in 2008 and has taught at universities across the country. Dr. Azcona is currently Lecturer of Mexican American Studies at the University of Houston.

Carroll Parrott Blue is a film and interactive multimedia producer. Blue works with teams of artists, architects, landscape architects, new media and design professionals, urban planners and community residents to utilize public art, interactive multimedia, and environmental sustainability programming in community development. Blue is also a University of Houston research professor specializing in building campus-community relationships. In 2011, Blue’s Southeast Houston Arts Initiative received a prestigious National Endowment for the Arts’ Our Town grant. New partnerships for Southeast Houston that have grown out of the Southeast Houston Arts Initiative work include the Houston Advanced Research Center, the National Parks Service and Houston LISC’s GO Neighborhood award.

A founding member of Workshop Houston, Katy Goodman hails from Oakland, California. She graduated from Oberlin College in 2002 with a B.A. in Politics, focusing on grassroots organizing and civil society. After being involved in the facilitation of numerous community arts and education projects in college, and helping to build Workshop Houston from a community bike shop into a thriving youth development organization, Katy became Co-director of Workshop Houston in 2010.
Paul Bonin-Rodriguez is a writer-performer and dancer from San Antonio who has toured extensively throughout the United States. His book, Performing Policy: How Politics and Cultural Programs Redefined U.S. Artists for the Twenty-first Century (Palgrave, forthcoming), assesses how research and development initiatives since the late 1990s have radically reshaped artistic practices nationwide. Chronicling both historical, paradigm setting moments and contemporary artist driven initiatives, Performing Policy demonstrates how “creatives” regularly negotiate market-based and value-based concerns and shows how they may more effectively and ethically pursue opportunities in communities where they work.

From 2006-2013, Dr. Bonin-Rodriguez served as an artist advisor to Leveraging Investments in Creativity (LINC), a ten-year initiative dedicated to creating new opportunities for US artists; in 2012, he served as a Visiting Scholar in the Creative Communities Program of the Urban Institute, working with Maria Rosario Jackson. His articles appear in Artivate: a Journal of Entrepreneurship in the Arts, Theatre Topics, and a forthcoming anthology on New WORLD Theater. His plays have been published in The Color of Theatre: Race, Culture, and Contemporary Performance (Continuum, 2002), Jump-Start Playworks (Wings Press, 2004), and Text and Performance Quarterly.

Dr. Bonin-Rodriguez is an Assistant Professor in the Performance as Public Practice Program at the University of Texas at Austin.

Carrie Marie Schneider is a Houston based artist and writer whose projects include: Care House, a transformation of the house she grew up in into a memorial for care and loss; Hear Our Houston, public generated audio walking tours; and Sunblossom, a pilot residency between artists and students who are refugees resettled in Houston.

Facilitator Ashley Clemmer Hoffman, has over ten years experience working in Non-Profit Arts Organizations as an administrator, educator, program developer, project manager, and curator. Since 2012 she has served as the Community Engagement Director at Rothko Chapel, launching the first ever Rothko Chapel Guild. Previously, Ashley served as the Public Art Director at Project Row Houses where she worked with over 150 artists on site-specific projects. She holds a B.A. in Studio Art from Roanoke College in Salem, VA and a M.A. in Community Art from the Maryland Institute College of Art in Baltimore, MD.

Featured Speaker: Paul Bonin Rodriguez – Leading with the Artists

This presentation demonstrates how nearly two decades of arts policy development and cultural organizing has made the space US artists to be co-producers of their local policy community. Taking into account the findings of federal, state and local initiatives, as well as more contemporary funding and communication paradigms, Leading with the Artists asks what skills and languages can support community development plans that fully engage the local artist community as partners.
The Center for Houston’s Future is a regional think tank that works to solve our region’s toughest problems through meaningful research, innovative strategies, and engaging diverse leaders. They track and document progress on critical indicators to advance the region’s competitiveness and sustainability in the 21st century. Covering Houston and nine counties, the document explores how well the region cultivates and nourishes that important segment of the population known as the creative class.

Presented by Steven Scarborough, Strategic Initiatives Manager, Center for Houston’s Future and Gwendolyn H. Goffe, former Associate Director, Investment and Finance, at the Museum of Fine Arts, Houston (MFAH). In June 2013, Gwen Goffe retired after a 43 years career in arts administration, finance and investments. She worked at the Corcoran Gallery and School of Art in Washington, DC and 25 years at the Museum of Fine Arts, Houston. She is a graduate of Connecticut College and received her MBA from the Wharton School of Business and Finance at the University of Pennsylvania. At Wharton, she was the Director of Wharton and the Fine Arts, an exhibition program she established and was the arts management teaching fellow. Gwen has served in many civic roles in the city and is the current Fellow for the Center for Houston’s Future. She is the current co-Chair of the South Main Alliance, President of the Houston Arts Combined Endowment Foundation, and board member of the Main Street Coalition, the University of Texas Medical Branch in Galveston Development Board and the Southampton Civic Club Board. She has served as the Owner’s Representative for many Museum capital projects.

