



More than Cherry Blossoms:

A Forum on Local Programming in a National City

October 30, 2017

4:00 p.m.-6:00 p.m.

Thank you to our co-hosts:

Smithsonian National Museum of Natural History



Smithsonian
National Museum
of Natural History



The Coralyn W. Whitney
Science Education Center



20 Years of Equitable Access for DC Students

Celebrating 20 Years of Providing Equitable Access to Arts and Humanities Education
#CollaborativeEffect #CollectiveImpact @DCCollaborative



Agenda

MORE THAN CHERRY BLOSSOMS

- **Welcome Remarks-** Shari Rosenstein Werb, Assistant Director for Education and Outreach, Smithsonian National Museum of Natural History
- **DC Collaborative Welcome Remarks-** Lissa Rosenthal-Yoffe, DC Arts and Humanities Education Collaborative
- **What does it mean to be a national organization in a local place?**
 - **Moderator- Linda Donovan Harper**, President, DC Collaborative Board of Directors
 - **Nik Apostolides**, Deputy CEO, U.S. Capitol Visitor Center
 - **Sarah Jencks**, Director of Education and Interpretation, Ford's Theatre Society
 - **Jeanette McCune**, Director of School and Community Programs, The John F. Kennedy Center for the Performing Arts
 - **Gregory McGruder**, Vice President for Live Events, National Geographic Society
 - **Barbara Stauffer**, Chief of Community Programs and Partnerships, Smithsonian National Museum of Natural History
- **Q&A**



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Celebrating 20 Years!



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U.S. Capitol Visitor Center



SERVING NATIONAL AND ***LOCAL*** AUDIENCES

NIK APOSTOLIDES

Current Programs

appealing to the national visitor

- U.S. Capitol Tour
- Senate & House Galleries Viewing





Current Programs

appealing to the local visitor

- Exhibition Hall – New exhibits every 6 months
- Outdoor Tour of Capitol Grounds, Mon–Sat at 1:00 PM
- Family Thursdays at 11:00 AM
- Talking Points – First Fridays at 1:30 PM
- Seen on Screen – Fridays at 1:30 PM



All Student Program dates for the 2017-2018 school year have been filled.
Look for 2018-2019 registration to open in July 2018. Thank you.

Student Programs at the U.S. Capitol

OCTOBER 2017 – FEBRUARY 2018



Current Programs

appealing to the local visitor

- Freedom Fighters in the Capitol Collection - Mon-Fri at 1:00 PM
- Halls of the Senate – Mon-Fri at 11:00 AM & 2:00 PM
- Student Programs at the U.S. Capitol
 - Environment Matters
 - Art Appreciation
- Teacher Institutes

REGISTER NOW! Capitol Visitor Center TEACHER WORKSHOP





STORIES IN THE OLD SENATE CHAMBER

Other Programs

with local visitors in mind

- Talks with public figures such as the one held with Cokie Roberts
- Exhibition Hall Refresh – Allowing for greater flexibility in exhibition rotations
- Stories in the Old Senate Chamber
- Morning at the Museum/Capitol



Dining & Shopping



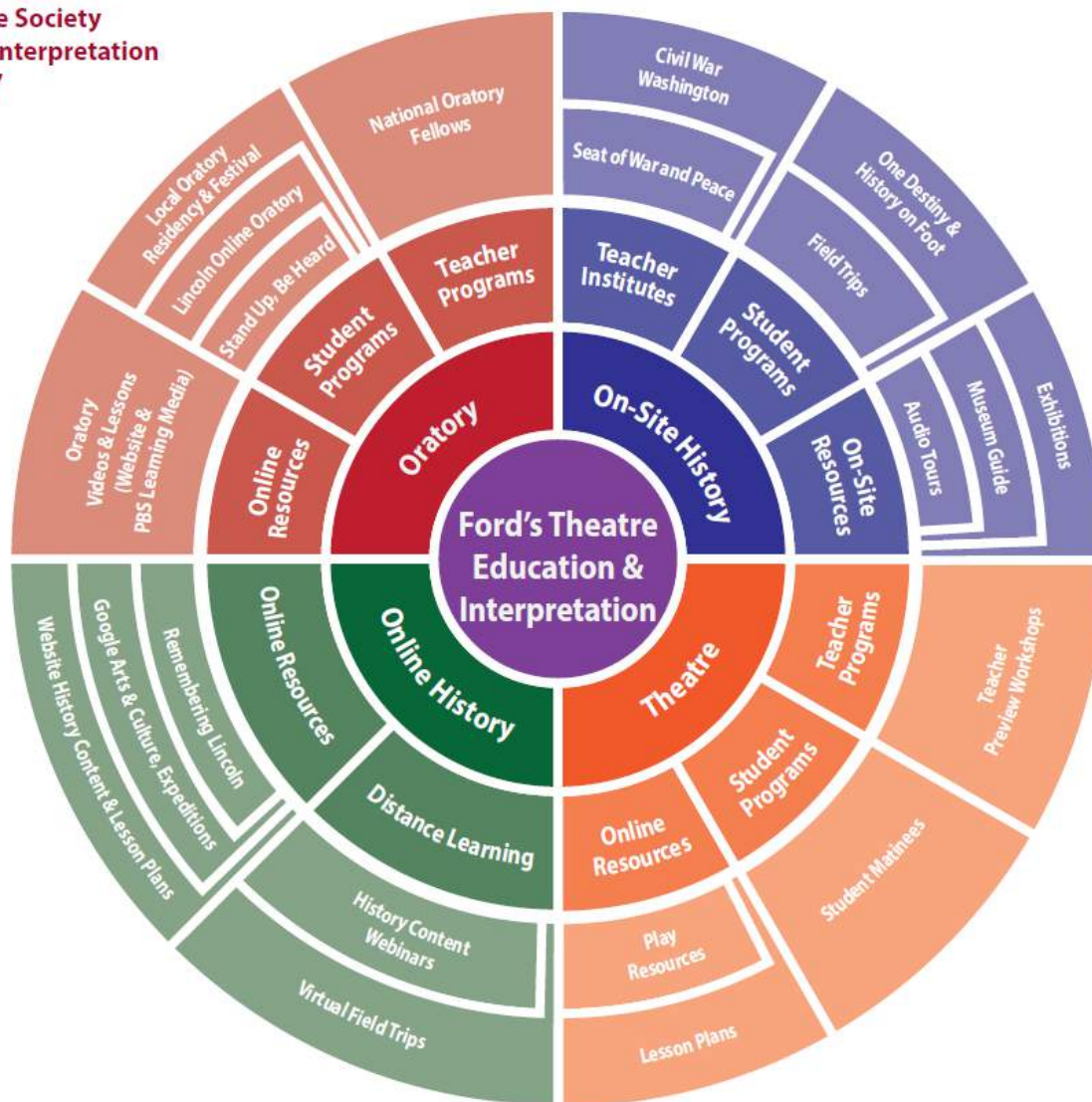
Ford's Theatre



Sarah Jencks, Director of Education and Interpretation, Ford's Theatre Society
sjencks@fords.org, 202-639-1580

Ford's Theatre Society

Ford's Theatre Society
Education & Interpretation
October 2017



Serving local audiences

Strive for all programs to integrate history, civics and arts.

Promising Practices:

- Use local programs as a laboratory before launching nationally
- Model experiential learning strategies at the heart of arts and museum education
- Choose to teach history, civics and arts content that is relevant to students' and teachers' personal experiences.
- Focus on teacher professional development to maximize our reach and lasting impact.
- Create opportunities that move participants up a ladder of engagement



Challenge or Opportunity?

Local constituencies: Ford's is a tourist destination.

Solution: Create engaging and dynamic programming.



Under 35 nights to bring in local audiences to the museum and our theatrical season.

Civil War Washington Consortium offers teacher professional development that takes teachers throughout the District.



Local partnerships that support outreach to audiences previously under-represented at Ford's.



The Kennedy Center Education Division

Striving to serve *every art form, every age, everywhere* through model programs that address Arts Education challenges, accelerate best practices, and uplift citizen artistry.

