



Delaware Arts Alliance 2011 Annual Review

Volume I, Issue I

DAA goals:

- Advocate for increased resources for the arts
- Increase the visibility of the arts and artists
- Increase access and resources for art education
- Position the Alliance to serve as the unifying voice for the arts throughout the state.

DAA was launched in 2009. In its short and productive history it has quadrupled its membership base!

Arts advocacy issues continue growing at a federal and local level. Are you considering getting involved to advocate for the arts in Delaware? If so DAA is for you!

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Reflections on a productive year

Measuring arts advocacy effectiveness is always a challenge. DAA has worked to make it tangible by:

- Keeping a stable arts budget in the state despite the attacks to the National Endowment for the Arts and the norm being cuts in other states.
- Locally, testifying, for a third year in a row, to the Joint Finance Committee to secure close to 70% of the state arts budget.
- Advocating on behalf of the arts community. DAA collaborates with the Delaware Division of the Arts and the State Arts Council providing a much needed unified voice for the arts community.



Delaware Arts Alliance

- Taking a delegation to Capitol Hill during the National Advocacy Day to meet with Delaware representatives.
- Collaborating with the Delaware Association of Nonprofit Agencies (DANA) and other nonprofits to strengthen the sector on common legislative issues.
- Shaping an arts-education agenda, collaborating with the Department of Education (DOE) to incorporate the arts in public schools curriculum but

also developing the networking necessary to make that goal happen.

- Coordinating successful statewide Meet & Greets with close to 300 registered participants.
- Co-hosting the *Delaware State of the Arts* radio show expanding programming to connect the arts to education, economic development, businesses, and Delaware's quality of life.
- Diversifying the message by using social media as an advocacy vehicle to effectively connect with like minded individuals.

It has been a productive 2011! We hope you join our arts advocacy efforts to accomplish even more.

Visions for the future

DAA's strategic plan and goals are guiding the organization's activities and will continue doing so in 2012. You will see the organization gaining access to decision-making tables by becoming the unified grassroots voice of the Delaware's arts community.



Guillermina Gonzalez,
Executive Director

Our communication will include personal contact, social media such as Twitter and Facebook, as well as local and statewide media. The

website will remain our anchor. DAA is not only about established organizations but also about

bringing together the voice of artists and arts supporters reflecting an increasingly diverse community. We are making conscious

efforts to become the arts "dot connector" our community needs.

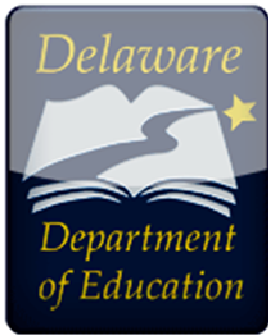
2012 is an electoral year; we have to make sure we elect individuals who understand that investing in the arts is investing in Delaware's economic well being. The organization continues working to make the connections between the arts and education, businesses, and

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DAA is extremely fortunate to have the support of both the Delaware Division of the Arts and the Delaware Department of Education.



Check DDoA-DAA radio collaboration "DE State of the Arts" on 1450 WILM News radio & 1410 WDOV. Podcasts available on both websites.

Board of Directors

Maxine Gaiber/Delaware Center for the Contemporary Arts, President; Sheila Bravo/Rehoboth Art League, Vice President; Donald Parks/Biggs Museum, Secretary; Lee Kimball/Opera Delaware, Treasurer; Gail O'Donnell/Delaware Art Museum, Strategic Planning and Development Committee Chair; Mark Fields/Grand Opera House, Marketing Committee Chair; Carrie Gray/Wilmington Renaissance Corp. Advocacy Committee Chair; Deb Hansen, Education Committee Chair; Arden Bardol; Tina Betz/CityFest; Henry Cox; Mary Ann Elshlager/DE Theater Co.; Raye Jones Avery/Christina Cultural Arts Center; Galen Keene/Chapel Street Players, Membership Chair; Robert Grenfell/First State Ballet Theatre; Beth Howlett; Jeanne D. Nutter/AARP; George Meldrum/Nemours Foundation.

