

American Evolution: Arts in the New Civic Life
Americans for the Arts Annual Convention in Philadelphia
June 20-22, 2008

Call for Session Proposals
Deadline: August 3, 2007

Philadelphia is the birthplace of American democracy, and today it is a leader in the evolution of civic life. From history to hip, the city is alive with creativity. Cultures abound in Philadelphia, an open and engaged metropolis that welcomes a diverse community of artists, innovators, and creators.

At this convention, Americans for the Arts will come together to share the strategies and the secrets of leading creative communities. We'll celebrate the 50th anniversary of the first percent for art ordinance in the city that created it. We'll visit traditions in arts education that date back to the founding of the country and continue on the cutting edge. We'll also fast-forward to a new vision of civic leadership being crafted daily by the collaborative spirit of Philadelphia's artists, arts administrators, business innovators, and elected leaders.

Civic life is evolving in all of our communities and the arts are at the center. In this year of democratic decision-making, join more than 1,000 of your colleagues to laugh, listen, learn, and lead in the place where it all began—and is happening again.

Program Tracks

The convention is organized into the following seven concurrent program tracks: Arts Education, Civic Engagement, Economic Development, Leadership, Private-Sector Support, Public Advocacy, and Public Art. More than 75 sessions will be presented over the course of three days during the convention. Sessions that fit in more than one track are welcome and may be presented jointly to a larger audience. Each session should respond both to the program track in which it is presented, as well as the 2008 theme of civic evolution.

- Advancing **Arts Education** happens in two dimensions: quality and access. This year's convention will focus on both—creating the best arts education for students and ensuring that every student has the choice. Peer-to-peer and expert-to-audience formats will provide the most comprehensive information to date on in-school and afterschool programs, pedagogy, research, policy, and advocacy at this year's convention.
- From volunteering to voting, community building to community healing, issue awareness to social action—the arts enable people to participate in community life. **The Arts and Civic Engagement** track will use case studies, peer networking, and experiential arts-based civic engagement sessions to explore how the arts can offer welcoming invitations, needed spaces, and new forms for civic participation.
- Like leadership, the **Leadership** track is about vision and inspiring others to think and work differently. Examples of leadership can be seen in every session at convention; here we put it on stage and under the spotlight. Invited sessions will address how to lead by cultivating the best in oneself and in others and how to lead an organization through a new initiative or institutional challenge.

- The **Private-Sector** track will help attendees learn to make a case for support of the arts to businesses, foundations, and individuals, by examining best practices in stimulating financial support, the transfer of creativity skills from arts to business, and volunteerism programs with great impact.
- The **Economic Development** track will examine the realities and potential of arts and culture-oriented community and economic development. We seek provocative speakers and sessions that deliver research, case studies, and examinations of the dynamics and impact of various elements of this work, including real estate and business development and finance, cultural tourism, and community planning. Each session should discuss how artists and arts organizations are involved and examine issues of sustainability.
- The **Public Advocacy** track will explore current funding and legislative issues facing the field today and feature the work of arts agencies, administrators, and advocates from across the country who have increased their budgets, created new organizations, and successfully grown arts and culture in their communities. This track will give details on how to use research, digital tools, and new strategies to take action and advocate for the arts in your community!
- The evolution of the **Public Art** field over the past several decades has yielded numerous new programs and projects and Philadelphia has led the nation in public art and community development. The 2008 Public Art Track will investigate public art planning and its role in how programs bring together artists, arts professionals, designers and communities in creating visionary projects and places of meaning.

Proposal Evaluation Criteria

Your proposal will be reviewed by program staff for overall quality, as a component of a particular track, and in relation to the convention theme. Specific criteria include:

- The application is complete, the presenters are identified, and the topic is well-conceived.
- The correlation between the proposed session and the convention theme is articulated.
- The session addresses a current issue or trend in the field of arts-based community development and proposes solutions and/or discusses implications.
- An innovative format engages the audience and strengthens the presentation of the session.
- The presenters represent a diversity of viewpoints, cultural backgrounds, artistic media, professional expertise, geographic locations, and community sizes, etc.

Audio-Visual Requirements

Presenters will be provided with a standard audio-visual package that includes microphones, a digital projector, and a projection screen. Presenters may supply their own laptops for all visual presentations, or request that one be provided. Flip charts and markers are also available. Handouts and giveaways are encouraged!