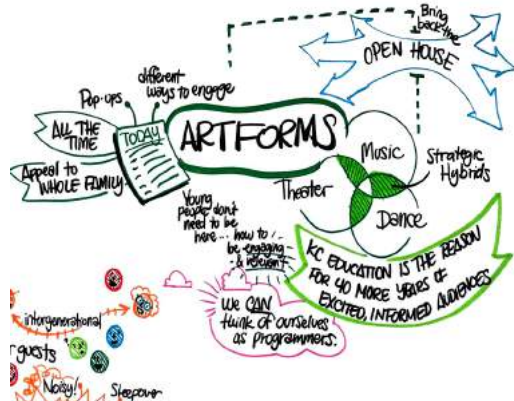
Burning Question

*As the nation's
performing arts center,
what's our unique role
in arts & education
across the country?*

Education Division Plan

- **Center-Wide Goal:** Powerful Education
- **Education Mission:** We set the national bar for arts learning, creativity, and accessibility by providing powerful, culturally relevant experiences for all.
- **Education Vision:** Eradicating barriers to arts learning. Building capacity. Returning arts and creativity to the center of our lives. Activating Citizen Artists.

BUILDING UPON NEARLY 50 YEARS OF HISTORY & FOUNDATIONAL PROGRAMMING, WE IMAGINE...



