

## How Art Works | Public Forum

Hosted by the Arts Management Program, Department of Performing Arts, American University

September 20, 2012, 2:00 - 5:30 pm,

Katzen Arts Center, American University Campus, Washington, DC

Online at: <http://www.american.edu/cas/arts-management> & <http://www.arts.gov/>

On September 20, 2012, the National Endowment for the Arts releases a new report, based on research commissioned from the Monitor Institute, entitled *How Art Works*. Built upon a wide-ranging literature review, and extensive interviews, workshops, webinars, and exchanges with arts leaders, community leaders, thought leaders, and policy makers around the country, the report suggests a framework and a “system map” to guide research, policy, and strategy for the agency.

This public forum, hosted by the Arts Management program at American University, seeks to explore this new report, its implications for the NEA’s strategy and research, and its resonance or potential for the larger fields of arts, culture, heritage, and humanities. The event will be presented live and on-line.

Time	Activity	Participants
2:00 pm	Welcome	<b>Sherburne Laughlin</b> , Director, Arts Management Program, American University <b>Phyllis Peres</b> , Senior Vice Provost and Dean of Academic Affairs, American University <b>Peter Starr</b> , Dean, College of Arts and Sciences, American University <b>Rocco Landesman</b> , Chairman, National Endowment for the Arts
2:15 pm	Presenting the Model	<b>Tony Siesfeld</b> , Partner Monitor Institute <i>This and each of the following sessions will include time for audience questions and discussion.</i>
3:00 pm	Connecting to the NEA Research Strategy	<b>Sunil Iyengar</b> , Director, Office of Research & Analysis National Endowment for the Arts
3:30 pm	Break	
3:45	Panel: Impacts on Individuals	<b>Moderator: Anne L’Ecuyer</b> , American University <b>Panelists:</b> <b>John Borstel</b> , Dance Exchange <b>Shahin Shikhaliyev</b> , Smithsonian Associates Studio Arts Program <b>Ximena Varela</b> , American University
4:30 pm	Panel: Impacts on Society & Communities	<b>Moderator: Andrew Taylor</b> , American University <b>Panelists:</b> <b>David Fraher</b> , Arts Midwest <b>Roland J. Kushner</b> , Muhlenberg College <b>Kathy Dwyer Southern</b> , National Children’s Museum
5:15 pm	Comments & Questions	<b>Moderator: Andrew Taylor</b> , American University
5:30 pm	Adjourn	Reception to follow in Katzen Arts Center rotunda (coffee, tea, and light hors d'oeuvres)

Join the conversation on Twitter through the tag or search word: #HowArtWorks

## Forum Participants

Listed in alphabetical order

### **John Borstel, Senior Advisor, Humanities, Dance Exchange**

John supports documentation, dissemination, and dialogue for Dance Exchange, the renowned contemporary dance and community arts company founded by Liz Lerman and now led by Artistic Director Cassie Meador. He co-authored the book *Liz Lerman's Critical Response Process*, and has led training sessions in this distinctive process for conferences, universities, and arts organizations. Projects under his leadership, such as the "Dance Exchange Toolbox," have disseminated the company's distinctive philosophy and art-making methods. John is an active writer on arts practice and process, and has served on numerous governing and advisory groups. His award-winning work as a visual artist in photography, mixed media, and the written word, has been featured in exhibitions in the US and abroad.

### **David Fraher, Executive Director, Arts Midwest**

David has been executive director of Arts Midwest since January 1984 when he joined the Affiliated State Arts Agencies of the Upper Midwest and successfully led that organization through a merger with Great Lakes Arts Alliance. Prior to his position at Arts Midwest, David had been the executive director of the Wyoming Council on the Arts and had worked as a consultant for the Western States Arts Foundation where he designed and developed the Western States Book Awards project. He has been active as a trustee for numerous organizations, including the Western States Arts Foundation, BOA Publishing, Inc., and the National Assembly of State Arts Agencies. David has a degree in creative writing from SUNY at Brockport, and has taken graduate studies at Ohio University in Athens.

