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## Creative Aging Foundations Training for Arts and Senior Serving Organizations

**New York State Council on the Arts**

**Day Two:** October 26, 2021

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## Introductions



**Annie Montgomery**  
Director of Education



**Rhynna M. Santos**  
Lifetime Arts Trainer

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## Agenda

- + Demo classes in S.A.F.E planning
- + Program preparation:
  - Program development cycle
  - Space assessments
  - Community mapping
  - Patron surveys
- + Q&A and wrap-up

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## Demonstration Classes & Remote Program Design

### Storytelling



**Annie Montgomery**  
Director of Education

### Photography



**Rhynna M. Santos**  
Lifetime Arts Trainer



**Break**





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**How are you already  
engaging in the arts for  
older adults at your  
organization?**

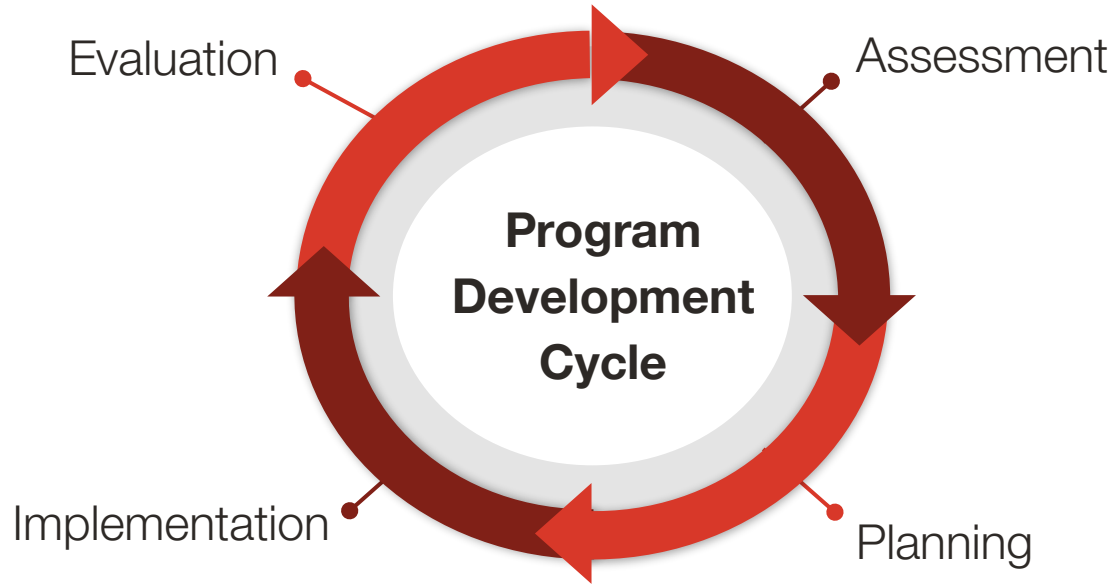
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## Program Preparation



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## Program Development Cycle





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## Assessment

### **Look inside your walls**

- + Assess facility
- + Determine patron interest

### **Look outside your walls**

- + Community mapping

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## Site Considerations

- + ADA accessible
- + Bright lighting
- + Comfortable seating
- + Clear sightlines
- + Climate controlled
- + Partner with another organization if needed

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## Artform Considerations

### Visual Arts

- + Storage space
- + Table and chairs
- + Water source (if needed)

### Literary Arts

- + Tables and chairs

### Performing Arts

- + **Dance:** Large and supportive dance surface (no concrete) & chairs accessible
- + **Music:** Chairs and music stands
- + **Theater:** Large enough space for movement



# Facility Survey

## Used to identify:

- + Available resources
- + Accessibility
- + Best program site

### Facility Survey

Site Name: \_\_\_\_\_

Room Name: \_\_\_\_\_ Location: \_\_\_\_\_

Hours/Days of Operation: \_\_\_\_\_

Hours/Days the Space is Available: \_\_\_\_\_

Space Dimensions: \_\_\_\_\_ Description: \_\_\_\_\_

\_\_\_\_\_ ADA Accessible:  Yes  No  
**Flooring:**  Carpet  Concrete  Wood  Linoleum Tile

**Exhibition Space:**  Yes  No **Description:** \_\_\_\_\_

\_\_\_\_\_ ADA Accessible:  Yes  No  
**Flooring:**  Carpet  Concrete  Wood  Linoleum Tile

**Stage:**  Yes  No **Dimensions:** \_\_\_\_\_ **ADA Accessible:**  Yes  No

**Flooring:**  Carpet  Concrete  Wood  Linoleum Tile

Equipment:	Y	N	#	Description:
Seating (Fixed)				
Seating (Movable)				
Tables				
Sound System				
Projector				
Projection Screen				
Microphone(s)				
Microphone Stand(s)				
Sink (Water Source)				
Piano(s)				
Storage (for art supplies and work in progress)				

**NOTE:** VISUAL ARTS - programs with wet media (paint, clay, watercolors) require access to a water source.  
 DANCE/MOVEMENT - programs require clear, unencumbered space, with wooden flooring or linoleum tile over wood. (No concrete floors).

