



Creative Aging Foundations

Delaware Division of the Arts

Day Three: Thursday, November 9, 2023

Welcome Libraries and Senior Serving Organizations!

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

- + Name
- + What is a favorite book you have read recently?

Successful Creative Aging Program Implementation: Now and in the Future



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Lifetime Arts Trainer
Storytelling Teaching Artist



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Lifetime Arts Trainer
Dance Teaching Artist

Agenda

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

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)



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

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

Planning/Implementation: Sample Program Budgets

	Watercolor	Poetry	Improvisation
Teaching Artist Fees	\$ 1,365	\$ 1,500	\$ 1,700
Program Expenses	\$ 800	\$ 400	\$ 100
Total Expenses	\$ 2,165	\$ 1,900	\$ 1,800
<i>Income</i>	\$ 150	\$ 0	\$ 0
Total Allocation	\$ 2,015	\$ 1,900	\$ 1,800

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	\$ 75	16	\$ 1200
Planning/Prep	\$ 35	10	\$ 350
Culminating Event	\$ 75	2	\$ 150
Total:			\$ 1,700



Roles and Responsibilities

Host Organization or 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

Marketing your Creative Aging Program

Use all Outlets:

- + Email
- + Phone Calls
- + Mail
- + Meals - delivery and pick up
- + Social Media
- + Newspapers
- + Radio/TV

Think about 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”

Looking for More

A desire for more fun in their lives is consistent for young and old, but other priorities shift with age: older adults particularly want more opportunities to connect with others and to find humor.

Q

What kinds of things do you want more of in your life right now? Please select up to FIVE.

TOP 5 (55+)



TOP 5 (<55)



Respondents could select from 14 options. Responses shown are the top 5 for each group. 2% of all respondents selected "None of these."

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



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.


Lifetime Arts

Recruitment - Go Beyond

Expand your partnerships and outreach to:

- + Places of Worship
- + JCCs
- + YMCAs
- + Local Business
- + Kiwanis Clubs
- + Physical flyers: Meals on Wheels



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

Registration

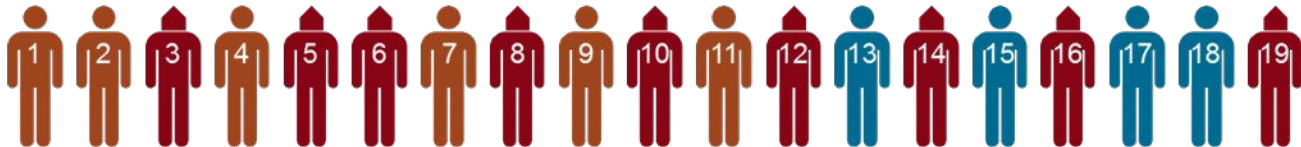
- **First Come, First Serve**



- **Lottery**



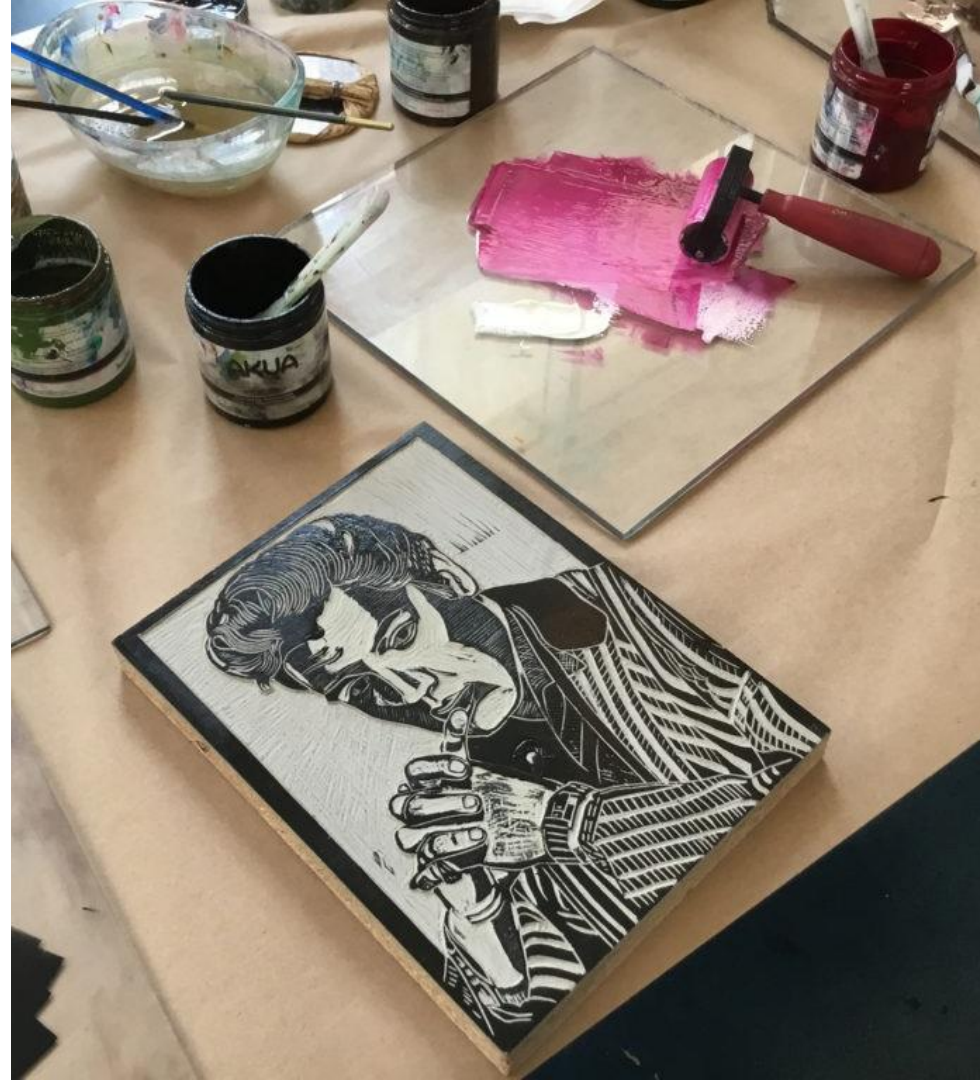
- **Community First**



Class Retention

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

—
Break



Break Out Group: Envisioning Your Program



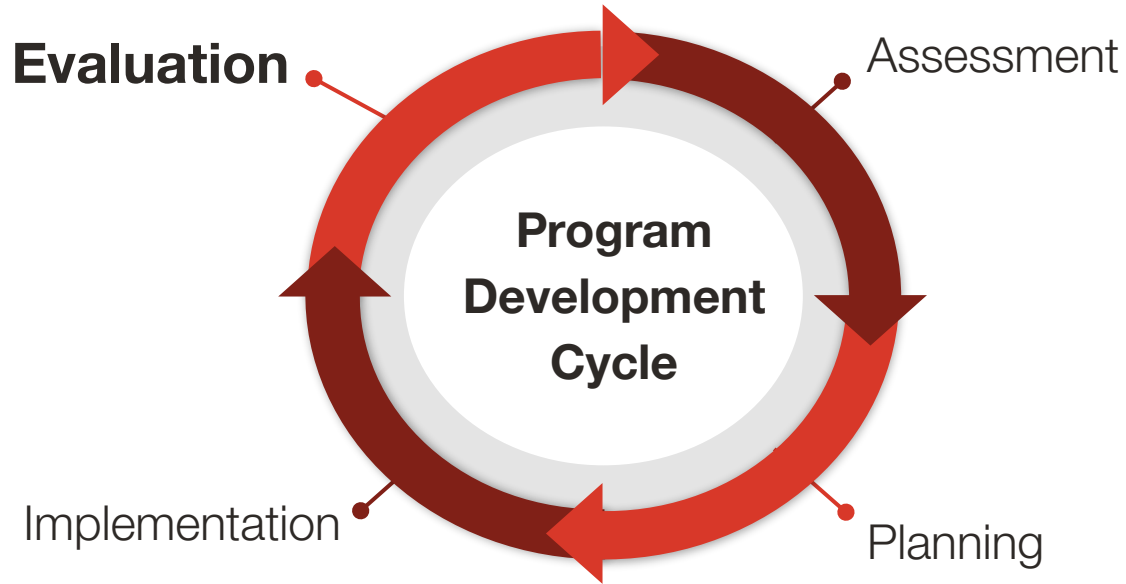


Share Out

Planting Seeds of Sustainability: Evaluation and Documentation



Program Development Cycle



Tell the Story: Program Evaluation

- + Post Program Evaluation
- + Culminating Event Evaluation

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:

Share Evaluation Results & Document the Work!

- + Images/video that tell a story
- + Document exhibitions and performances
- + Blogs and Articles
- + Interview & 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

Delaware Division of the Arts

Next Steps for a Successful Creative Aging program



Considerations:

- + Timeframe
 - 9 weeks (8 sessions + Culminating Event)
 - (FY24 – Jan-June 2024 - programs must end no later than June 30, 2024)
 - (FY25 - July 1, 2024-June 30, 2025 – must end no later than May 31, 2025)
- + Facility & Artforms
 - What space is available in your facility for this?
 - Room capacity: How many people can fit comfortably?
 - What arts discipline you would like to present?
 - For performing arts disciplines...is there room to move around?

Considerations:

- + Surveying Patrons
 - What are potential class participants interested in learning?
 - What timing works best? What is the community's preferred language?
- + Marketing & Promotion
 - What tools work best in your community?
- + Registration
 - Determine what your process/policy will be
 - How and where will people register?
 - Waitlists?

Considerations:

Teaching Artist Roster

- + Investigate potential artist and arts disciplines
- + Go to: delawarescene.com/artists/