SMALL GROUP RESPONSE SESSION:

Guiding Questions

- Before this presentation, what did you think of the economic health of the Houston’s artistic community?
- Did this presentation affirm or change that viewpoint? How so?
- What is your most urgent takeaway from this session?

Groups are suggested to separate into tables by affiliation. We hope to identify what issues are pervasive throughout the arts community and which issues are sector specific.

Please join a table in relation to which sector you most closely identify with:
- Arts Administrator (Large organization, mid-sized organization, small organizations)
- Artists (visual, performing, multi-disciplinary)
- Community partners
Featured Speaker: Ann Markusen

Creative Economies: Challenges for Artists, Arts Organizations, Cities & Neighborhoods

Surveying the intersections among artists, arts organizations and place, Markusen summarizes a decade’s research on how artists are becoming more interdisciplinary, more mobile between and within cities, and more apt to work simultaneously in commercial, nonprofit and community sectors. As in the past, artists are key initiators and partners in creative placemaking. Exploring “who is an arts organization?,” her talk reviews challenging conceptual and data issues, the morphing of audiences into participants, and key problems for next gen arts leaders. She concludes by characterizing creative placemaking, its multiple ambitions, and the roles of artists, cultural organizations and other partners in its evolution. She welcomes debate and disagreement as well as questions.

Dr. Ann Markusen is Director of the Arts Economy Initiative and the Project on Regional and Industrial Economics at the University of Minnesota’s Humphrey School of Public Affairs, and Principal of Markusen Economic Research. In recent accolades, Markusen’s 2006 study, Crossover, was showcased by Grantmakers in the Arts Reader in the Fall of 2012 as one of five “landmark” research studies.

Markusen was featured in WESTAF’s Barry’s Blog as among 2012’s Fifty Most Powerful and Influential Leaders in the Nonprofit Arts. Markusen and Ann Gadwa Nicodemus’ “Arts and Culture in Urban and Regional Planning: A Review and Research Agenda” was honored as the most downloaded of Journal of Planning Education and Research articles published in 2009 and 2010.

Dr. Markusen holds a Bachelor’s Degree in Foreign Service from Georgetown University and M.A. and Ph.D. in Economics from Michigan State University. She has served on the University faculties of Minnesota, Rutgers, Northwestern, California Berkeley, and Colorado. Winner of the 2006 Alonso Prize in Regional Science and the 1996 Walter Isard Award for Outstanding Scholarly Achievement, she has served as President of the North American Regional Science Association, as a Council on Foreign Relations Senior Fellow, and AAAS Science, Engineering and Public Policy Committee Chair and Member.

Dr. Markusen is a member of the National Advisory Board of the Strategic National Arts Alumni Project.
**Panelists**

**Ann S. Graham,** Executive Director of Texans for the Arts, resides in Austin and has dedicated her professional life to promoting a culturally rich and livable community with particular focus on providing access to the arts and cultural expression at all levels of civic life. As an independent producer and community engagement activist, she specifically looks for projects that build connections between and bring resources to the arts in the public realm. Ms. Graham holds a M.A. in Arts Administration and has an extensive career of arts management and consulting. She has served in leadership positions in the arenas of neighborhood, arts, and education organizations including the City of Austin’s *Art In Public Places* program and Hyde Park Neighborhood Association. Ms. Graham currently serves on the Boards of Creative Action, Preservation Austin, Liveable City, and Amigos de las Américas.

**Stephanie Todd Wong,** Executive Director, Dance Source Houston, holds a BA in Dance from Mercyhurst College, as well as an MFA in Dance from George Mason University. She moved to Houston from the Washington DC area where she spent ten years choreographing, dancing and teaching. While there she was a dancer in the Dakshina/Daniel Phoenix Singh Dance Company, had her work showcased at both Joy of Motion and Dance Place, and created a high school dance program for The Flint Hill School. In 2007, Stephanie began working for Dance/MetroDC, the local branch office of Dance/USA and served as its Interim Director before moving to Houston.

**Moderator Sydney Skybetter,** is a choreographer, curator, and consultant for performing arts organizations. After studying at the Interlochen Arts Academy, Columbia, and New York University, Skybetter performed with Christopher Williams and the Anna Sokolow Foundation. Skybetter is a founding partner at The Edwards & Skybetter | Change Agency, which provides change management and technology consulting and has written about performance history and technology for the Ballet Review and The Huffington Post. He is a Producer with the Dance [NOW] NYC Festival, and is a regular guest lecturer at NYU, Juilliard, Skidmore College, The New School and St. Mary’s College. Skybetter serves as the President of the Board of Directors of the Gotham Arts Exchange / Zia Artists, and as the Founding Chairman of the Technology Committee for the Board of Trustees of Dance/USA. He received his MFA in Dance Performance and Choreography from NYU.