# Community Resource Survey

## Used to identify:

- + Potential partners
- + Audiences
- + Funding
- + Teaching artists
- + Collaboration opportunities
- + Program overlap

### Community Resource Survey



Use the following pages to survey and record nearby community resources and consider how the various organizations can promote and sustain creative aging programming for older adults.

#### Consider your community or service area. Can you identify any:

- Arts centers & organizations
- State & local councils
- Community & senior centers
- Faith-based organizations
- Libraries & library foundations
- Business & merchant associations
- Local government & civic groups
- Schools & school-based programs
- Health & Human Service Agencies

#### What to look for:

- **Venues:** either space to run the program or to showcase the culminating event
- **Potential audiences:** organizations that serve your targeted population
- **Promotional partners:** organizations that already broadcast to older adults
- **Funding:** connect with organizations that can help tap into new funding streams
- **Teaching artists:** organizations that already contract, serve, or otherwise involve skilled arts instructors working with older adults in community
- **Collaborative programming:** organizations with built-in audiences and programs, but have gaps in their offerings
- **Program overlap:** do any of these organizations offer programming for older adults? If so, is it instructional arts programming?

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\_\_\_\_\_

\_\_\_\_\_ **Title:** \_\_\_\_\_

\_\_\_\_\_ **Phone:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

Potential audiences       Collaborative programming

Marketing resources       Other:

Funding resources

Teaching artists

**Does this organization offer older adult programming?**       Yes       No

If yes, list the programs here: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **Title:** \_\_\_\_\_

\_\_\_\_\_ **Phone:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

Potential audiences       Collaborative programming

Marketing resources       Other:

Funding resources

Teaching artists

**Does this organization offer older adult programming?**       Yes       No

If yes, list the programs here: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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## Assessment: Responsive Programming & Planning

### Ways to engage with your older adult community:

- + Host a focus group
- + Form a creative aging committee
- + Offer demo classes in different artforms
- + Share creative aging example videos
- + Conduct a patron survey



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## Cultural Awareness

**Creative aging programs are designed to be responsive to a community's:**

- + Desired artform(s)
- + Language(s)
- + Cultural connections

# Patron Survey

## Used to identify:

- + Arts discipline
- + Class schedule (dates and times)
- + Tech accessibility
- + Preferred language



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## Patron Survey

This site has the opportunity to offer professionally-taught, instructional workshops to patrons 55+. We need your help; please let us know which of the following programs you would like to see featured at this location!

PLEASE CHECK ALL THAT APPLY!

### Disciplines:

- |                                          |                                         |                                                   |
|------------------------------------------|-----------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Acting          | <input type="checkbox"/> Painting       | <input type="checkbox"/> Photography              |
| <input type="checkbox"/> Improvisation   | <input type="checkbox"/> Drawing        | <input type="checkbox"/> Filmmaking               |
| <input type="checkbox"/> Oral History    | <input type="checkbox"/> Collage        | <input type="checkbox"/> Songwriting              |
| <input type="checkbox"/> Storytelling    | <input type="checkbox"/> Printmaking    | <input type="checkbox"/> Instrumental Performance |
| <input type="checkbox"/> Playwriting     | <input type="checkbox"/> Pottery        | <input type="checkbox"/> Choral Performance       |
| <input type="checkbox"/> Screenwriting   | <input type="checkbox"/> Sculpture      | <input type="checkbox"/> Vocal Performance        |
| <input type="checkbox"/> Fiction Writing | <input type="checkbox"/> Jewelry Making | <input type="checkbox"/> Other: _____             |
| <input type="checkbox"/> Memoir          | <input type="checkbox"/> Quilting       |                                                   |
| <input type="checkbox"/> Poetry          | <input type="checkbox"/> Dance          |                                                   |

### Days of the Week:

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

### Times of the Day:

*Times are approximate*

- 8:00am -- 10:00am
- 10:00am -- 12:00pm
- 12:00pm -- 2:00pm
- 2:00pm -- 4:00pm
- 4:00pm -- 6:00pm

### Comments:

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### Contact Information:

Name: \_\_\_\_\_ E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_





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## Remote Adaptation: Surveying

### Greenwich House:

- + Utilized wellness checks to inquire about programming desires & needs
- + Surveyed members about tech accessibility

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## Q&A Session



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## Homework

**Review the following & think about how you might adjust them for your community (via the Lifetime Arts Service Portal):**

- + Facility Survey
- + Community Resource Survey
- + Patron Survey (PDF & DOCX)
- + Planning Meeting Template (PDF & DOCX)
- + Sample Teaching Artist Budgets for Remote and In-Person Creative Aging Programs (PDF)
- + Program Evaluation Template (PDF & DOCX)
- + Culminating Event Audience Survey (PDF & DOCX)

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## Media Credits

- + Hope of Israel Neighborhood Senior Center, Bronx, NY; Credit: Jeremy Amar for The New York Community Trust (Slide 1)
- + Pullen Arts Center, Raleigh, NC; Credit: Pullen Arts Center (Slides 5 & 6)
- + Concourse Plaza, Bronx, NY; Credit: Jeremy Amar for The New York Community Trust (Slides 7 & 14)
- + Greenwich House, New York City, NY; Credit: Jo Firestone (Slide 17)
- + Mosholu Montefiore Senior Center, Bronx, NY; Credit: Jeremy Amar (Slide 18)

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