A NOISY KENNEDY CENTER WITH MORE DANCE, VISUAL ARTS, & MEDIA ARTS. SLEEPOVERS. POP UP PERFORMANCES. EMBRACING FRESH HYBRID INTERDISCIPLINARY ARTFORMS. EXPLORING BEHIND THE SCENES AND EXTENDED HOURS. CODESWITCHING BETWEEN TRADITIONAL ARTFORMS TO THE ARTFORMS OF NOW. WE MATTER MORE. WE REFLECT YOU.

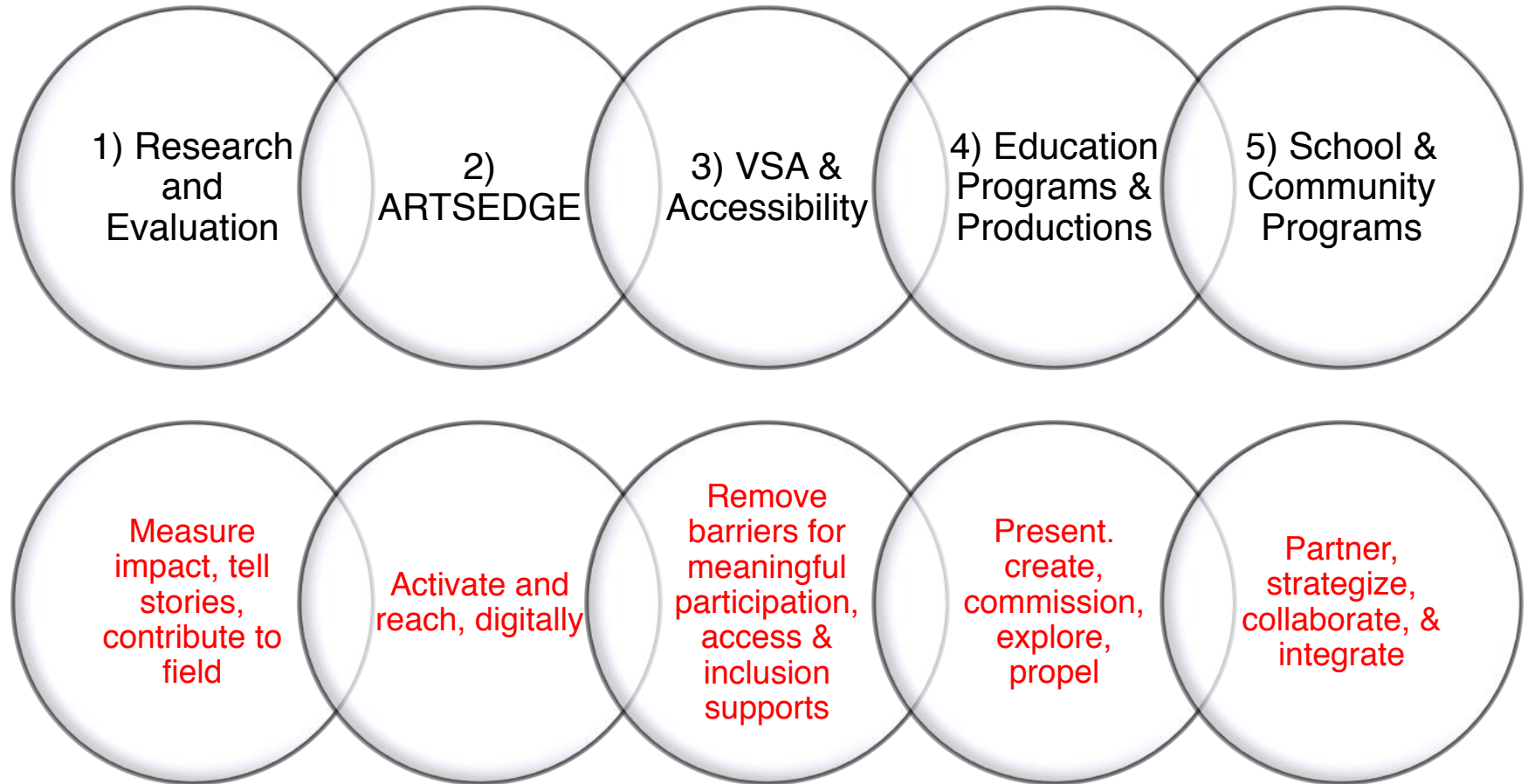
BIRTH TO INFINITY. DEEP AND BROAD. BABIES. SCHOOL AGE. COLLEGE AGE. ADULT. WE BREAK DOWN BARRIERS. WE BUILD BRIDGES OF SUPPORT. WE KNOW YOU BECAUSE WE KNOW YOUR DATA. WE REFLECT YOU BECAUSE WE ASK QUESTIONS. WE ARE CUTTING EDGE BECAUSE WE ARE CURIOUS. OUR COMMUNITY LEARNING LAB IS ON STAGE, IN CLASSROOMS, & ONLINE.



