



DC Arts and Humanities Education Collaborative

Winter Members Meeting: Advocacy Edition

Monday, March 11, 2019

4:00 p.m. to 6:00 p.m.

National Geographic Society

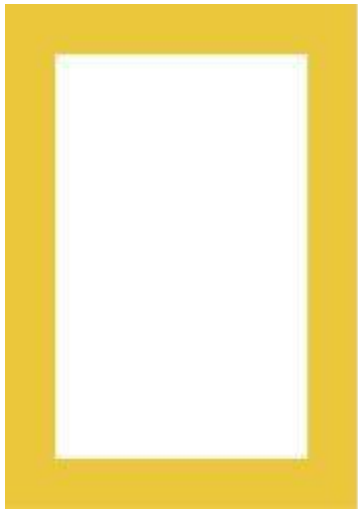
1145 17th Street, NW

Washington, DC 20036

Ensuring students are in the best position to learn

Thank you!

Thank you to our host,



NATIONAL GEOGRAPHIC

Ensuring students are in the best position to learn
#CollectiveImpact #CollaborativeEffect

QUEENS *of* EGYPT

EXHIBITION OPEN
MAR 1-SEPT 2, 2019



MUSEUM

NATGEOMUSEUM.ORG



Agenda

Ensuring Students are in the Best Position to Learn

- **Host Welcome**— Kathryn Keane, Vice President, Public Programming & Director, National Geographic Museum
- **DC Collaborative Call to Order**— Linda Harper, President, DC Collaborative Board of Directors
- **Guest Speaker**— David Grosso, Chairperson, Committee on Education, Council of the District of Columbia
- **DC Public Schools Update**— Dr. Lewis Ferebee, Chancellor, DC Public Schools
- **Commission on the Arts and Humanities Update**— Terrie Rouse-Rosario, Executive Director, DC Commission on the Arts and Humanities
- **DC Cultural Plan Update**— Sakina Khan, Deputy Director, DC Office of Planning
- **Collective Impact and Advocacy Update**— Lissa Rosenthal-Yoffe, Executive Director, DC Arts and Humanities Education Collaborative, ArtsAction DC Steering Committee
- **National Arts Action Summit Recap**— Lauren Cohen, Federal Affairs and Grassroots Senior Coordinator, Americans for the Arts
- **DC Collaborative Member Feature**— Vicki Phillips, Executive Vice President & Chief Education Officer, National Geographic Society
- **Adjourn**— Greg McGruder, Vice President, DC Collaborative Board of Directors

Ensuring students are in the best position to learn
#CollectiveImpact #CollaborativeEffect



David Grosso

Chairperson, Committee on Education,
Council of the District of Columbia





Dr. Lewis Ferebee

Chancellor, DC Public Schools



DISTRICT OF COLUMBIA
PUBLIC SCHOOLS





Terrie Rouse- Rosario

Executive Director,
DC Commission on the Arts & Humanities



**DC COMMISSION ON
THE ARTS & HUMANITIES**



DC
Cultural Plan



WE ARE WASHINGTON
GOVERNMENT OF THE DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR



The Plan lays out a vision & recommendations on how the government and its partners can build upon, strengthen and invest in the **people, places, communities** and **ideas** that define culture within the District.



10 public events *engaged*

1,500 participants who provided

3,500 comments

YOUTH CULTURAL EDUCATION INPUT

"Create links from local culture to institutions. How can we connect students in Anacostia to an exhibit in an institution?" "Youth voice equity! Having an equal number of youth in conversations as adults." "It's hard to get in the door at schools. We need a dedicated contact at each school." "Youth workshops led by local and visiting artists" "Art should be culturally representative. If not, find ways to connect exhibits to the community." "There are wonderful opportunities, but students need to learn how to communicate all they learn. Networking skills needed." "Convincing admin and faculty at DCPS schools to support 'free day' summits. Show the value of art on students and the arts on academics." Youth opportunities, collaboration across disciplines, barriers to participation, community approach, cultural identity, arts education, public funding source, talent development, heritage, capacity building, accessibility of public processes and resources, heritage, affordable.

Plan Principles

AFFIRM

that existing cultural practices, heritage and organizations are important to the District.

ALIGN

and expand programs that support creators.

DEPLOY

grant funding strategically to incubate creators.

CREATE

programs that support innovation in cultural funding.

FORM

stronger linkages between real estate development and cultural space production.

PROMOTE

the District's cultural opportunities to local, regional, national and international audiences through partnerships.

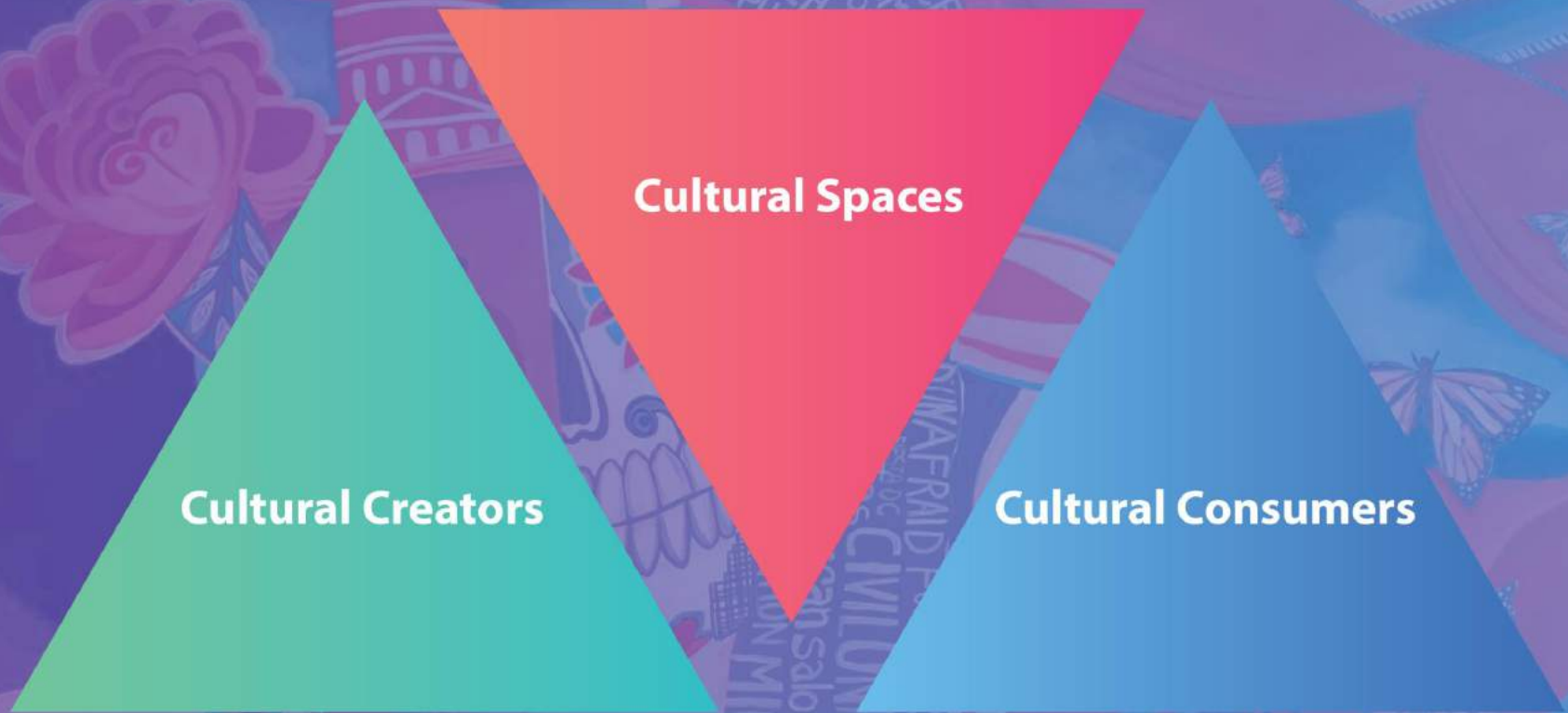
BUILD

partnerships with local and federal cultural organizations that increase cultural access for District residents.

INVEST

time and resources collectively through shared stewardship with every resident and stakeholder to support and lift-up cultural expressions.