### **Sunil Iyengar, Director, Office of Research & Analysis, National Endowment for the Arts**

Since Sunil's arrival at the NEA in June 2006, the Office of Research & Analysis has produced more than 20 research publications, hosted several research events and webinars, launched a research grants program, updated the NEA's five-year strategic plan, and revised and expanded a federal survey about arts participation. For a decade, Iyengar worked as a reporter, managing editor, and senior editor for a host of news publications covering the biomedical research, medical device, and pharmaceutical industries. He writes poetry, and his book reviews have appeared in the *Washington Post*, *The New York Times*, *San Francisco Chronicle*, *The American Scholar*, *The New Criterion*, *Essays in Criticism*, and *Contemporary Poetry Review*. Iyengar has a BA in English from the University of Michigan in Ann Arbor.

### **Roland J. Kushner, Associate Professor, Muhlenberg College**

Roland teaches strategy, small business management, arts administration, and nonprofit management at Muhlenberg College in Allentown, PA, where he also co-authored *The National Arts Index*, an initiative of Americans for the Arts to track the health and vitality of the United States arts infrastructure. He wrote the instructor's manual to *Social Entrepreneurship: A Modern Approach to Social Value Creation* (Brooks, 2009), and actively researches arts management, nonprofit management, and cultural economics. Prior to his work with Muhlenberg College, he was managing director of Bethlehem (PA) Musikfest, development director of the Bach Choir of Bethlehem, and interim executive director of NPR affiliate WDIY-FM in Bethlehem. He has an MBA and Ph.D. (Economics and Business) from Lehigh University in Bethlehem.

### **Rocco Landesman, Chairman, National Endowment for the Arts**

Rocco Landesman is the tenth chairman of the National Endowment for the Arts. Born and raised in St. Louis, Missouri, he earned a doctorate in Dramatic Literature at the Yale School of Drama, where he worked as an assistant professor for four years and has occasionally returned to teach. Following Yale, he ran his own private investment fund until becoming president of Jujamcyn, an owner and operator of five Broadway theaters. At Jujamcyn, Mr. Landesman produced most notably *Big River* (1985 Tony, Best Musical), *Angels in America* (1993 and 1994 Tony, Best Play), and *The Producers* (2001 Tony, Best Musical). Mr. Landesman has been active on numerous boards, including the Municipal Art Society, the Times Square Alliance, The Actor's Fund, and the Educational Foundation of America.

**Sherburne Laughlin, Director, Arts Management Program, American University**

Sherburne holds an MBA from Yale University and is a cum laude graduate of Davidson College. Her nonprofit management and philanthropic career spans over 20 years of executive director and program director experience. A professor since 1995 at AU, she has pioneered top-ranked courses in strategic planning, fundraising, and governance. Her consulting work focuses on issues of governance, organizational development, and strategic planning and serves all types of nonprofits, arts and non-arts, large and small, national and local. She is a member of the Advisory Board of Round House Theater, and serves on the Board of Trustees and Executive Committee of Davidson College and the Board of Directors of the Association of Arts Administration Educators.

**Anne L'Ecuyer, Faculty, Arts Management, American University**

Anne is a writer and consultant who stays closely connected to an international network of city leaders, cultural professionals, and individual artists. She owns and operates the Washington Writer's Retreat, a private writing and research residency. An expert in the creative industries, cultural tourism, and the contributions of the arts toward educational, social, and environmental goals, Anne consults independently with businesses, nonprofits, and public institutions. Most recently, she served as Associate Vice President for Field Services at Americans for the Arts, where she provided strategy and support for hundreds of local arts leaders. She holds a bachelors degree from Northern Arizona University and studied public policy at the University of Maryland at College Park.

**Phyllis Peres, Senior Vice Provost and Dean of Academic Affairs, American University**

As Dean of Academic Affairs, Dr. Peres works closely with all aspects of faculty policies, actions and contracts, mentorship and development, workload oversight, and faculty recognition and awards. As Senior Vice Provost, she also has overall responsibility for the AU Career Center, including the Office of Merit Awards, as well as AU Abroad/Abroad at AU. Dr. Peres holds tenure in World Languages and Cultures, and is a leading scholar of Portuguese, Brazilian, and African cultures. She directed National Endowment for the Humanities programs in Brazil, has held two Fulbright awards, and is past president of the American Portuguese Studies Association. Dr. Peres has published widely on Angolan, Cape Verdean, African-Brazilian, and Portuguese colonial and post-colonial literatures and cultures.