DAA Founders

Chapel Street Players; Christina Cultural Arts Center; City of Wilmington / CityFest; Delaware Art Museum; Delaware Center for the Contemporary Arts; Delaware Children's Museum; Delaware Symphony Orchestra; Delaware Theatre Company; First State Ballet Theatre; Grand Opera House; Milton Theatre; Opera Delaware; Rehoboth Art League; Rehoboth Beach Film Society; Schwartz Center for the Arts; Wilmington Renaissance Corporation. Americans for the Arts, and the Delaware Division of the Arts have supported DAA since its inception.

DAA current members

Our members list has increased significantly and now includes Art Therapy Express, Biggs Museum, Center for the Creative Arts, City Theatre Company, Clear Space Productions, Coastal Concerts, Delaware Association of Nonprofit Agencies (DANA), Delaware By Hand, Delaware Music Educators Association, Delaware Shakespeare Festival, Delaware State Chamber of Commerce, Delaware Symphony Orchestra, Delaware Theater Association, Dover Art League, El

Tiempo Hispano, El Centro Cultural, Film Brothers, Gallery 50, Greater Wilmington Convention & Visitors Bureau, Mèlomanie, New Wilmington Arts Association, Pieces of a Dream, Inc., Rainbow Chorale of Delaware, Southern Delaware Choral Society.

Individual members; Ginger Angstadt, Thomas Alderson, Sydney Arzt, Lynn B. DelPorte, JoAnn Balingit, Arden Bardol, Michael Barko, Lisa Bartolli, Allison Burriss Castellanos, Theda Blackwelder, Hazel

Bradshaw-Beaumont, Ruth Brown, Lauren Cahill, Judith Calhoun, Linda Chatfield, Charles Conway, Henry Cox, Thomas Dean, Dawn Dresden, Treiva & Rohn Dungee, Sue Early, Irene Fick, Mark Fields, Maxine Gaiber, Michael Kalmbach, Galen Keene, Lee Kimball, Michael Gray, Robert & MaryAnn Grenfell, Debora Hansen, Karint Lang, Margaret Rose Henry, William & Beth Howlett, Joyce Hill Stoner, Thomas Hornung, Debbra Johnson, (continues on page 4)

Volunteers

DAA social media expert Lauren Cahill



DAA is fortunate to have passionate volunteers willing to donate their expertise like Lauren Cahill, our social media expert, who is bringing arts advocacy to cyberspace.

Ruth Brown/Delaware Theater Assoc. President and former DuPont executive is building a solid database while making possible online membership renewal and donations by clicking...

www.DelawareArtsAlliance.org

Advocacy

DAA's Advocacy Committee accomplished much on its "to do" list in 2011. The committee put together a strong database of its members so that we could coordinate a well-strategized advocacy effort in 2012. This meant identifying the right software and determining how we would mine the information to be most useful. We wanted the members' information to be complete in the system, and have the ability to cross-reference any member with their elected officials. We are well on the way to making the database a highly

functioning asset for DAA and couldn't be happier with the result. In addition, the group worked to put together an annual advocacy calendar identifying important advocacy "moments" in the year. The committee is working on a timeline for the year that will include planning, execution and follow-up to all advocacy events in the course of the year. This calendar will be a huge asset to keeping the committee on time and on task throughout the year.

Lastly, the committee worked to identify audiences that our advoca-

cacy message should target and the three key advocacy themes for DAA – Education, Economy and Quality of Life.

Now the committee

will work to identify the tangible and intangible messages around these themes and begin to put together a strategy for reaching the intended audiences.



Perspective of Kent County Meet and Greet at the Schwartz Center for the Arts on Sept. 27, 2011. Photo courtesy of Galen Keene/Chapel Street Players.

Education

Our members have expressed keen interest in arts education.

Deb Hansen, Chair of the Education Committee, is certainly doing the right thing by bringing not only her passion to arts education but also building a solid Education Committee; Jane Chesson; Delaware Center for the Contemporary Arts, Thomas Dean; DE Educators Assoc., Charlie Conway; DE Theater Co., Courtney War-

ing; Delaware Arts Museum, Pam Manochio; Grand Opera House, Kim Klabe; Rehoboth Art League.