3 Strategies that Converge to Build Cultural Equity



238

**Policy
Recommendations**

**Investment
Recommendations**

THE STAR-SPANGLED BANNER

CULTURAL CREATORS RECOMMENDATIONS

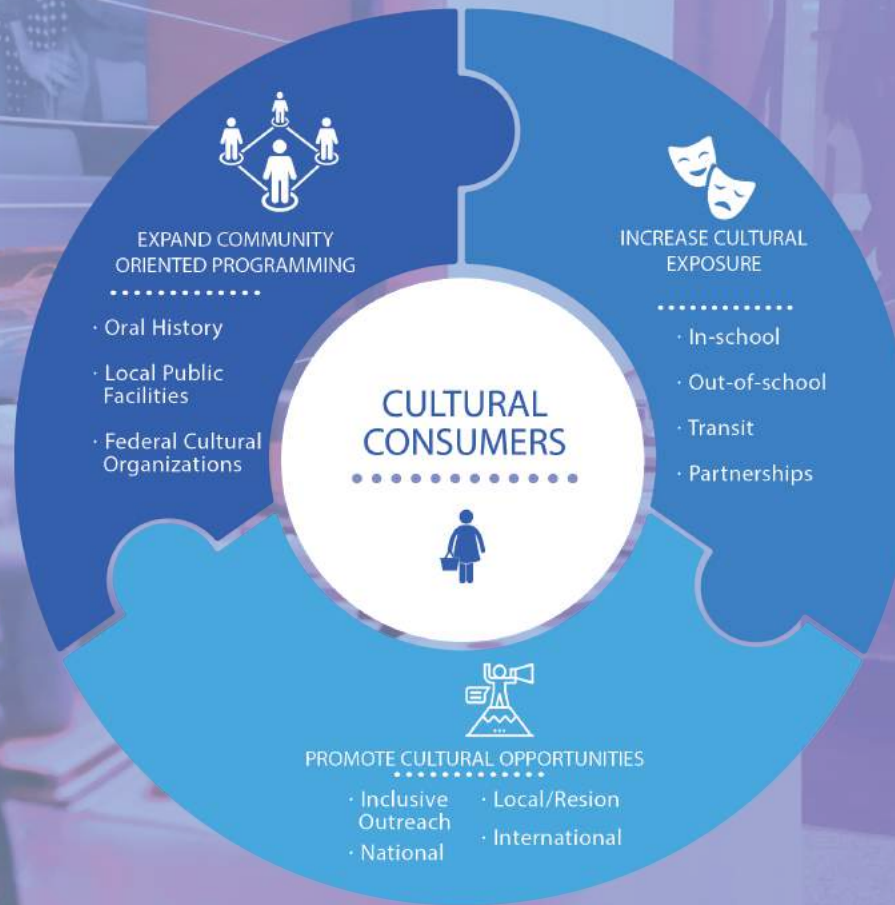


- Launch a Center for Cultural Opportunities
- Increase Access to Affordable Housing
- Increase Youth Programming
- Support local Cultural Identity and Traditions
- Support Innovation in Local Culture

CULTURAL SPACES RECOMMENDATIONS



CULTURAL CONSUMERS RECOMMENDATIONS



Approaches to Youth Culture



**Youth
Programming**

Innovation

Cultural Environment

Youth Programming



- Strengthen preK-12 arts and culture programming
- Leverage the *Any Given Child* initiative
- Leverage the *Turn Around Arts Program*
- Strengthen culturally underserved communities
- Increase youth exposure to culture

Innovation



- Reinforce *The Labs* at DCPL
- Continue to implement and refine CAH grant programs
- Create a portfolio of cultural incubators and collective production spaces
- Support resident's ability to use public space and increase cultural expression

Cultural Environment

- Maximize access to public facilities for cultural presentation
- Leverage universities as cultural anchors
- Increase cultural awareness through oral histories
- Work with community partners to promote cultural opportunities
- Promote cultural events to residents through inclusive outreach
- Implement a *Festival Streets* Program
- Increase evening and weekend access to cultural facilities
- Expand community oriented programming

CULTURAL INVESTMENT RECOMMENDATIONS



- Expand Capacity Building Grants Through Partnerships
- Create a Cultural Innovation and Entrepreneurship Revolving Loan Fund
- Create a Cultural Facilities Fund
- Institute a Cultural Space Incentive Program
- Create a Cultural Navigator Position
- Create a Community Event Security Fund
- Expand *The Labs* at DCPL
- Invest in Marketing

How the Plan Works

AN ARTIST'S JOURNEY TO BUILDING A BUSINESS



CREATE

Creates pieces from home while working a day job



SELL

Sells pieces at galleries and art festivals



... While working full time job ...

and freelancing during off hours



Builds savings to start working in the business full time



FORM

Establishes a business by forming an LLC



VISION

Visits the Center for Cultural Opportunities and receives mentoring sessions to create a business plan



GROW

Joins cooperative with a small studio space



ONLINE TOOLS

Uses the online cultural space tool to identify



EXPAND

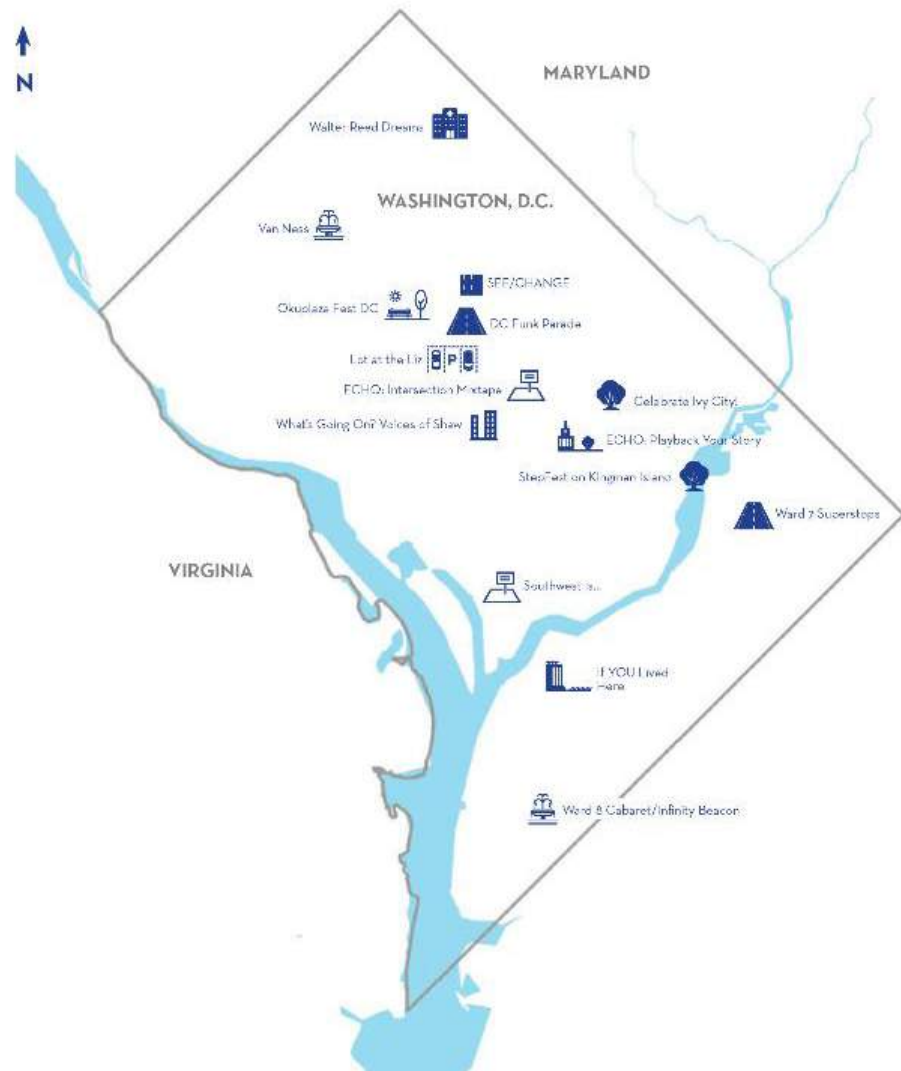
Invests in expansion with a low-interest, short-term loan from the Innovation and Entrepreneurship

CREATIVE PLACEMAKING

An arts and culture-forward platform through which the DC Office of Planning engages community and plans by creating experiences that connect people, inspire action, support creativity & celebrate the unique aspects of neighborhoods.

CROSSING THE STREET

Building DC's Inclusive Future Through Creative Placemaking



Superstops Downtown Ward 7



Cultural Planning

- Cultural Plan is connected to complementary planning efforts.
 - Used creative placemaking as an engagement platform to test out approaches
 - Cultural Plan is informing Comprehensive Plan (including Arts & Culture Element)
- Next steps on Cultural Plan: release and implementation



Thank You
For More Information
Visit DCculturalPlan.org

Photo Credits

Liz Lot, Photo Credit: DC Office of Planning
 Udofia Aniekan - The Girl with the Pencil
 Photo Rights: DC Commission on the Arts and Humanities
 Go-Go Symphony & Capitol City Symphony - Atlas Performing Arts Center
 Photo Rights: Go-Go Symphony | Photographer: Joshua Cruse
 Ivy City Creative Placemaking, Photo Credit: DC Office of Planning
 Hustle, Photo Credit: DC Office of Planning
 IA&A, Photo Credit: DC Office of Planning
 Eastern Market Performer, Photo Credit: DC Office of Planning
 From Edgewood to the Edge of the World Mural by Joshua Mays, Photo Rights: Art Around
 202 Arts and Music 2017: Cultural Performers: Melanin Rhythm - Washington, DC, Photo
 Rights: Sagar Pakhrin
 Jantzen Franz - Uptown Theater, Photo Credit: DC Commission on the Arts and Humanities Art
 Bank
 Cogan Joshua - Malcolm X Dancer, Photo Rights: DC Commission on the Arts and Humanities
 Rita from Adinkra Expo - H Street Festival, Photo Rights: Miki Jourdan
 202Creates Event - Makeup Artist, Photo Rights: DC Office of Cable Television Film Music and
 Entertainment
 Dance to the Music - DC Funk Parade 2015, Photo Rights: Miki Jourdan
 Oku Plaza, Photo Credit: DC Office of Planning
 Crossett Michael - Capitol Reset, Photo Rights: DC Commission on the Arts and Humanities
 Mundy @ Dupont Underground (6/15/2018), Photo Rights: Daniel Kelly

DC Funk Parade 2016: Masqueraders - Washington, DC, Photo Rights: Sagar Pakhrin
 Anacostia Arts Center @ Night, Photo Rights: Office of Planning
 Oku Plaza, Photo Credit: DC Office of Planning
 Dance Place in Washington, DC, Photo Rights: Office of Planning | Photographer: Doug
 Sanford
 202Creates, Photo Rights: DC Office of Film Music and Entertainment
 Crossing the Street Van Ness, Photo Rights: DC Office of Planning
 Graphic Recording, Photo Rights DC Office of Planning
 Smithsonian's Portales Exhibit Mural by Rosalia Torres Weiner, Photo Rights: Smithsonian's
 Anacostia Community Museum
 National Museum of American History - Smithsonian Institution, Photo Rights: Amy Meredith
 Liz Lot, Photo Credit: DC Office of Planning
 202 Creates Event, Photo Credit, DC Office of Cable, film, Music and Entertainment
 Asia Fiesta 2018, Photo Rights: Sagar Pakhrin
 Francis Gregory Library, Photo Rights: Office of Planning | Photographer: Doug Sanford
 Any Given Child, Photo Credit: DCPS
 Ivy City, Photo Credit, DC Office of Planning
 Superstops, Photo Credit, DC Office of Planning
 Artist: James Bulloug, Addison Karl. Title: Shh
 Credit Line: DC Department of Public Works, MuralsDC Program



Lissa Rosenthal-Yoffe

Executive Director,
DC Arts and Humanities Education Collaborative
ArtsAction DC Steering Committee Member

Collective Impact and Advocacy Update

Ensuring students are in the best position to learn
#CollectiveImpact #CollaborativeEffect



Lissa Rosenthal-Yoffe

Executive Director,
DC Arts and Humanities Education Collaborative
ArtsAction DC Steering Committee Member

May 20-22 TBD- Any Given Child DC Announcement

6/5/2019 Spring Members Meeting: Gratitude Edition- The Kreeger Museum

May 29- Connecting to Curriculum with DCPS Social Studies

**TBD Community Partnerships: Access to the Arts and Culture with
Children's National Medical Center**

TBD May-June- Connecting to Curriculum: DCPS Arts

TBD May-June- Connecting to Curriculum with DCPS English/Language Arts

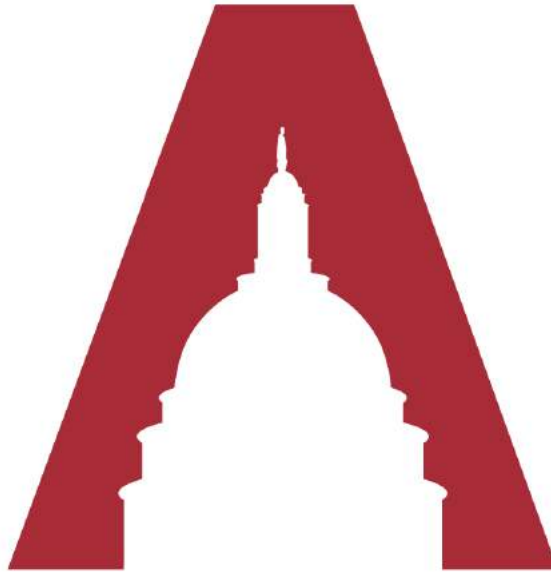
*Ensuring students are in the best position to learn
#CollectiveImpact #CollaborativeEffect*



Lauren Cohen

Federal Affairs and Grassroots Senior Coordinator,
Americans for the Arts





THE NATIONAL ARTS ACTION SUMMIT

ARTS ADVOCACY DAY ★ NANCY HANKS LECTURE ON ARTS & PUBLIC POLICY ★ LEGISLATIVE MEETINGS & TRAINING



#ARTSADVOCACY

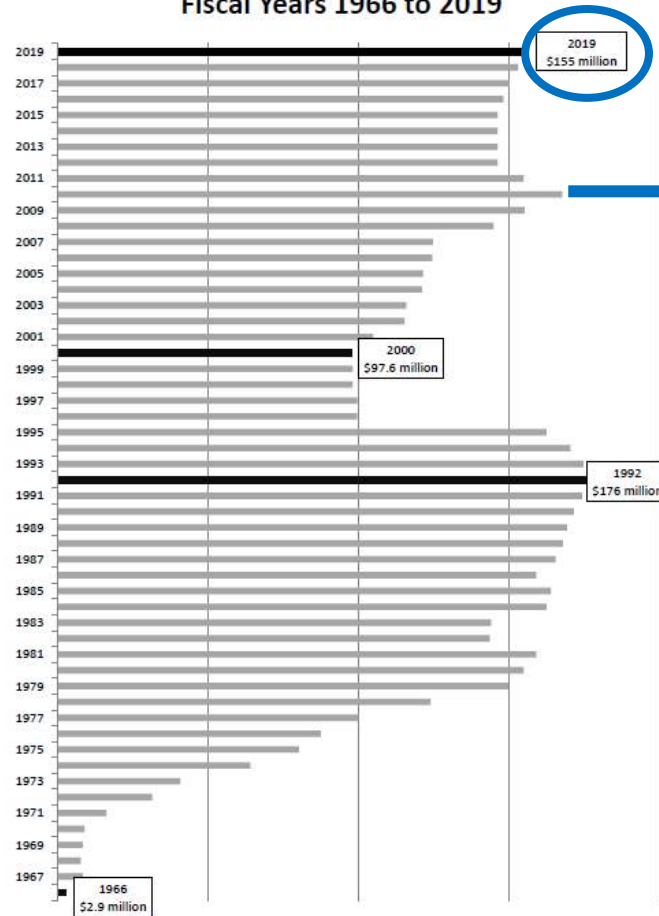


116th Congress: Appropriations

- Control of the U.S. House has flipped to the Democrats.
 - **Rep. Nita Lowey** (D-NY) is Chair of House Appropriations. The Ranking Member is **Rep. Kay Granger** (R-TX).
 - **Rep. Betty McCollum** (D-MN) is the Chair of the House Interior Appropriations Subcommittee.
The Ranking Member is **Rep. David Joyce** (R-OH).
- Control of the U.S. Senate remains with the Republicans.
 - **Senator Richard Shelby** (R-AL) is Chair of Senate Appropriations. The Ranking Member is **Senator Patrick Leahy** (D-VT).
 - **Senator Lisa Murkowski** (R-AK) remains Chair of Senate Interior Appropriations Subcommittee.
The Ranking Member is **Senator Tom Udall** (D-NM).
- **Our work is bipartisan.**

Fiscal Year	Total Funds
2019	\$ 166,000,000
2018	\$ 152,800,000
2017	\$ 150,000,000
2016	\$ 147,949,000
2015	\$ 146,021,000
2014	\$ 146,021,000
2013*	\$ 146,020,000
2012	\$ 146,020,992
2011	\$ 154,890,000
2010	\$ 167,500,000
2009	\$ 155,000,000
2008	\$ 144,706,800
2007	\$ 124,561,844
2006	\$ 124,406,353
2005	\$ 121,263,000
2004	\$ 120,971,000
2003	\$ 115,731,000
2002	\$ 115,220,000
2001	\$ 104,769,000
2000	\$ 97,627,600
1999	\$ 97,966,000
1998	\$ 98,000,000
1997	\$ 99,494,000
1996	\$ 99,470,000
1995	\$ 162,311,000
1994	\$ 170,228,000
1993	\$ 174,459,382
1992	\$ 175,954,680
1991	\$ 174,080,737
1990	\$ 171,255,000
1989	\$ 169,090,000
1988	\$ 167,731,000
1987	\$ 165,281,000
1986	\$ 158,822,040
1985	\$ 163,660,000
1984	\$ 162,223,000
1983	\$ 143,875,000
1982	\$ 143,456,000
1981	\$ 158,795,000
1980	\$ 154,610,000
1979	\$ 149,585,000
1978	\$ 123,850,000
1977	\$ 99,872,000
1976	\$ 87,465,000
1975	\$ 80,142,000
1974	\$ 64,025,000
1973	\$ 40,857,000
1972	\$ 31,480,000
1971	\$ 16,420,000
1970	\$ 9,055,000
1969	\$ 8,456,875
1968	\$ 7,774,291
1967	\$ 6,475,692
1966	\$ 2,896,308

NEA Appropriations History Fiscal Years 1966 to 2019



**Unified Ask for FY 2020:
\$167.5 million**

Monday, March 4, 2019

8:00 a.m. Arts Advocacy Day Registration Check-In
 –10:00 a.m. *Pre-Registered Attendees:* Declaration Level Grand Foyer
 –4:00 p.m. *On-Site Registration:* Independence Level Foyer
Nancy Hanks Lecture Ticket Pick-Up: Independence Level Foyer

8:30 a.m. Orientation & Federal Landscape
 –9:15 a.m. Independence Ballroom

State Captain Briefing
 Franklin Square/McPherson Square Room

9:25 a.m. Advocacy Training for Novice Attendees
 –9:50 a.m. Independence Ballroom

Legislative and Political Update for Advanced Attendees
 Franklin Square/McPherson Square Room

10:00 a.m. Briefing on the National Endowment for the Arts, Charitable Giving, and Education Policy
 –10:45 a.m. Independence Ballroom

10:50 a.m. Facts and Figures to Make Your Case & Congressional Meeting Role Play
 –11:55 a.m. Independence Ballroom

12:00 p.m. Buffet Lunch and Speaking Program
 –1:00 p.m. Independence Ballroom

1:10 p.m. Breakout Sessions on Policy Issues
 –1:40 p.m. Choose one of the following:
 A. **Protecting the Arts in Higher Education:** Independence Breakout Room H&I
 B. **Diving Deeper: K-12 Education Policy:** Independence Breakout Room F&G
 C. **Supporting the Arts in Transit Projects:** Independence Breakout Room D&E
 D. **Expanding Arts and Technology:** Independence Breakout Room B&C
 E. **Advancing Arts and Health:** Franklin Square/McPherson Square Room

1:50 p.m. Choose one of the following:
 –2:20 p.m. A. **Supporting our Military and Veterans through the Arts:** Franklin Square/McPherson Square Room
 B. **The Arts and Juvenile Justice:** Independence Breakout Room F&G
 C. **Unpacking the Tax Law: What Happened and What's Next:** Independence Breakout Room D&E
 D. **Strengthening the Creative Economy through the CREATE Act:** Independence Breakout Room H&I
 E. **Going Global: Supporting Cultural Exchange and Engaging International Artists:** Independence Breakout Room B&C

2:20 p.m. Refreshment Break
 –2:40 p.m. Independence Foyer

2:45 p.m. Strategy Sessions
 –3:30 p.m. Choose one of the following:

- A. **Examples of Strong Diversity, Equity, and Inclusion Policies:** Franklin Square/McPherson Square Room
- B. **Views from Student Leaders: Finding Your Advocacy Voice:** Independence Breakout Room B&C
- C. **Working with Elected Officials: Lessons from the National Association of Counties and the National Conference of State Legislatures:** Independence Ballroom

3:35 p.m. State Delegation Planning Time
 State delegations will be assigned specific meeting rooms. Stay tuned for room assignments.

4:30 p.m. Americans for the Arts Action Fund Reception and Fundraiser
 –5:15 p.m. Cabinet Restaurant, Grand Hyatt Washington
 • Stop by the Americans for the Arts Action Fund Resource Table during the day to sign up in advance. Minimum contribution of \$50 to the Arts Action Fund is required. Drinks and hors d'oeuvres provided.
 • Special remarks by Arts Action Fund President and CEO **Robert Lynch**, and Arts Action Fund Executive Director **Nina Ozlu Tunceli**.

6:00 p.m. The 32nd Annual Nancy Hanks Lecture on Arts & Public Policy
 Concert Hall, The John F. Kennedy Center for the Performing Arts
 • Doors open at 6:00 p.m. Program begins at 6:30 p.m.
 • You **must** pick up your tickets between 8:00 a.m.–4:00 p.m. in the Independence Level Foyer (Pre-registration required)
 • Buses from Grand Hyatt Washington Hotel to Kennedy Center from 4:45 p.m.–5:45 p.m.
 • Buses from Kennedy Center back to Grand Hyatt Washington Hotel from 7:45 p.m.–8:15 p.m.

Tuesday, March 5, 2019

8:30 a.m. Congressional Arts Kick Off Event
 –10:00 a.m. 106 Dirksen Senate Office Building
 • Doors open at 8:00 a.m.
 • Registrants will need to use taxi, ride sharing services, or Metrorail transportation to Union Station Metro Stop (red line).
 • The 2019 Congressional Arts Leadership Award will be presented to **House Majority Leader Steny Hoyer (D-MD)**.
 • Featuring remarks by acting NEA Chairman **Mary Anne Carter** and members of Congress.

10:00 a.m. Capitol Hill Visits
 –5:30 p.m. • State Captains lead team visits to Congressional Offices for their pre-scheduled appointments.

1:00 p.m. Student Visit to the U.S. Department of Education
 –2:30 p.m. 400 Maryland Avenue, SW, Washington, D.C. 20202
 • Student attendees are invited to participate in meetings with federal staff to learn about current arts education initiatives and programs.

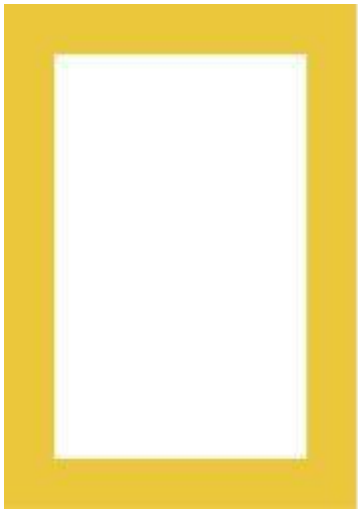
#ARTSADVOCACY





Vicki Phillips

Executive Vice President & Chief Education Officer,
National Geographic Society



**NATIONAL
GEOGRAPHIC**



DC Arts and Humanities Education Collaborative

Winter Members Meeting: Advocacy Edition

Monday, March 11, 2019

4:00 p.m. to 6:00 p.m.

National Geographic Society

1145 17th Street, NW

Washington, DC 20036

Ensuring students are in the best position to learn