Deadlines and Notification

The deadline for proposals is **Friday, August 3, 2007 at 4:00 p.m. EDT.**

A complete proposal includes:

- A completed online proposal form
- Names and contact information for all presenters
- 100-word bios and digital photos for all presenters

Photos must be submitted by e-mail to proposals@artsusa.org. Proposals will be reviewed by convention program staff as well as selected Council members and field advisors. Notifications of acceptance will be issued on or before **October 15, 2007.**

If selected, session presenters are required to register for the convention at the discounted presenter rate of **\$200**. Presenters must confirm their attendance and complete convention registration by **December 1, 2007.**

Proposal Form

Presenter

First & Last Name

Title & Organization

Address, City, State, Zip

Phone & Fax

E-mail & Website

Bio (Limit 100 words. More than 100 words will be rejected by our database.)

Photo: Please e-mail a 300 dpi black and white headshot, if available to proposals@artsusa.org.

Co-Presenters

For each of up to 3 co-presenters, you will be asked for the following information.

- First & Last Name
- Title & Organization
- Address, City, State, Zip
- Phone & Fax
- E-mail & Website
- Bio (Limit 100 words. More than 100 words will be rejected by our database.)
- Photo: Please e-mail a 300 dpi black and white headshot, if available to proposals@artsusa.org.

Session Title and Description

If accepted, this session title and description will be used in the convention program. Make it snazzy!

- Title:
- Description:

(Please use clear and concise language to describe your session in 100 words. If your session is accepted, this description will be used to promote it. Limit 100 words. More than 100 words will be rejected by our database. Maximum 500 characters.)

Please select which of the following tracks this session applies to.

- Arts Education
- Public Art
- Leadership
- Economic Development
- Civic Engagement
- Public Advocacy
- Private Sector Affairs

Session Questions

(Limit 150 words. More than 150 words will be rejected by our database. Maximum 750 characters.)

- **Relevance:** How does this session address the theme of the convention?
- **Focus:** Describe the field issue, need, concern, or opportunity that makes this session a good match for a national convention.
- **Format:** Americans for the Arts is always searching for session formats that challenge the habits of typical conference presentations. Proposals that emphasize audience engagement, that incorporate “doing” as well as “talking,” and that respond to the convention theme or session topic in an innovative way are strongly encouraged. Presenters may select from among three time-formats: 45 minutes; 90 minutes; and half-day. Typical session attendance is 50-100 participants.
 - Performances or Demonstrations introduce participants to a topic or issue through a creative presentation followed by reflection, discussion, and questions.
 - Facilitated Discussions present an issue or trend in the field as a conversation among experts followed by Q & A.
 - Case Studies describe a program or project in depth, focusing on innovative solutions to clearly defined challenges and their implications for the field.
 - Research or Data Presentations help interpret new research or data through practical field applications.
 - Skill Building and Hands-On Learning Experiences encourage participants to use professional skills to explore a scenario and to teach and learn new tactics from one another.
 - Other (please specify)
- **Audience:** Describe your intended audience. Which groups of arts professionals do you think will be most interested in this topic?
- **Outcomes:** What will your audience learn from this session?

Session Logistics

- **Length:**
- **Room Set-Up:** Three room set-ups are available. The volume of presentations and convention schedule limit our ability to accommodate significant room set-up changes. However, please do describe any simple things we can do to make your session wildly effective.
 - Theater style (seating in rows facing a presenters stage and chairs)
 - Rounds (seating around large tables with a presenters stage and chairs)
 - Open format (no tables and no formal presenters area, but ample chairs that can be rearranged during session)
 - Special room set-up request, please describe:

Tech Needs

Please select your technical and A/V needs.

- Windows PC
 - Supplied by Presenter
 - Supplied by Americans for the Arts

- Mac PC (Macs cannot be supported by our IT staff)
- Digital Projector and Screen
 - I will require sound with my Projector/Computer set up
- Microphones
- Flip Charts

Sessions that require additional audio-visual will be given the same consideration during proposal review. While all sessions are subject to our overall budget capacity, we will make an extra effort to accommodate audio-visual requests that make a session remarkable or innovative.

Special audio-visual needs, please describe: