

take it to the Next Level



The Cultural Arts Division offers the Next Level Program in order to raise the capacity of local creative organizations, businesses, and individuals. Recent economic impact studies reveal that the creative sector in Austin accounts for over \$4.35 billion in economic activity and almost 49,000 jobs, and continues to grow. Strengthening management, marketing, and fundraising skills is crucial for maintaining a strong and sustainable creative ecosystem.

REGISTER NOW!

Next Level events are free; however, we ask that attendees register online. Visit www.austincreates.com for links.

LOCATION & PARKING

All workshops, except where indicated, will take place at the Cultural Arts Division offices at 201 E. Second St. Parking for attendees is available in the Convention Center garage located on Brazos Street between Cesar Chavez and Second Streets.

CONTACT INFORMATION

512.974.7700
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Photo courtesy of Bodies in Urban Spaces/Fusebox Festival 2009, Photographer Rino Pizzi
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- 9 **Preparing Artwork for Display: Tips from a Professional Installer**



WORKSHOPS

Grant Writing Basics

Christine Gaussiran

Thursday, August 2, 10 am - noon

Successful proposal writing involves the coordination of multiple activities, including planning, research, budgeting, writing, submission, and follow up. This workshop will provide instruction on the key components of a successful grant proposal and will answer questions that first-time or novice grant-seekers often have about the grant application process.

Fundraising FUNdamentals

Sue Breland, Breland Facilitation

Tuesday, August 7, 3 - 6 pm

While bringing resources to the organization is a primary role of board members, it may also be the most intimidating part of the job. We will take the fear out and put the fun back in! Through individual activities and group work, we'll explore the role of the board and staff, the kind of homework required, the cultivation process, and what stewardship really means. This workshop is most appropriate for nonprofit board members or staff wanting to know how to get their boards engaged in the work of fundraising.

Professional Presence

Jennifer Chenoweth, Fistera Studio

Wednesday, August 15, 3 - 5 pm

Are potential donors, employers, and clients getting the right impression of you and your work? Make sure you and your work are seen in the best possible light by attending this workshop! Learn how to create great portfolios, proposals, websites, photographic representations of artwork, resumes, artistic statements, and more.

The Rules of Engagement: Above and Beyond "Social Media 101"

Ryann Malone, Wyatt Brand

Tuesday, August 21, 3 - 6 pm

In a space where new information is being created and shared constantly, it is not enough to let your brand simply exist on Facebook. Engagement is the key! How do you find the voice and tone that resonates with your fans? How do you determine what content is the most relevant - generating more likes, comments and shares? Using case studies, research and group discussions, this workshop will take Facebook 101 to the next level. We'll also take a look at how to measure success using Facebook Insights (analytics), as reflected in successful (and unsuccessful!) real-world campaigns.

SPECIAL SPEAKER EVENT

How to Succeed in Business by Really Trying: The Story Behind *The Intergalactic Nemesis*

Jason Neulander, Robot Planet

Wednesday, August 8, 6 - 8 pm

Boyd Vance Theatre, Carver Museum (1165 Angelina St.)

From 1994 to 2008, Jason Neulander was the founder & Artistic Director of Salvage Vanguard Theater. During his tenure there, he directed and produced more than 50 world premiere plays, musicals, and operas. He has been recognized three times as Austin's "Best Theatre Director" in the Austin Chronicle "Best of Austin" readers' polls. His current project, the sci-fi trilogy *The Intergalactic Nemesis Live-Action Graphic Novel*, is touring the world, including runs on Broadway and at the Kennedy Center. *Book One: Target Earth* was named "Best of Austin" in 2011 and has been featured on NPR's "All Things Considered" and TBS's CONAN. *Book Two: Robot Planet Rising* premiered in June, 2012, at the Long Center for the Performing Arts to rave reviews, and is currently touring the US to venues that have already presented *Book One*.

Come hear how *The Intergalactic Nemesis* came to be and what Jason learned along the way.

Your Brand Is As Your Brand Does

David Wyatt, Wyatt Brand

Wednesday, August 29, 9 am - noon

Nearly everyone knows that they need to have an attractive logo, concise mission, and online presence in order to be taken seriously in the marketplace, but what most don't consider is the dozens of other ways their brands manifest themselves to consumers, donors, grantors, sponsors, partners, etc. This discussion is for participants looking to really sharpen their approach to their brand and to understand the implications of multiple employees (volunteers, vendors, board members) using a brand in an informed way. Take-aways include an audit of each participant's brand along with a checklist to explore upon their return.

Creative Entrepreneurship

Jennifer Chenoweth, Fistera Studio

Wednesday, September 5, 10 am - noon

Did you know that as an artist you are also a creative entrepreneur? This workshop will help you develop a business plan for your artistic talents and dreams. Create and grow your creative enterprise by setting a foundation to build a detailed plan and path toward goals and success.

WORKSHOPS

Roles and Responsibilities of Nonprofit Boards

Ann Starr, Greenlights for Nonprofit Success

Thursday, September 6, 10 am - noon

This workshop provides the fundamental principles and best practices that every nonprofit board member, and the staff who work with them, should know. Learn the top 10 roles and responsibilities of board members, with special emphasis on the board's role in financial oversight, fundraising, planning, and partnering with the organization's executive leader. You'll come away with a clear understanding of the many roles that are required of the board and how to recruit and manage great board members.

Getting a Jump on Grant Evaluation and Reporting

Sue Breland, Breland Facilitation

Wednesday, September 12, 9 am - noon

When preparing your grant request, have you thought about what will be required if you actually get it? Too many times, evaluation and reporting is an afterthought, when it should be the framework of your grant proposal and conversation with the prospective funder. Through in depth discussion of measurement methods, the development of logic models and goal writing practice, participants learn that measurement is not the enemy, but an ally in your grant writing.

Insurance for Artists

Carol Vance, City of Austin

Wednesday, September 19, 6 - 7 p.m.

This workshop will help you to understand the different types of insurance (general liability, professional liability, auto, property, bond and worker's compensation) and why (or when) you might need them. Whether you are an individual artist with an active studio practice, an artist seeking public art commissions, or a cultural organization wanting to fine tune your insurance knowledge, this workshop is not to be missed!

Community, Collaboration, and Trade

Jennifer Chenoweth, Fisterra Studio

Tuesday, September 25, 10 am - noon

This workshop will present examples of how artists can create relationships and alliances to further their individual projects and careers. We will discuss appropriate approaches to personal networking and building trust as well as how to create and negotiate relationships for mutual benefit, including subcontracting, barter, and time-sharing.

WEBINARS

The Cultural Arts Division will host free, public viewings of the following seminars presented online by Americans for the Arts. RSVP via the links below.

Seducing the Latino Audience

Monday, September 10, 2 - 3:30 pm

Capturing the Latino market can be tricky. A lack of understanding can be detrimental to the success of arts programs in highly dense Latino communities. One of the biggest mistakes could be to be steered by assumptions; therefore an understanding of the different dimensions of the Latino market is essential.

www.facebook.com/events/456600584369247/

Building Partnerships with Business: Employee Engagement and the Arts

Wednesday, September 19, 2 - 3:30 pm

Even in the current economy, businesses are still searching for innovative ways to recruit and retain employees. Hear from businesses that recognize the arts can help solve these issues. Learn from arts organizations and human resource managers who have successfully partnered for mutual success.

**Part of The pARTnership Movement Series*

www.facebook.com/events/444677202218553/

Award-Winning Arts And Business Partnerships

Wednesday, November 14, 3 - 4:30 pm

Each year the BCA 10 honors ten businesses that have been exceptional partners with the arts organizations in their communities. These companies set the standard of excellence and serve as role models for other businesses to follow. Hear directly from the 2012 honorees about how they support the arts and learn how to create successful partnerships with the businesses in your community.

**Part of The pARTnership Movement Series*

www.facebook.com/events/313323342087795/

Preparing Artwork for Display: Tips from a Professional Installer

Steve Marsh

Tuesday, October 9, 6:30 - 8 p.m.

Art preparator Steve Marsh will give an overview of the methodology and hardware used to professionally prepare and install works of art. He will speak from years of practical experience in galleries, museums, and private residences. If you have questions about securely displaying your artwork in a variety of situations, this is the workshop for you!