Creative Aging Foundations Training for Libraries

Brooklyn Public Library

Day Three: November 2, 2022

Lifetime Arts

Welcome Brooklyn Libraries!

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

+ Name
+ What is the best costume you saw this Halloween? (Could be your own!)

Lifetime Arts

Successful Creative Aging Program Implementation: Now and in the Future

Dane Stauffer

Lifetime Arts Trainer

Jade Lam

Lifetime Arts Trainer

Agenda

+ Partnering with Teaching Artists
+ Marketing and Retention: Supporting Students
+ Break
+ Imagining Your Program
+ Planting Creative Aging Seeds: Documentation and Evaluation
+ Next Steps
+ Q & A and Wrap up

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Partnering with Teaching Artists

What is a Teaching Artist?

As defined by Eric Booth, a teaching artist is:

❝ …a practicing professional artist with the complementary skills, curiosities and sensibilities of an educator, who can effectively engage a wide range of people in learning experiences in, through, and about the arts. ❞

(Booth, 2009)

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Teaching Artist Qualifications

Teaching Experience

+ Has delivered sequential arts instruction
+ Has worked with older adults in community-based settings

Professional Art Credentials

+ Has planned and executed exhibitions and/or performances
+ Has written publications
+ Has received awards, recognition, etc.

Teaching Artist Intangible Qualities

+ Collaborative
+ Flexible
+ Enthusiastic about working with older adults
+ Understands that the goals of the workshops are instructional; results are often therapeutic

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How to Find Teaching Artists

+ Contact local and state arts councils
+ Look at local arts and community organizations
+ Research universities and local colleges
+ Research elementary and high school art teachers
+ Use referrals or word of mouth

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Planning/Implementation: Sample Program Budgets

	Watercolor	Poetry	Improvisation
Teaching Artist Fees	$ 2,500	$ 2,500	$ 2,500
Program Expenses	$ 600	$ 100	$ 300
Total Expenses	$ 3,100	$ 2,600	$ 2,900
Donation	*$ 100*	*$ 0*	*$ 0*
Total Allocation	$ 3,000	$ 2,600	$ 2,900

Teaching Artist Fees for an In-Person Program

Fees are negotiated between the teaching artist and the host organization.

Description	Hourly Rate	# of Hours	Sub-Total
Instruction	$ 100	16	$ 1600
Planning/Prep	$ 50	10	$ 500
Culminating Event	$ 100	4	$ 400
		Total:	**$ 2,500**

Roles and Responsibilities

Host Library

+ Markets class; creates flyer
+ Registers students
+ Sets up space; provides materials
+ Supports student retention
+ Supports culminating event

Roles and Responsibilities

Teaching Artist

+ Supports marketing
+ Informs org about materials needed
+ Facilitates classes
+ Communicates about attendance
+ Plans culminating event in collaboration

Library Collection Connected to Program

+ Identify books related to the artform

+ Identify films, scores and articles

+ Host artists talk related to the artform

+ Create display about the creative aging class and related work

+ Create a creative aging class board

Dance Break!

Marketing, Recruitment and Registration

![Lifetime Arts logo]

Marketing your Creative Aging Program

Use all Outlets:

+ Email

+ Phone Calls

+ Mail

+ Meals - delivery and pick up

+ Social Media

+ Newspapers

+ Radio/TV

Think about your specific constituents:

+ How best to use these outlets in concert?

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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"

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Marketing Your Creative Aging Course

+ "Open to all"

+ Supplies

+ Tech Support

+ Social engagement - "making a new friend"

+ Person they can contact with questions

+ Image representative of the constituents you serve

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Description Example

Drawing connects us to the reasons we are interested in the arts. It slows us down, engaging us in seeing and thinking as it feeds our imaginations and provides content for our art making.

Drawing is a learned skill that develops through practice and reflection. This remote online learning opportunity provides participants with clear instruction, demonstrations, feedback, and weekly challenges in a connected, supportive community of learners.

NO drawing experience necessary. ALL invited. ALL supplies provided.

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:

+ Places of Worship
+ JCCs
+ YMCAs
+ Local Business
+ Kiwanis, Rotary, and Lions Clubs
+ Physical flyers: Meals on Wheels

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Creative Recruitment

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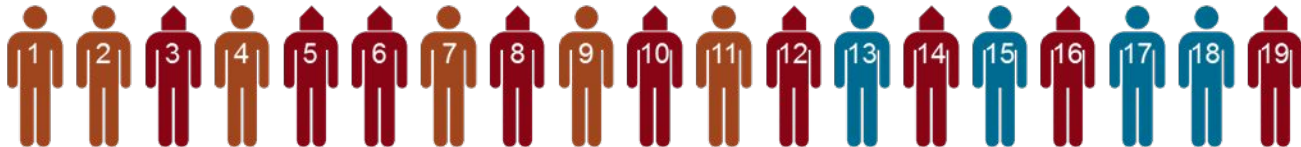+ Host teaching artist talks

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Registration

○ **First Come, First Serve**

○ **Lottery**

○ **Community First**

Class Retention

+ Educate on the sequential model
+ Responsive programming
+ Feedback - include their voice
+ Intentional social engagement
+ ⅓ open for trying, ⅓ set class, ⅓ prep for sharing event
+ Create a buffer in your schedule for emergencies
+ Culminating Event as retention and recruitment tool

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Break

Break Out Group: Imagining Your Program

Share Out

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Planting Seeds of Sustainability: Evaluation and Documentation

Building A Sustainable Arts Culture

Share the Work Internally:

+ Hang Artwork Created

+ Workshop photos

+ Mini-Sharing

Share the Work with the Community:

+ Student testimonies

+ Newsletters

+ Articles

+ Online updates

+ Announcement boards

Tell the Story:

Program Evaluation & Documentation

+ Post Program Evaluation
+ Culminating Event Evaluation
+ Images/video that tell a story
+ Document exhibitions and performances
+ Interview & Testimonials

Next Steps

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BPL Connecting Through Creative Aging Grantees

0% COMPLETE Last activity on 10/31/2022 11:55 am

Welcome

Hello Brooklyn Library grantees, and welcome to your work space! We are thrilled to have this opportunity to work with you as part of **Connecting through Creative Aging: BPL 2.0.**

In the content section below you will find:

- A timeline for this project, complete with all critical deadlines, and direct links to the relevant tasks.
- Resources to assist you in the programming process, including links and downloadable forms, along with a detailed description of how to use them.
- Information on coaching, technical assistance, and scheduling these sessions.
- Lifetime Arts staff bios + contact information

Grantee Portal

A repository for:

+ Initiative overview
+ Timeline
+ How to's
+ Tools and resources

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By The Numbers

+ Allocation of $2,500 per program for teaching artist fees
+ Request up to $500 for materials per program
  ○ First come first serve
+ Minimum number of sessions:
  ○ In person: At least 8 sessions
  ○ Remote: At least 6 synchronous sessions
+ + Culminating Event(s)
+ Minimum session duration: At least 90 minutes
+ Serve at least 10 participants, 55+

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Project Timeline

November 3, 2022 - + Conduct Community Assessments
January 31, 2023 + Schedule Lifetime Arts Office Hours

January 2 - June 30, 2023 + Program Implementation

January 2 - March 31, 2023 + Program Plans Review

June 30, 2023 + Programs Must Be Complete

July 29, 2023 + All Evaluations Due

Program Planning

Community Assessments

Assessment tools:

+ Facility Survey
+ Community Mapping Survey
+ Patron Survey

To identify:

+ Potential partners
+ Current older adult programming in the area
+ Desired art form and times of day

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Office Hours - Vision Coaching

Step 1: Complete your assessments
Step 2: Schedule your Coaching Sessions - Nov 3, 2022 - Jan 31, 2023

Coaching Sessions:

+ Review your vision for programming
+ Help determine the most appropriate and successful program
+ Discuss potential partnerships/troubleshoot logistics
+ Help identify qualified teaching artists
+ Provide you with an individualized plan to move forward

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Coaching Session Questions

+ Most desired art forms?
+ Best dates/times?
+ Potential partners?
+ Barriers to access?
+ Potential teaching artist?

+ What community assessments, formal or informal, have you done in preparation for this program?
+ What surprised you from your assessments?
+ What challenges arose from your assessments?
+ What is your biggest concern?

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Program Development

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Engaging a Teaching Artists

+ Identify at least 3 teaching artists;
+ Conduct phone interviews;
+ Invite the best candidate to discuss logistics and visit the space
+ Begin collaboration;
+ Submit curriculum and TA information [via Jotform];
+ SOA creates a contract with the TA.

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Curriculum Template

Creative Aging Program Curriculum Outline

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Program Title: _____

Big Idea:
Describe your overall goal for the program in one sentence:

Learning Goals:
Identify the learning goals for the program. What will participants be able to know and/or do? Include arts techniques that participants will be learning, as well as completed project and social engagement goals.

Participants will:

-
-
-
-
-

Program Description:
Provide a one paragraph program description. Include details about the themes/topics and art skills that will be taught, and community engagement benefits. This description may be used to market the program.

Culminating Event Description:
Describe the culminating event. Include details about the goals, social engagement opportunities for audience and students, and overall vision for the final sharing. This description may be used to market the culminating event.

Session Outlines:

Session 1 Title:

Skill Building Goal:

Social Engagement Goal:

Brief Description of Class Plans:

Session 2 Title:

Skill Building Goal:

Social Engagement Goal:

Brief Description of Class Plans:

Materials List

+ Create a "wishlist" through Dick Blick and/or Amazon

+ Note: you will need to make an account

+ Enter your wishlist links in the program submission form

+ SOA will purchase and distribute materials

Budget

Are you requesting a materials budget? * ● Yes ○ No

Dick Blick Wishlist [_____]

Amazon Wishlist [_____]

Shipping (if applicable) [ex: $12]

Total * [ex: $437]

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Program Planning Form

An online fillable form to collect program details:

+ Contacts
+ Teaching Artist Information
+ Schedule
+ Logistics
+ Curriculum
+ Material List

Must be submitted at least four weeks before start of class

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Marketing, Recruitment, Promotional Requirements and Documentation

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Promotional Credit Line

For any publicity or promotion that you do related to this program series, please include the following in a credit line:

Connecting Through Creative Aging: BPL 2.0 has been made possible by Lifetime Arts with a grant from The Fan Fox and Leslie R. Samuels Foundation.

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Bklyn Public Library **125th**

- **Borrow**
- **Learn**
- **Attend**
- **BPL Presents**
- More

Your Library →

Tags →

Credit Line →

← EVENTS & CLASSES

Mapleton Presents: Drawing and Watercolor for Beginners and Beyond

📅 **Wed, Dec 1 2021** 🕚 **11:00 am — 1:00 pm** 📍 **Virtual**

OLDER ADULTS | ARTS AND CRAFTS | CREATIVE AGING | VIRTUAL PROGRAMMING

Create art from the comfort of your own home!

Develop drawing skills and enjoy painting with the challenging, beautiful medium of watercolor. Explore color mixing, washes and glazing and experiment with the many ways to use watercolor. Subjects will be portraits, still-life, and landscapes. Each class will feature a demonstration and one on-one guidance. Each class will feature a demonstration and one-on-one guidance from Nan Carey, a professional art teacher with over fifteen years of experience with guiding beginner and intermediate students.

Offered as a consecutive 7-session, virtual course (hosted on Zoom), this Creative Aging Watercolor Workshop is aimed at participants ages 55+ who have limited experience working with the medium. This class will include an initial introductory meet & greet, as well as an online exhibit where participants can share their artwork.

The meet & greet will take place Wednesday, October 13th from 11:00-12:00. Starting October 20th, classes will be held Wednesdays from 11:00-1:00. Zoom link will be sent out an hour before the class begins. The online exhibit will be available beginning Wednesday, December 1st.

Registration is required, we look forward to creating with you!

Brooklyn Digital: Connecting Through Creative Aging has been made possible by Lifetime Arts with a grant from The New York Community Trust.

🗓 Add to My Calendar

Registration has been closed.

This event is part of the **Virtual Programming** series.

Evaluation

Post-Program Participant Survey
to be completed by participants on the last class.

Culminating Event Audience Survey
to be completed by audience members at the culminating event (not participants)

Summary Report
to be completed by the program coordinator

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Next Steps

Complete your assessments:

+ Facility survey
+ Community mapping
+ Patron survey

Schedule Coaching Session: Nov 3, 2022 - Jan 31, 2023

+ Link to schedule session is in the Portal

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Q&A Session

Homework

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

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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

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Thank You!

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

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Media Credits

+ Pasadena Conservatory of Music, Pasadena, CA; Credit: Pasadena Conservatory of Music (Slide 1)

+ Diana H. Jones Innovative Senior Center, Brooklyn, NY; Photo Credit: Julia Xanthos Liddy for The New York Community Trust (slide 5)

+ Pullen Arts Center, Raleigh, NC; Credit: Pullen Arts Center (Slide 8 & 50)

+ Bedford Free Library, Bedford, NY; Credit: Bedford Free Library (Slide 14)

+ Casita Maria Center for the Arts & Education, Bronx, NY; Credit: Casita Maria Center for the Arts & Education (Slide 15)

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Media Credits

+ Casket Arts Building, Minneapolis, MN; Credit: Casket Arts Building, Darcy Berus, Foundation Relations Manager (Slide 16)
+ Israel Neighborhood Senior Center, Bronx, NY; Photo Credit: Jeremy Amar (Slide 23)
+ Los Angeles County Museum of Art (LACMA), Los Angeles, CA; Credit: LACMA (Slide 26)
+ Newtown Italian Neighborhood Senior Center, Queens, NY; Credit: Jeremy Amar for The New York Community Trust (Slides 27 & 28)
+ DellaMonica-Steinway Senior Center, Queens, NY; Credit: Julia Xanthos Liddy for The New York Community Trust (Slides 29 & 45)
+ The Carle Museum, Amherst, MA; Credit: The Carle Museum (Slide 30)

Lifetime Arts' Creative Aging Foundations course has been made possible by:
E.A. Michelson Philanthropy and the New York State Council on the Arts

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Media Credits

+ Spring Creek Senior Partners, Brooklyn, NY; Credit: Jeremy Amar (Slide 31)
+ The Neon Museum, Las Vegas, NV; Credit: The Neon Museum (Slide 32)
+ Garfield Conservatory, Chicago, IL; Credit: Sara Cortes (Slide 36)
+ New York State Museum, Capital Region, NY; Credit: Julie Kline and Antonia Perez (Slide 40)

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