

Renewable Resources: The Arts in Sustainable Communities
Americans for the Arts Annual Convention in Seattle
June 17-20 2009

Call for Session Proposals
Deadline: August 1, 2008

Seattle is metronatural, a world-class metropolis in stunning natural surroundings. Clean air, expansive water, and soaring mountains frame a thriving creative core. Seattle is a leader in healthcare innovation, aerospace, information technology, and environmental sustainability—for which the art and cultures of the city provide creative spark. The region is a rich reservoir to explore how creative communities grow and prosper in concert with technology, the economy, and the environment.

At the Americans for the Arts convention, more than 1,600 arts leaders and their allies in business, education, and government will discover the arts at work in the Pacific Northwest. We will visit public art projects like Beckoning Cistern created by Buster Simpson as part of a community effort to design a "green street" in Belltown. We will explore art and history in a culturally-specific context at the Wing Luke Asian Museum. We will learn about programs that integrate the arts into healthcare like the Arts Program at Harborview Medical Center.

Through activities like these—plus keynotes, innovators, and more than 75 field-crafted sessions from around the country—you will come away recharged and ready to build a sustainable future for yourself, your organization, and your community. Join us in Seattle with colleagues from across the country to grow our greatest renewable resources—the arts, culture, and creativity.

Program Tracks

The convention is organized into the following nine concurrent program tracks: Arts Education, Civic Engagement, Economic Development, Leadership, Career 360, Preserving Diverse Cultures, Private Sector, 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 2009 theme of renewable resources.

- **Arts Education Program Track**
What enables (or disables) instruction in the Arts Education classroom is not a phenomenon—it is the product of hundreds of decisions made by legislators, lobbyists, school boards, higher education, parents, district and school employees, and labor unions. From the White House to the school house, hundreds of policymakers and decisionmakers determine the daily academic experiences of students. What really happens at the local, state, and federal levels to influence decision-makers in regards to arts education? How are administrators and other school personnel supported so that they can ensure arts education is part of a complete education for all students? From the PTA Mom to the Speaker of House who are the authorizing agents in your community who are making a difference for arts education? The 2009 Arts Education Track will illuminate the change agents who make policy decisions

possible and shine a bright light on how you too can make a positive difference for arts education.

- **Civic Engagement Program Track**
The Civic Engagement Track will showcase the many ways the arts are shining a light on important environmental issues, advancing education, and catalyzing action. Look for sessions highlighting innovative arts-based projects and practice that put creativity at the heart of environmental policy and action and that incorporate the arts into environmental and community sustainability.
- **Economic Development Program Track**
Washington State is the home of scores of innovative thinkers: Jimi Hendrix, Kurt Cobain, Bill Gates, Paul Allen, Merce Cunningham, Trisha Brown, Mark Morris, William Boeing, Mary McCarthy, and Tom Robbins. Creative thinkers. Creative Systems thinkers. Sector-benders. Economic Development Sessions will both highlight Seattle and Northwestern programs and initiatives of distinction and explore path-breaking work from around the country in creative economy, cultural development, regional cooperation, planning, creative expression, cultural tourism, and real estate. Sessions will highlight the melding of different sectors, systematic approaches, and risk-taking with a sustainable, bigger picture in mind.
- **Leadership Program Track**
Leadership is less about wielding influence and more about channeling the common good. In today's world, we need leaders who operate as service leaders and stewards of both our community's resources and our personal assets. The Leadership Track will demonstrate strategies to attain this elusive balance, which will be a defining characteristic of a truly successful leader in the future. Ideal session proposals will offer strategies or showcase exemplary models for employing this stewardship model of leadership to professionals, organizations, and communities.
- **Career 360 Program Track**
To what extent do we live our lives both on purpose and with purpose? We know our jobs in the arts and cultural sector are vital to a vibrant creative economy. However, why do we find it so hard to place an equally high value on making sure our creative spirits are nurtured? How can we become better at using our human resources to encourage thriving lifelong careers in the arts? Career 360 will be a time for reflection and realignment of priorities. It will give you the space to listen to your intuition and focus on what deeply inspires you. Participants will leave with the courage and tools to prioritize what matters most in your life. Ideal session proposals will present ways to mindfully manage our human resources and creative assets.
- **Preserving Diverse Cultures Program Track**
The Preserving Diverse Cultures (PDC) Track focuses on issues relevant to culturally-specific organizations and highlights the leadership of people of color. All PDC sessions are cross-listed with other tracks to ensure that insight and expertise about diversity in communities is broadly integrated within all convention activities. Throughout the program, speakers, ARTventures, and sessions address a wide range of topics—from public art that challenges stereotypes to economic development strategies that authentically reflect the

communities they support to new strategies for leadership succession in tradition-bearing arts organizations. The PDC track originated at the 2008 convention in Philadelphia through an extraordinary partnership with the Pennsylvania Council on the Arts. PDC is presented again in 2009 thanks to their continued leadership and our colleagues at the Washington State Arts Commission.

- **Private Sector Program Track**
More than ever, the arts play a leading role in developing stronger relationships with the private sector. The Private-Sector Track will help attendees learn to make a case for support of the arts to businesses, foundations, and individuals. Cases highlighting the best of the Northwest, and the rest of the nation, will show how to stimulate financial support, transfer of creativity skills from arts to business, and supercharge volunteerism programs with great impact.
- **Public Advocacy Program Track**
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!
- **Public Art Program Track**
Seattle serves as a nationwide model for innovative public art programming and commissioning of exemplary contemporary projects. Its diverse public art programs and project opportunities have mentored and developed the careers of some of today's most creative public artists, many of whom call Seattle home, and who have in turn, helped shape the agencies that commission public art. The region has led the public art field through combined multidisciplinary efforts that address the environment through artworks in many forms that mitigate, educate, and make visible the challenges of sustainability. The Public Art Track seeks session proposals that present potent ideas and new models that address and reveal the environment, ecology, and eco-awareness, and the many dimensions of the meaning of "sustainability" through public art. We encourage panels to include multidisciplinary professionals that present diverse approaches and outcomes to the concept of sustainable, environmentally-based public art.

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.

Deadlines and Notification

The deadline for proposals is Friday, August 1, 2008 at 4:00 p.m. EDT.

A complete proposal includes:

- A completed online proposal form
- Names and contact information for all presenters
- 50-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 January 15, 2009.

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 March 13, 2009.

Proposal Form

Presenter

First & Last Name

Title & Organization

Address, City, State, Zip

Phone & Fax

E-mail & Website

Bio (Limit 50 words. More than 50 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 50 words. More than 50 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
- Preserving Diverse Cultures
- Career 360
- Economic Development
- Civic Engagement
- Public Advocacy
- Private Sector Affairs

Session Questions

(Limit 150 words for each question. 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: