

Creative Aging Foundations Training for Delaware Library Programmers

Day Three: Preparing for Programming – For Now and the Future

Wednesday, May 12, 2021



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Director of Education



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Welcome!

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

1. Name
2. What is something good that life in the pandemic has taught you?

Today's Agenda

1. Program Implementation:
 - a. Working with teaching artists
 - b. Marketing, recruitment and registration
 - c. Supporting participants tech access
2. Q&A
3. Break
4. Building creative aging infrastructure
 - a. Work session in break out groups
5. Q&A and wrap-up

Program Implementation and Working with Teaching Artists

Working With Your 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.”



Remote program, “Pop-Up Page Making,” taught by Spica Wobbe. Credit: Spica Wobbe

Teaching Artist Qualifications

Teaching Experience

- Sequential arts instruction
- Work with older adults
- Community based

Professional Art Credentials

- Exhibitions
- Performances
- Publications
- Recordings



Instructional class part of the Remote Older Adult Choir Program at San Francisco Community Music Center (CMC). Credit: CMC

Intangible Qualities

When selecting an artist, consider the following qualities:

- Collaborates well with others
- Enthusiasm for working with older adults
- Enthusiasm for working in a community-based or library setting
- Flexible and willing to adapt

Instruction vs. Therapy

- Goals of these workshops are **instructional**
- Results are often therapeutic



Finding a Teaching Artist

Recommended options:

- Lifetime Arts Roster
- Delaware Arts Council
- Local arts and community organizations
- Universities and local colleges
- Referrals or word of mouth

Engaging a Teaching Artist

- Identify at least 3 teaching artists
- Conduct phone interviews
- Negotiate payment with teaching artist
- Begin collaboration

Planning/Implementation: Sample Program Budgets

	Visual Arts	Literary Arts	Performing Arts
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 Remote Programs

- Budget for a program of six, 1 hour synchronous sessions
- Asynchronous work:
 - Tech support
 - Planning
 - Material prep
 - Communication with students
 - Coordinating student virtual meetups
 - Prep for culminating event

Sample Budget:

Teaching Artist Fees	Hourly Rate	Hours	Sub-Total
Synchronous Sessions	\$ 75.00	6	\$ 450.00
Online Curriculum Development	\$ 35.00	4	\$ 140.00
Asynchronous Work	\$ 50.00	16	\$ 800.00
Office Hours with students	\$ 35.00	10	\$ 350.00
Culminating Event	\$ 75.00	2	\$ 150.00
		Total Fees	\$ 1,890.00

Planning with Your Teaching Artist

- Teaching artist responsibilities
- Librarian responsibilities
- Marketing
 - What will you need from the teaching artist to help you promote the class?
- Recruitment
 - How can the teaching artist support recruitment?
- Culminating event: Ideas, marketing, role and responsibilities
- Asynchronous communication roles

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



A participant during a program at the Bedford Free Library in NY. Credit: Bedford Free Library

Marketing, Recruitment & Registration

Marketing Your Creative Aging Course

- Use all outlets:
 - Email
 - Phone calls
 - Mail
 - 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”
- Supplies
- Tech support
- Social engagement — “making a new friend”
- Person they can contact with any 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

Imagery

Good



Not So Good



Flyers

Good

Craft Contemporary PROGRAMS

6 Weeks: January 4, 11, 18, 25, February 1 & 8, 2021



CRAFT WORKSHOPS

Crafting Memories: Older Adult Fiber Workshop Series with Mimi Haddon

9:00am - 6:00pm Free

This free workshop series will delve into a variety of techniques and methods on working with fibers, including embroidery, wrapping, soft sculpture, dying, and surface decoration.

[INFO](#)

[RSVP](#)

Not So Good

Sing for Life, Sing for Joy: A 10-Session Choral Singing Workshop



With Teaching Artist

Pamela Warrick-Smith

A CULMINATING PERFORMANCE AND RECEPTION SPONSORED BY THE BAYCHESTER LIBRARY ASSOCIATION WILL BE HELD ON SATURDAY, DECEMBER 11TH AT 2:00 PM.

Class Dates:

Tuesdays, 1:30 - 3:30 PM

September 14, 21, 28;

October 12, 19, 26;

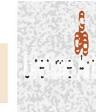
November 9, 16, 23, 30

The Baychester Branch

2049 Asch Loop North

Bronx, NY 10475

(718) 379-6700



Recruitment & Partnerships

- Communicate expectations
- Build buy-in from the leadership & staff
- Demonstrate the importance to your partner **AND** their constituents
 - Creative aging presentations
 - Teaching artist talks
 - Demo classes

Recruitment—Go Beyond

Expand your partnerships and outreach to:

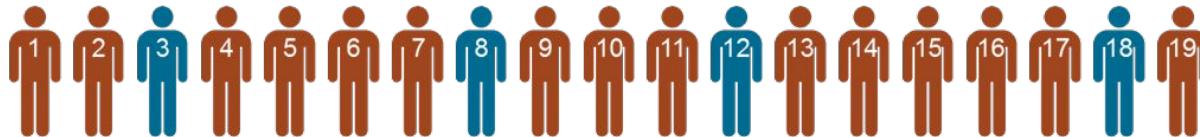
- Local churches
- JCCs
- YMCA
- Local business
- Gowanus clubs
- Physical flyers: Meals on Wheels and senior living facilities

Registration

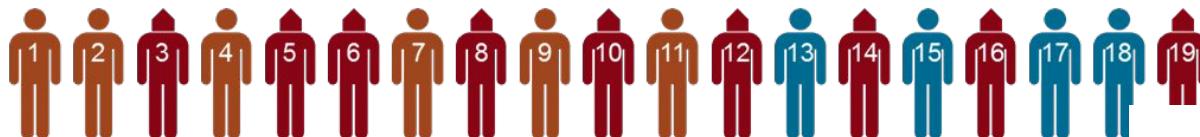
- **First Come, First Serve:**



- **Lottery:**



- **Community First:**



Registration Procedures

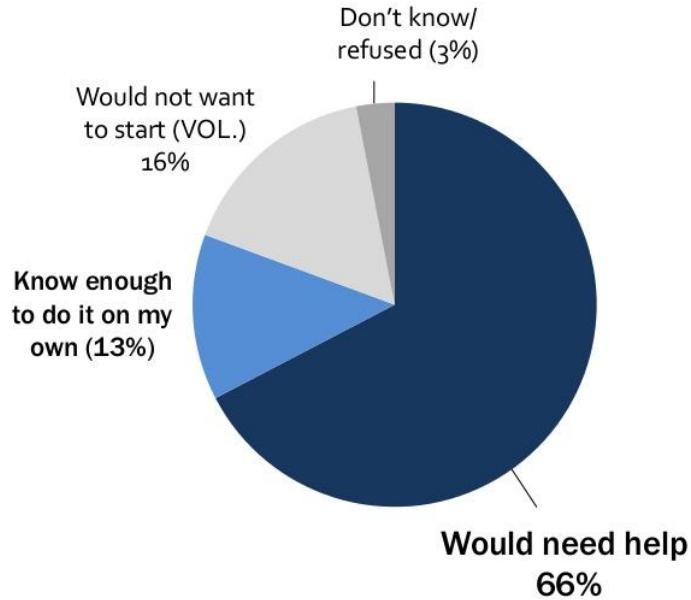
- Collect contact information
- Explain the expectations of participation
- Add people to a waiting list
- Follow up with phone calls/emails

Connecting Through the Screen

Supporting Participant Tech Access

Digital Divide

Most offline seniors say **they would need help** if they wanted to go online in the future

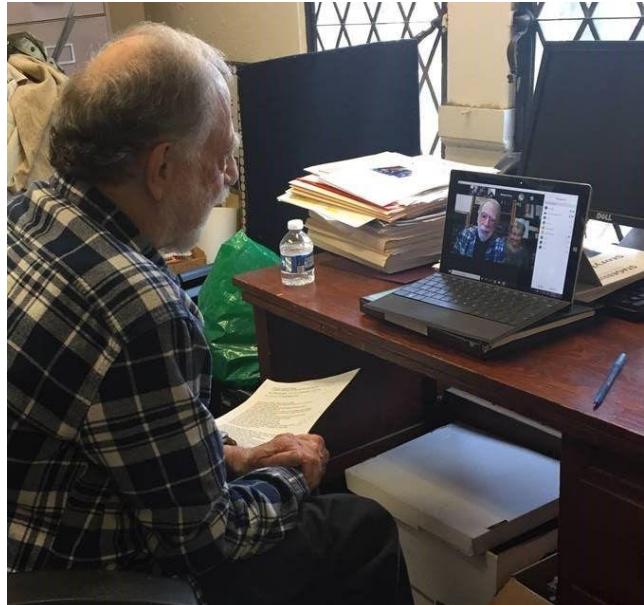


May 2013 - Among adults ages 65 and older who do not use the internet or email (n=214)

(Zickuhr, 2013)

Pre-Program Tech Support Tips

- Use the most accessible technology for initial contact
- Offer one-on-one “tech office hours”
- Host tech “meet and greet”
- Contact info for friend or family support
- Include “how to” videos and instructions
- Encourage peer-to-peer tech support
- National Senior Planet Tech Hotline:
920-666-1959
- **Aging Connected:** www.agingconnected.org