 - On the **Filter By line** click on **service**
 - Then click on **creative aging classes**
 - Then click on **apply**
 - Browse through the creative aging trained artists



Q&A Session



Homework

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





Thank You!

Resources

- + Zickuhr, Kathryn. (2013, September 25). Main Report. Retrieved from <https://www.pewresearch.org/internet/2013/09/25/main-report-2/>
- + LaPlaca Cohen, Culture Track. (2022). 2021 Untapped Opportunity: Older Americans & The Arts. Main Report. Retrieved from: <https://culturetrack.com/research/reports/>
- + Teaching Artists Guild Pay Rate Calculator: <https://teachingartists.com/pay-rate-calculator/>
- + AARP/Getty images “Disrupting Aging” collection: <https://www.gettyimages.com/collections/disruptaging>

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)
- + Bedford Free Library, Bedford, NY; Credit: Bedford Free Library (Slide 8)
- + The Carle Museum, Amherst, MA; Credit: The Carle Museum (Slide 9)
- + Casita Maria Center for the Arts & Education, Bronx, NY; Credit: Casita Maria Center for the Arts & Education (Slide 12)
- + Casket Arts Building, Minneapolis, MN; Credit: Casket Arts Building, Darcy Berus, Foundation Relations Manager (Slide 13)

Media Credits

- + Israel Neighborhood Senior Center, Bronx, NY; Photo Credit: Jeremy Amar (Slide 21)
- + Los Angeles County Museum of Art (LACMA), Los Angeles, CA; Credit: LACMA (Slide 24)
- + Newtown Italian Neighborhood Senior Center, Queens, NY; Credit: Jeremy Amar for The New York Community Trust (Slide 25 & 26)
- + DellaMonica-Steinway Senior Center, Queens, NY; Credit: Julia Xanthos Liddy for The New York Community Trust (Slide 27)
- + Spring Creek Senior Partners, Brooklyn, NY; Credit: Jeremy Amar (Slide 30)
- + The Neon Museum, Las Vegas, NV; Credit: The Neon Museum (Slide 31)
- + Pullen Arts Center, Raleigh, NC; Credit: Pullen Arts Center (Slide 33)