**Cristal Chanelle Truscott** is the founding artistic director and playwright of Progress Theatre. A graduate of the High School for the Performing & Visual Arts, she holds a BFA in Theatre with a minor in Africana Studies from New York University’s Tisch School of the Arts, and MA and PhD from NYU’s Department of Performance Studies. As a playwright, Dr. Truscott blends academic and pop-culture conversations to examine the concerns and struggles of our times. Her premiere play *PEACHES* is published in the anthology *Plays from the Boom Box Galaxy: Theatre from the Hip Hop Generation* by Theatre Communications Group. She currently serves as on the Board of Directors for the Network of Ensemble Theaters and is Assistant Professor and Department Head of Music & Theatre at Prairie View A&M University.

**Advocacy – From the Artist to the State**

How do we effectively tell the value of what we do? In an age where technology has given rise to an increasingly informed and participatory audience, artists and arts organizations have been told that we need to tell our stories and make the case, but is this enough? The panel explores how artists/administrators can become advocates for the arts in their daily lives and in larger political arenas.
SMALL GROUP RESPONSE SESSION:

Guiding Questions

- Are you/your organization involved in advocacy efforts? If so, how?
- Did this session affirm or change how you think of your advocacy work? How so?
- What was your most urgent takeaway from this session?

Groups are suggested to separate into tables by years of experience in the Houston arts community. We hope to identify what ideas are influenced by familiarity with the local scene, what is cyclical and what ideas cross years.

Please join a table in relation to which sector you most closely identify with:

- 0 - 1
- 1 - 3
- 3 - 5
- 5 - 7
- 7 - 10
- 10 +

Featured Speaker: Maria Rosario Jackson – The Artist and their Publics in Cross-Sectoral Projects – Lessons Learned and Future Questions

With the rise of projects that bring arts together with public/private entities, artists are developing more nuanced relationships with their publics. Ms. Jackson will explore the multiple roles artists play in contemporary society, the policy and programmatic implications of cross-sector work, and the impact on the intended audiences. The talk will touch on how cross-sector work is not for everyone, and will share some of the questions that have arisen after a decade of research and pilot programs, and lay out some of the questions that arts leaders will have to face in the upcoming years.

Dr. Maria Rosario Jackson is an expert in the fields of urban planning, comprehensive community revitalization and arts and culture. Previously, Dr. Jackson was director of the Culture, Creativity and Communities Program at the Urban Institute, a Washington, D.C. based public policy research organization, where she was based for 18 years. There, she led research on cultural vitality and the role of arts and culture in community revitalization and also research on support systems for artists. Additionally, she participated in projects concerned with public housing, public education, public safety and parks.

She is on the advisory board of the Lambent Foundation and has served on the boards of directors of several national, state and local organizations including Association of Performing Arts Presenters, National Performance Network, Alliance for California Traditional Arts and Cultural Alliance of Greater Washington. She has also served on numerous research and project advisory boards dealing with topics such as museums in communities, arts in strategies to improve health outcomes, cultural participation and arts impacts.

In 2013, with the confirmation of the U.S. Senate, President Barack Obama appointed Dr. Jackson to the National Council on the Arts.
Advisory Council
Karen Farber
Jim Granato
Catherine Horn
Jim Johnson
J Kastely
Rex Koontz
Aaron Parazette
Claudia Schmuckli
James Thurmond

Artist Council
Paul Bonin-Rodriguez
Patricia Graney
Autumn Knight
Aaron Landsman
Robert A. Pruitt

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READING GROUPS
There is a wealth of knowledge and research about the arts and best practice. Though social media is a great aggregator, we are confronted with so many streams of information, many of us have little time to process, much less incorporate these new ideas into our daily lives. The reading groups are quarterly gatherings that invite students, artists, arts professionals, community members and audience members to process timely articles on the arts. Instead of focusing on books or novels, these reading groups focus on the conversations inspired by the readings.
We will begin the public gatherings around selected readings in Fall 2014. You can join the reading groups in one of three ways:

• Join a place-based reading group at either Blaffer Museum or other designated spaces.
• Invite a group of 5-10 of your friends and commit to meeting quarterly to discuss the articles.
• Read the articles and talk with your friends

Contact Sixto Wagan for more information: swagan@uh.edu

The Center for Arts Leadership would like to acknowledge the support and donations from:

The El Paso Corporation Lecture Series