**Shahin Shikhaliyev, Artist/Teacher, Smithsonian Associates Studio Arts Program**

Shahin was born in Baku, Azerbaijan, the son of noted painter Talat Shikhaliyev. Raised and trained in his father's studio, Shahin also earned a formal degree in Visual Arts from Azerbaijan State Art College. In 1989, he began exhibiting in Europe, the Middle East, and the United States, where his works are included in many private collections. Shahin's recent work explores the development of visual perception and the science of the mind. He is primarily concerned with the transfer of optical energy, as well as the interplay between sight and other systems of the brain through which meaning is derived. This interest also informs his teaching, where he expands the popular practice of "drawing on the right side of the brain" to help students see and paint with more depth and precision. He lives and works in Washington, DC.

**Tony Siesfeld, Partner, Monitor Institute | Director, Research Design and Analysis**

Dr. Siesfeld has over 20 years of experience advising for-profit and not-for-profit efforts. His work with Monitor focuses on education, measurement and evaluation, and bringing leading practices from for-profit businesses to the social sector. Prior to joining the Institute, Tony developed expertise in strategic marketing analysis and consulting, performance measurement, and customer-decision modeling, emphasizing the link between how customers think, feel, and behave and the optimal strategic choices for organizations. His work has been noted in *Harvard Business Review*, *Financial Times*, and the *Wall Street Journal*, and published in the *Journal of Strategic Performance Measurement*, *Strategy and Leadership*, and *Forbes ASAP*. He holds an MS in Statistics and a PhD in Psychology from Stanford University.

**Kathy Dwyer Southern, Former President & CEO, National Children's Museum**

For more than 25 years, Kathy has provided leadership to major museums, cultural and philanthropic organizations, associations, and government. Most recently, she led the development of the National Children's Museum, scheduled to open its indoor space and outdoor experience this winter and next spring. Previously President & CEO of Port Discovery in Maryland, she led a \$35 million capital campaign to create and develop one of the three largest children's museums in the country. Kathy was formerly the Executive Director of James Madison's Montpelier, as well as of the National Cultural Alliance. She has worked with the Eugene and Agnes E. Meyer Foundation, Federated Arts Council of Richmond, VA, and the Smithsonian Institution, and is Vice Chair of the Board for the American Association of Museums.

**Peter Starr, Dean, College of Arts and Sciences, American University**

Peter Starr joined American University as Dean of the College of Arts and Sciences in July 2009, where he also serves as a Professor of Literature. In this role as Dean, he is responsible for 324 full-time faculty in 17 departments, 1820 undergraduate majors, 979 graduate students and over 40 percent of all enrollments at AU. Before coming to American University, Dean Starr was a professor of French and Comparative Literature at the University of Southern California, where – except for a fellowship year at Harvard University – he had taught since 1985. In 2006-2007, he served as interim Dean of USC's College of Letters, Arts, and Science, completing the College's four year senior hiring initiative and raising a then-record amount toward the College's \$400M campaign goal.

**Andrew Taylor, Assistant Professor, Arts Management, American University**

Andrew is a new faculty member in American University's Arts Management Program, after directing the MBA degree in Arts Administration in the Wisconsin School of Business for over a decade. An author, lecturer, researcher, and consultant on a broad range of arts management issues, Andrew specializes in business model development for cultural initiatives and the impact of communications technology on the arts. He is past president of the Association of Arts Administration Educators, and is a consulting editor for *The Journal of Arts Management, Law, and Society* and for *Artivate*, a new journal on arts entrepreneurship. He received his master's in Arts Administration from the Wisconsin School of Business at the University of Wisconsin-Madison in 1994. He blogs on the business of art at [artfulmanager.com](http://artfulmanager.com).

**Ximena Varela, Associate Professor, Arts Management, American University**

Ximena is a researcher, educator, and consultant with more than 20 years of experience in international cultural policy, management practice, marketing strategy, arts management research, and sustainable development. She has worked with and advised international organizations, national and regional governments, city agencies, as well as private and nonprofit organizations in arts funding and arts policy. Currently, she chairs the Research Council of the Association of Arts Administration Educators, and has been a board member of the Latin American Institute of Museums since 2000. Ximena received her Licenciante in Business (Marketing and Finance) from the Universidad Catolica del Uruguay, her MS in Arts Administration from Drexel University, and is ABD in Comparative Politics at Temple University.