FROM OUR DOORSTEP TO THE EDGES OF OUR NATION AND BEYOND, OUR PARTNERS ARE ACTIVATED AS CITIZEN ARTISTS, REPRESENTING A NATIONAL REACH INSPIRED BY A NATIONAL CALL TO BE THE NATION'S ARTS EDUCATION CHAMPION. RURAL. URBAN. SUBURBAN. NEAR AND FAR. THE KENNEDY CENTER IS EVERYONE'S COMMUNITY CENTER. LIVE AND DIGITAL. WE ACTIVATE, HONOR, AND EDUCATE.

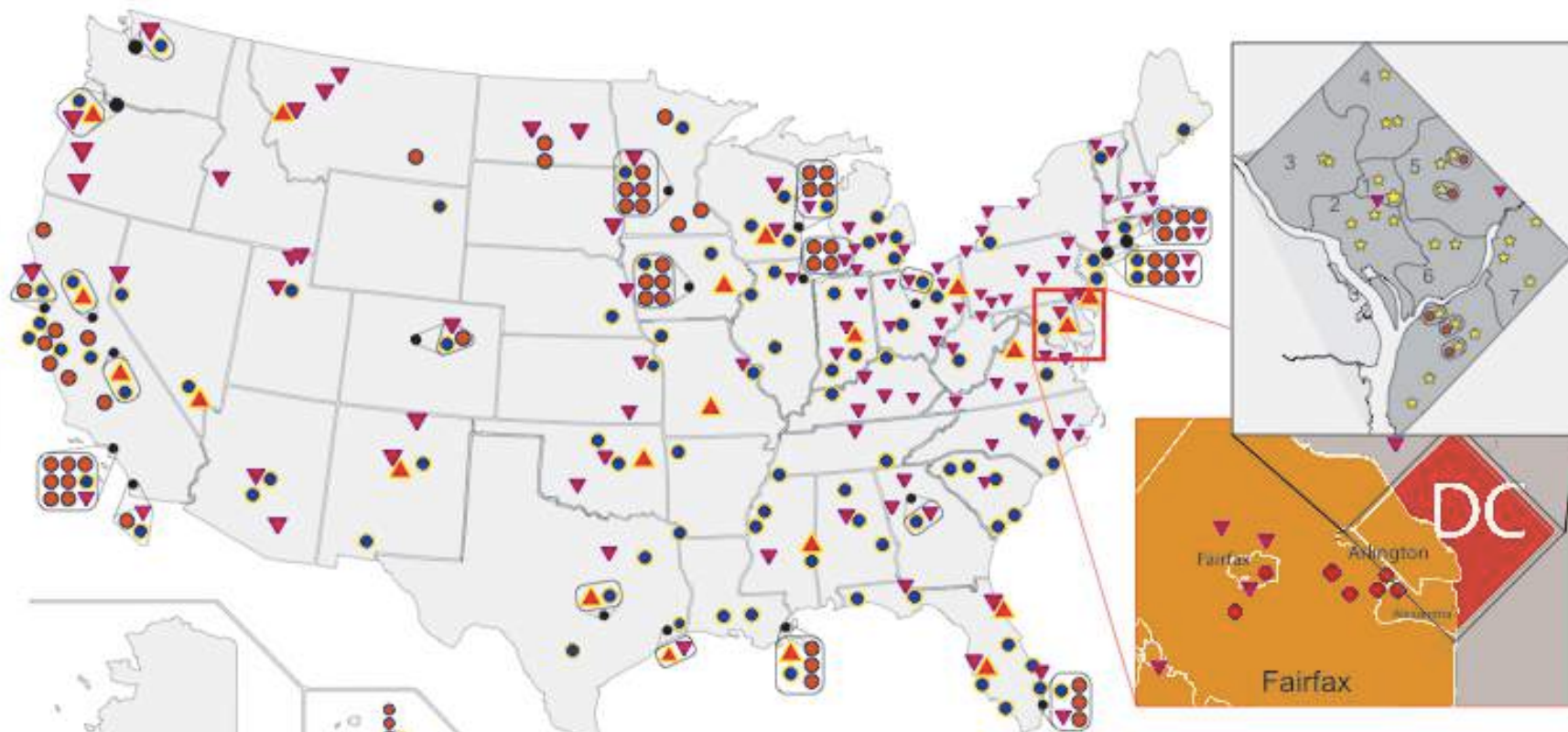
Education Division Clusters

How our unique combination of programs, partnerships, and strategies serve the field...



Support Citizen Artistry and uplift the JFK-inspired ideals of Service, Justice, Freedom, Courage, and Gratitude.

NATIONAL AND LOCAL PREK-12 SCHOOL AND COMMUNITY PARTNERSHIPS



NATIONAL PARTNERSHIPS

- ▼ VSA AFFILIATES & LEAD NETWORK / CONTRACTORS & INTERSECTIONS
- ▲ ANY GIVEN CHILD SITE
- TURNAROUND ARTS SCHOOL
- PARTNERS IN EDUCATION

LOCAL PARTNERSHIPS

- ★ D.C. PUBLIC SCHOOL INITIATIVES
- ◆ CETA SCHOOLS

THE ONLY PLACE FOR ANY GIVEN CHILD



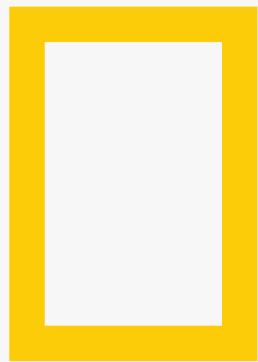
TURNAROUND ARTS





**NATIONAL
GEOGRAPHIC**





**NATIONAL
GEOGRAPHIC**

P A R T N E R S





NATIONAL GEOGRAPHIC *LIVE!*

DYNAMIC EVENTS • FASCINATING PEOPLE • CAPTIVATING STORIES





MUSEUM



PROGRAM

STUDENT MATINEES

Bring Students Grades 2-12 on a Learning Adventure



PHOTOGRAPH BY BEN GIBBS

National Geographic explorers, photographers, filmmakers, and scientists embody the importance of living curious, responsible, and empowered lives. We're proud to present these inspiring role models through our student matinees.





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