



Creative Aging Training for Arts Organizations

Alabama State Council on the Arts

Day Three: June 23, 2022

Welcome Alabama Arts Organizations!

As you come in, add your voice to the public chat:

- + Name
- + What is something good that life in the pandemic has taught you?

Community Partnerships & Embedding Creative Aging in Your Organization



Dane Stauffer

Lifetime Arts Trainer



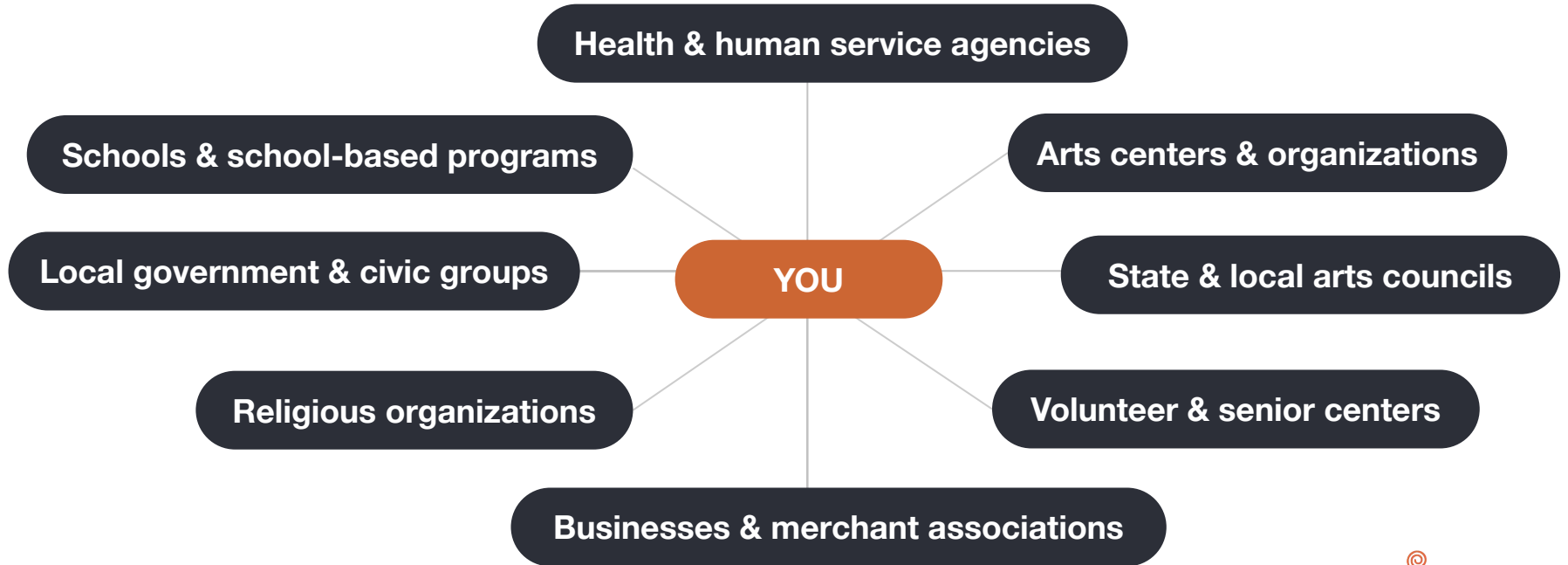
Jade Lam

Lifetime Arts Trainer

Agenda

- + Partnerships and Older Adult Communities
- + Marketing, Recruitment, and Retention
- + Break
- + Envisioning Your Program
- + Evaluation, Documentation, and Sustainability
- + Alabama State Council on the Arts
- + Q&A and wrap-up

Cross-sector Partnerships



Partnering with Older Adult Communities



Types of Older Adult Communities

Aging in Place

- + Age-restricted
- + Naturally-occurring retirement communities (NORCs)

Senior Living

- + Assisted living
- + Skilled nursing
- + Continuous care

Non-Residential

- + Senior centers
- + Senior adult day centers



Beyond Senior Centers

- + Libraries
- + Churches and synagogues
- + Community centers
- + Club and volunteer organizations
- + Parks and recreation
- + Veterans associations and orgs

Partnerships

Honor where possible partners are right now.

- + Discuss collaborative ways to serve older adults in the community
- + Be respectful of their capacity
- + Be of service
- + Honor your partners' relationships with your students
- + Offer gentle reminders about the importance of arts programs

Cross-Sector Partnership:

Paramount Center for the Arts

- + Good Shepherd Apartments
- + Benedict Village
- + Whitney Senior Center





Connecting Through the Screen!



Marketing, Recruitment and Retention

Marketing your Creative Aging Program

Digital

- + Website
- + Email
- + Social media (Facebook, Twitter, Instagram)

In-person

- + Paper (flyers, mail, postcards, etc.)
- + Media
- + Phone calls
- + Groups & meetings
- + Meals - delivery and pick up)

Think about your specific constituents:

- + How best to use these outlets in concert?

Common Older Adult Priorities

Why Now?

- + Time for myself
- + Exercise for my brain
- + Learn new skills/hone skills
- + Have FUN!

Program Quality and Support

- + Trained teachers
- + Welcoming and engaging
- + Self paced
- + Spend time with “people like me”

Marketing Your Creative Aging Course

- + “Open to all levels”
- + Supplies
- + Tech Support
- + Social engagement - “making a new friend”
- + Person they can contact with questions
- + Image representative of the constituents you serve
- + Designed for 55+

Flyers

- + Large Titles
- + Captivating Images
- + Course Description
 - Appeals to both beginners and those with experience
- + Date & Time
- + Registration Process
- + Credits & logos

Free Workshop Series for Ages 55 & Better!



Credit: Grow at the Wallis

Reflections of Myself: An Exploration of Memoir Writing by Lifetime Arts

When:
6 Tuesdays, 9:30 -11:00am ET
September 14-October 19, 2021

Where:
Online, Via Zoom!
Registration required, spaces are limited!

Everyone has a story to tell and writing our stories is an important opportunity for pushing our memories, expanding our creativity, and making meaningful connections with others. In this 6-week workshop, led by instructor Kate Bell, students will read and discuss short memoir essays, write their own original short memoirs, and receive constructive feedback from their peers and the instructor.

Weekly sessions on Zoom will be augmented with asynchronous out-of-class enrichment opportunities and one-on-one sessions with the instructor during office hours. This workshop will culminate in a reading of student writing for invited guests. (No formal writing experience is required; only a passion for reading, writing, and finding value in every aspect of one's own life experience).

To sign up, or for more information contact Schoharie County Office for the Aging

Phone: (518) 295-2001

Email: dingee.n@co.schoharie.ny.us

This program, part of the New York State Creative Aging Initiative, is made possible through a partnership between the New York State Council on the Arts, the New York State Office for the Aging and Lifetime Arts. The project takes an innovative, evidence-based approach to healthy aging, underscoring New York's leadership as the first age-friendly state in the nation.


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Recruitment - Go Beyond

Expand your partnerships and outreach to:

- + Local Churches
- + JCCs
- + YMCA
- + Local Business
- + Physical flyers: Meals on Wheels



Creative Recruitment

- + Provide creative aging arts education presentations
 - o Differentiate creative aging programs from drop-in workshops
- + Offer demo art classes for all
- + Host teaching artist talks

Registration

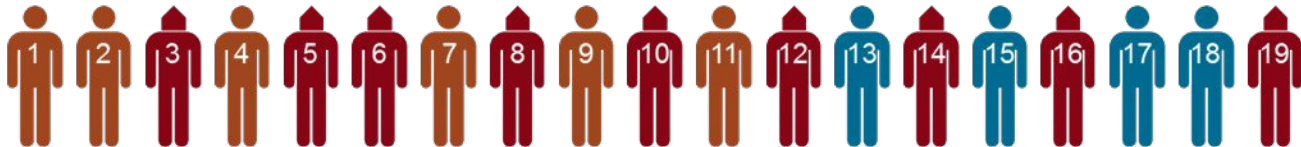
- **First Come, First Serve**



- **Lottery**



- **Community First**



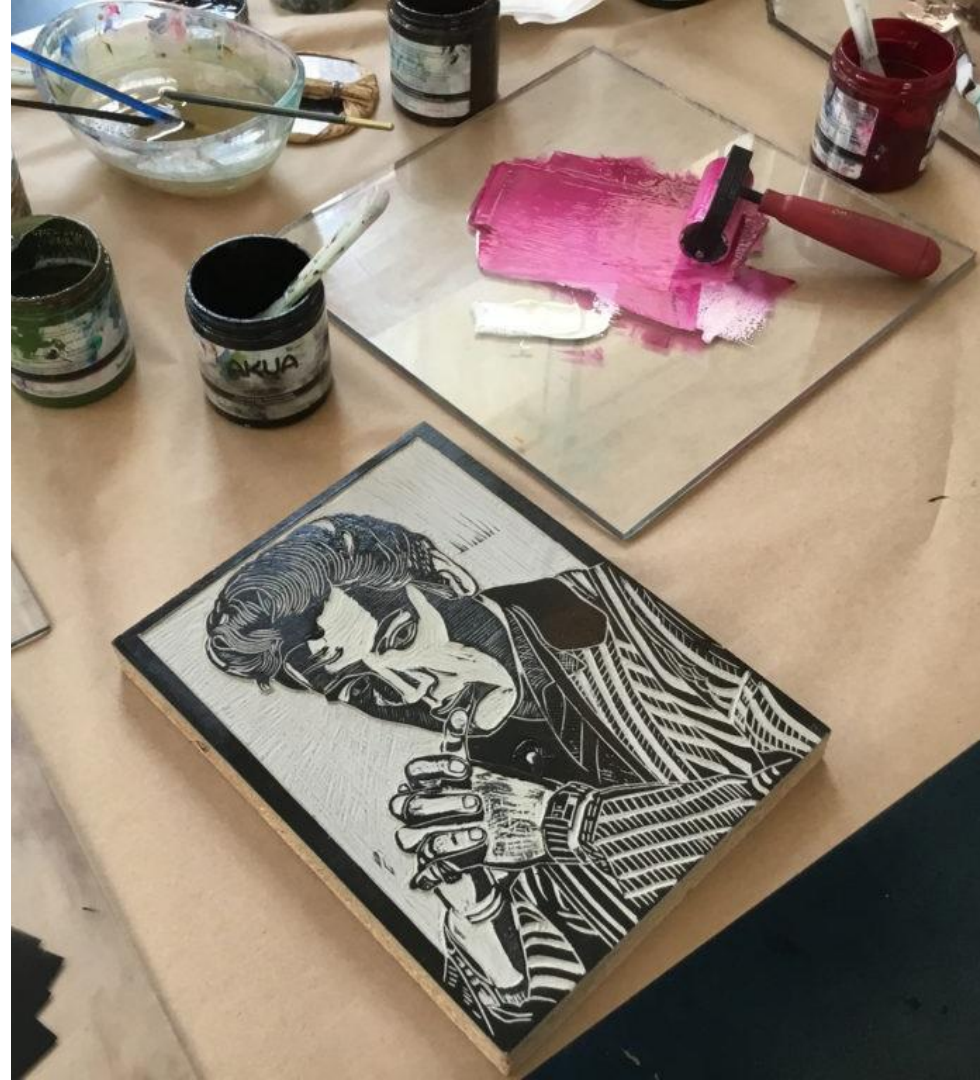
Registration Procedures

- + Collect contact information
- + Explain the expectations of participation
- + Add people to a waiting list
- + Follow up with phone calls and emails

