

OVERVIEW

As part of the 10th anniversary of the Emerging Leaders Network, Americans for the Arts and the Emerging Leaders Council surveyed the current professional development needs and trends of emerging arts leaders. The information gathered from the survey is intended to address the following objectives:

- To strengthen the connection between Americans for the Arts and the Emerging Leaders Council and Networks, as well as to connect with new emerging leaders
- To help shape future emerging leader professional development offerings
- To assist in the development and prioritization of the Emerging Leaders Council goals
- To provide insight to Americans for the Arts on how to better assist emerging leaders in their professional development needs

METHODS

In October 2009, the survey was disseminated through the Emerging Leaders Listserv, Americans for the Arts' ARTSblog, and Americans for the Arts' Facebook and Twitter Accounts. Participants were encouraged to forward the survey to their local emerging leaders networks. The survey closed in January 2010. In total 554 responses were received. Responses to this survey may not be exactly representative of the entire field, because of the demographics and geography of the Americans for the Arts membership base and who the survey was marketed to. In particular, Americans for the Arts members tend to be concentrated in urban areas and on the east and west coasts and survey results revealed that respondents disproportionately worked for larger organizations.

KEY RESULTS

Noteworthy findings include:

Profile of a Typical Emerging Leader:

- Has worked in the arts for 2-5 years and plans to stay in arts administration as a long term career (69%)
- Is between the ages of 26-30 (40%), or 31-35 (25%)
- Has a graduate degree (42%)
- Have an arts or arts administration degree/concentration of study (60%)
- Works for a private non-profit (66%)
- Works for an organization that has an operating budget of more than \$1 million (52%)
- Works for an organization that has a service area of 500,000 people or more (55%)
- Is a middle or senior manager (60%)
- Works primarily in development, marketing/public relations or program-related areas

Professional Affiliations:

- Is a member of Americans for the Arts (47%), (38% have been to an AFTA conference)
- Is a member of a local emerging leaders network (41%)
- Participates in Creative Conversations (59%)
- Participates in local advocacy efforts (76%)
- Participates in national advocacy efforts (64%)
- Participates in a local emerging leader network for the following reasons:
 - Networking (94%)
 - Professional skill building (72%)
 - Learn about trends in the arts field (64%)

Responses indicate that emerging leader networks need the following resources to grow or sustain themselves:

- Additional funding
- A dedicated staff person
- Regional conferences for local emerging leaders and networks
- Case studies/examples of what other networks are doing
- Sample strategic plan for Emerging Leader Networks

Responses indicate that two of the most requested resources by emerging leaders are:

1. Information on mentorship programs
2. Summaries of important books and publications of which emerging leaders should be aware

NEXT STEPS

Based on the results of this survey and the needs and resources outlined above, the Emerging Leaders Council has identified three resources to develop for the Emerging Leaders Network as follows:

1. A mentoring resources toolkit
2. Book and publication summaries
3. Case studies/examples of existing successful Local Emerging Leaders Networks

These resources will be disseminated over the next nine months through the Emerging Leaders Listserv and the Americans for the Arts' Emerging Leaders Website and Blog.

About the Emerging Leaders Council:

The Emerging Leaders Council is an elected 19-person working advisory body to Americans for the Arts and strives to ensure a bright and democratic future for the arts in America.

The Emerging Leaders Council advises Americans for the Arts staff in the implementation of programs and development of organizational vision that engages, develops, and sustains emerging professionals nationwide.

Emerging Leaders Council Goals

- **Strengthen an Informed Leadership:** Expand, publicize, and increase access to professional development opportunities for emerging arts leaders
- **Increase Resources and Meaningful Policies for the Arts:** Develop a strong national Emerging Leaders Network and support the creation of well-connected regional chapters
- **Advance the Value Proposition for the Arts:** Recognize, promote, and build awareness of the value of the arts and arts education by leveraging the skills and resources of the Emerging Leaders Network.