The committee is currently conducting a statewide survey to identify art-education collaborations to make the case for the arts. They are pushing to change STEM to STEAM, encouraging the Delaware Department of Education to identify specific means for measuring student growth in cur-

rently non-assessed content areas including but not limited to Dance, Music, Theatre and Visual Art.

They continue contacting pertinent groups to work to increase their effectiveness and most recently are doing so with the Visual & Performing Arts, Gifted & Talented Programs from the Delaware Department of Education.

More to come on this front!

Arts = quality of life in Delaware. The sector generates \$142.4 million in local economic activities while supporting 3,685 full time jobs. It is the 8th largest employer in the state.

Source: Art & Economic Prosperity Study in the State of Delaware, Americans for the Arts, 2006.

Meet and Greets (M&G)

Close to 300 registered participants for the statewide Meet and Greets made evident the need for the arts community to have a place to connect.

The first M&G took place at the Schwartz Center on Sept. 27. Sandra Conner, its Executive Director, served as host.

The second M&G happened later the same day in Sussex County at

the Georgetown Library and was coordinated by Sue Early/ Rehoboth Beach Film Society.

The M&G in New Castle County had the Delaware Historical Society Copeland Room as the location. This event was coordinated by Michelle Kramer Fitzgerald.

Christine Serio/Wilmington Renaissance Co. and Gail O'Donnell graciously coordinated the regis-

tration table in all three counties.

Due to the unexpected high attendance, locations had to be changed!

It was a good problem to have!



John Baker, DANA, Jay Dick, Americans for the Arts, Guillermina Gonzalez, DAA at the Sussex County Meet and Greet on Sept. 27, 2011. Photo courtesy of Galen Keene, Chapel Street Players.



Delaware Arts Alliance mission

To serve as the dynamic advocate for arts and culture throughout the state, asserting the importance of the arts in the development of livable communities, vibrant economies, and creative citizens.

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Participants at the NCC M&G at the Delaware Historical Society, Oct. 4th, 2011. Picture courtesy of Paul Weagraff, Delaware Division of the Arts' Director.

(continues from Visions for the future on page 1...)

economic development. Explaining the case of the arts inside and outside the arts community is an important part of our activities.

DAA will also work on its long-term self sustainability and will embrace a development and membership drive.

Finally, DAA believes in collaboration to accomplish results. We will select pertinent partners and issues to bring about the change we all want to see; seeing the arts at the epicenter of a comprehensive economic development strategy for Delaware.

Arts advocacy and social media

Arts advocacy and social media go hand in hand. Almost two years ago DAA with the help of University of Delaware students, began developing its social media platform.

Today besides email, we communicate with our members via Twitter and Facebook while the website remains as the anchor of communications.

As we move forward, social media will help expand and disseminate the arts advocacy message to a broader audience.

We love the face to face contact but are pragmatic enough to understand that being effective requires the use of technology. We are finding people where they are and not where we think they are.

Help us expand the arts advocacy message by becoming our friend...



(continues from DAA current members on page 2...)

Vera Kaminski, Michelle Kramer-Fitzgerald, Matthew Loeb, Ron Meick, Diana Milburn, George Meldrum, Jeanne Nutter, Devon Miller-Duggan, Duane Mitchell, Lise Monty, Mary Jane Moser, Douglas Ingerson, Rose Murray, Anne Oldach, Gail O'Donnell, Rosetta Roach, Michelangelo Rodriguez, Donald Parks, Carla Pastore, Jay Pastore, Dana Peragallo, Amy Patrick, Anita Peghini-Raber, Karol Schmigel, Jeffrey Santoro, Ellen Semple, Kristen Shaw, Ruth Sokolowski, Ashley Sullivan-Kirsey, Marcie Tauber, Julie VanBlarcom, James Wilson, Lucinda Williams.

DAA Membership; split by type



DAA has a statewide presence and is pursuing members and Board participation in Sussex and Kent County to better reflect our community.

DAA membership count as of December 2011 is 86 members. Half of them are organizational and the other half individual members.

DAA Membership; split by county