Class Retention

- + Educate on the sequential model
- + Responsive programming
- + Feedback - include their voice
- + Intentional social engagement
- + 1/3 open for trying, 1/3 set class, 1/3 prep for sharing event
- + Culminating Event as retention and recruitment tool

—
Break





Break Out Group: Envisioning Your Program

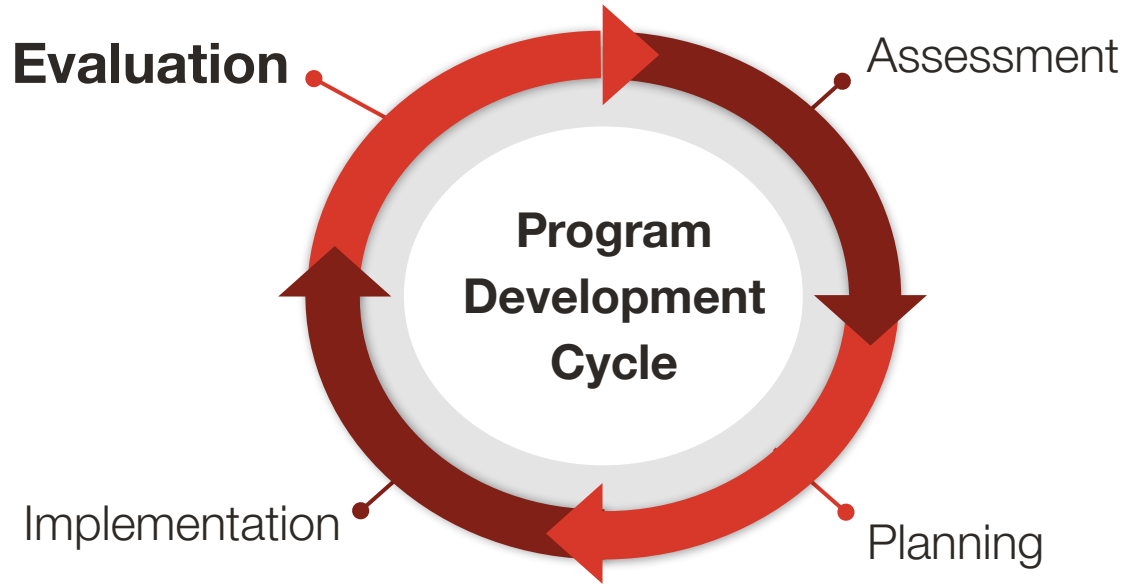


Share Out

Evaluation, Documentation, and Sustainability



Program Development Cycle



Tell the Story: Program Evaluation

- + Post Program Evaluation
- + Culminating Event Evaluation
- + Interviews

Post-Program Participant Survey

Date:

Organization Name:

Program Title:

Teaching Artist:

Your Name (optional):

Please take a few minutes to give us your feedback about this Creative Aging program. Your responses will be carefully considered in planning for future programs. All demographic data is anonymized when used for program analysis.

Demographics (optional)

Age:

- <55 55-64 65-74 75-84 85+

Ethnicity:

- Hispanic or Latino
 Not Hispanic or Latino

Gender Identity:

- Female
 Male
 Non-binary
 Prefer to self-describe:

Race (check all that apply):

- American Indian/Alaska Native
 Asian
 Black or African American
 Native Hawaiian/Pacific Islander
 White
 Other:

Mobility Issues/Disabilities:

- I have no mobility issues/disabilities
 I have some mobility issues/disabilities
 I have many mobility issues/disabilities

In what areas did you experience growth as a result of your participation in this program? (check all that apply)

- Formed new/stronger relationships
 Increased mental engagement
 Increased physical activity
 Improved my creative expression
 Increased my knowledge of the art form/discipline
 Increased my skills in the art form/discipline
 Increased my appreciation of the art form/discipline
 Increased my confidence in creating art
 Increased my interest in learning more about this art form
 Increased my interest in learning more about other art forms
 Encouraged me to participate in other community activities
 Other; Please specify:

Tell the Story: Documentation

- + Images/video that tell a story
- + Exhibition and performances
- + Testimonials



The National Conversation/Cross Sector Funding

Private Philanthropy

- E.A. Michelson Philanthropy
- Helen Andrus Benedict Foundation
- Smith Charitable Trust
- Samuels Foundation

Government Agencies

- Institute of Museum and Library Services
- National Endowment for the Arts
- National Institutes of Health

Affinity Groups

- Grantmakers in the Arts
- Grantmakers in Aging
- Grantmakers in Health

Sector Associations

- American Alliance of Museums
- National Assembly of State Arts Agencies
- The Chief Officers of State Library Agencies

Corporate Foundations

- AARP Foundation
- MetLife Foundation

Community Foundations

- NY Community Trust
- Wyoming Community Foundation
- Connecticut Community Foundation

Funding - Have you considered?

- + State Arts Commission
- + Local Corporate Funders
- + Community Leaders and Representatives
- + CROSS SECTOR Funders

Alabama State Council on the Arts





Q&A Session

Post-training Resources

Translating Visions into Plans Worksheet

- + Teaching artist version
- + Organization version

Other

- + PDF of slides from all three training days

Creative Aging Curriculum Templates

- + In-person & remote versions



Homework

Please complete the **Training Evaluation Survey** via the Lifetime Arts Service Portal.

Keep an eye out for next steps for coaching.



Lifetime Arts Social Media & Resources

Websites

- + **Official site:**
www.lifetimearts.org
- + **The Creative Aging Resource:**
www.creativeagingresource.org

Social Media

- + **Facebook:** www.facebook.com/lifetimearts
- + **Twitter:** @lifetimearts
- + **Instagram:** @lifetime_arts

Thank You!

National Assembly of
State Arts Agencies
KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

 **e.a. michelson**
— PHILANTHROPY

 Alabama
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Council
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Arts

Resources

- + Zickuhr, Kathryn. (2013, September 25). Main Report. Retrieved from <https://www.pewresearch.org/internet/2013/09/25/main-report-2/>
- + AARP/Getty images “Disrupting Aging” collection: <https://www.gettyimages.com/collections/disruptaging>
- +

Lifetime Arts’ Creative Aging Foundations course has been made possible by:

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Media Credits

- + Diana H. Jones Innovative Senior Center, Brooklyn, NY; Credit: Julia Xanthos Liddy for The New York Community Trust (Slide 1)
- + The Neon Museum, Las Vegas, NV; Credit: The Neon Museum (Slide 6)
- + Garfield Park Conservatory, Chicago, IL; Credit: Sara Cortes (Slide 8)
- + Paramount Center for the Arts, St.Cloud, MN; Credit: Paramount Center for the Arts (Slide 10)
- + Minneapolis Institute of Art, Minneapolis, MN; Credit: Minneapolis Institute of Art (Slide 11)
- + Casket Arts Building, Minneapolis, MN; Credit: Casket Arts Building, Darcy Berus, Foundation Relations Manager (Slide 12)

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- + Israel Neighborhood Senior Center, Bronx, NY; Photo Credit: Jeremy Amar (Slide 18)
- + Los Angeles County Museum of Art (LACMA), Los Angeles, CA; Credit: LACMA (Slide 22)
- + New York State Museum, Capital Region, NY; Credit: Julie Kline and Antonia Perez (Slide 23)
- + Washington County Library Consortium, Beaverton, OR; Credit: Washington County Library Consortium (Slide 24)
- + DellaMonica-Steinway Senior Center, Queens, NY; Credit: Julia Xanthos Liddy for The New York Community Trust (Slide 25)
- + Spring Creek Senior Partners, Brooklyn, NY; Credit: Jeremy Amar (Slide 28)

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- + Inquilinos Boriquas en Accion (IBA), Boston, MA; Credit: Shannon McDonough (Slide 32)
- + Pullen Arts Center, Raleigh, NC; Credit: Pullen Arts Center (34)

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