Credit: Stagebridge Performing Arts Institute
Oakland, CA

Tech Support During Program

- Have a partner staff person available for tech support in every class
 - Ideally same person over course of entire program
- Check in often with students to see how they are hearing, seeing
- Make plans for how to signal for help
- Tech support phone number available

Successful Video Conferencing Tips

- Good lighting, clear sound, eye contact, sound delay
- Check in often whether everyone can see, hear, etc
- ADA Compliant:
 - High contrast fonts (black on white)
 - Large type - 16pt for titles, 12pt for text
 - Caption images
 - Closed captioning for videos
 - Example: YouTube
 - Video Conference transcription
 - Example: Otter.ai
- Be yourself and be transparent



Credit: Susan Willerman, Teachers&Writers Collaborative, NYC



Lifetime Arts

Positive “Remote Class” Routines

- Everyone invited to log on 20 minutes early for tech support (and social time)
- Established Zoom protocols for the class
- Senior center communicate etiquette expectations:
 - Via screen share and email
 - Remind participants verbally at the start of each meeting
 - Senior center announcements

After Class Sample Support Survey

- How was your tech today?
- What support do you need with tech?
- How is your artistic process coming along?
- What support do you need?
- Are there any questions you have on what was covered today?
- Is there anything the teacher could go over again?

Evaluations

- **Post-Program Participant Survey:**
 - Needs to be completed by participants on the last workshop day
- **Culminating Event Audience Survey:**
 - Needs to be completed by audience members at the culminating event (not participants)

Q&A



Lifetime Arts

Break!



Lifetime Arts

Building Creative Aging Infrastructure

Planting Creative Aging Seeds

1. Form a staff creative aging committee
2. Create local arts board/listing
3. Schedule local artist talks
4. Host local artist show
5. Host family art day
6. Volunteer/run arts events/classes
7. Run focus group of older adult patron
8. Create patron-based advisory creative aging committee

Building A Sustainable Arts Culture

- **Collaborate with:**
 - The teaching artist
 - Students and future students
- **Document IMPACT!**
 - Take pictures/video
 - Interview the students
 - Interview the teaching artist
 - Interview audiences at culminating event
- **Tell the Community**
 - Student testimonies
 - Newsletters
 - Online updates
 - Announcement boards



Building Creative Aging Infrastructure: Work Session

Break-Out Room Discussions

- What challenges do you foresee in implementing this program?
- What do you need to support this remote program?
- What assets does your library already have that can support this initiative?
- How might you build your team to support this program and further creative aging goals?
- How will you recruit participants and market the program?
- How can you use this opportunity to plant the seeds for future creative aging programs?

Delaware Division of the Arts

ACCESS CREATIVE AGING INITIATIVE

Project Overview

- Grant received from Leveraging State Investments in Creative Aging, a joint initiative of the National Assembly of State Arts Agencies (NASAA) and Aroha Philanthropies, to advance creative aging programs for older adults in Delaware.
- Funding will support training and program implementation led by teaching artists at libraries throughout the state to promote artistic expression, social interaction, and enhanced mental and physical health through meaningful engagement in the arts.
- Creative aging programs consist of a teaching artist presenting eight weekly sessions of interactive arts activity for 15 participants max (if virtual, approx. four interactive sessions with 3 asynchronous activities). A culminating activity is encouraged.

Delaware Division of the Arts

Librarians will:

- Attend six hours of training
- Plan programs by assessing venue, choosing trained teaching artist from roster, and incorporating curriculum developed by teaching artist
- Consult with Lifetime Arts on program plan (Librarian and teaching artist)
- Manage creative aging program (Virtual or in-person venue, budget, marketing, oversight and evaluation/final report)

Delaware Division of the Arts

Timeline

May 2021	Training (complete any missed sessions by May 17)
Round 1 Programs: June-July 2021	Choose teaching artist Develop program #1 Consult with Lifetime Arts
July-December 2021	Implement program
Round 2 Programs: January-July 2022	Develop and implement program #2

Delaware Division of the Arts

Other

- Funding process – TBD
- Current contact – Kristin Pleasonton, Delaware Division of the Arts

Lifetime Arts Coaching

- **Next Steps for coaching:**
 - Submit program plans to Lifetime Arts via online form
 - at least 6 weeks before the program start date
 - Schedule a 20 minute session to review:
 - Overall plans
 - Curriculum
 - Budget

Delaware Division of the Arts

Q&A

Training Evaluation

Please complete the **Training Evaluation Survey** via the training portal

Training Evaluation

Please complete the **Training Evaluation Survey** via the training portal

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



Creative Aging Foundations Training for Library Programmers

Thank You!

National Assembly of
State Arts Agencies
KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY



Delaware
Division of the
Arts



References List

Zickuhr, Kathryn. (2013, September 25). *Main Report*. Retrieved from
<https://www.pewresearch.org/internet/2013/09/25/main-report-2/>