



Creative Aging Foundations for Arts Organizations

Phoenix Center for the Arts

Day Three: Wednesday, August 16,
2023

Welcome Arts Organizations!

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

- + Name
- + What is a piece of art you recently engaged with that resonated with you?

Community Partnerships & Embedding Creative Aging in Your Organization



Dane Stauffer
Lifetime Arts Trainer

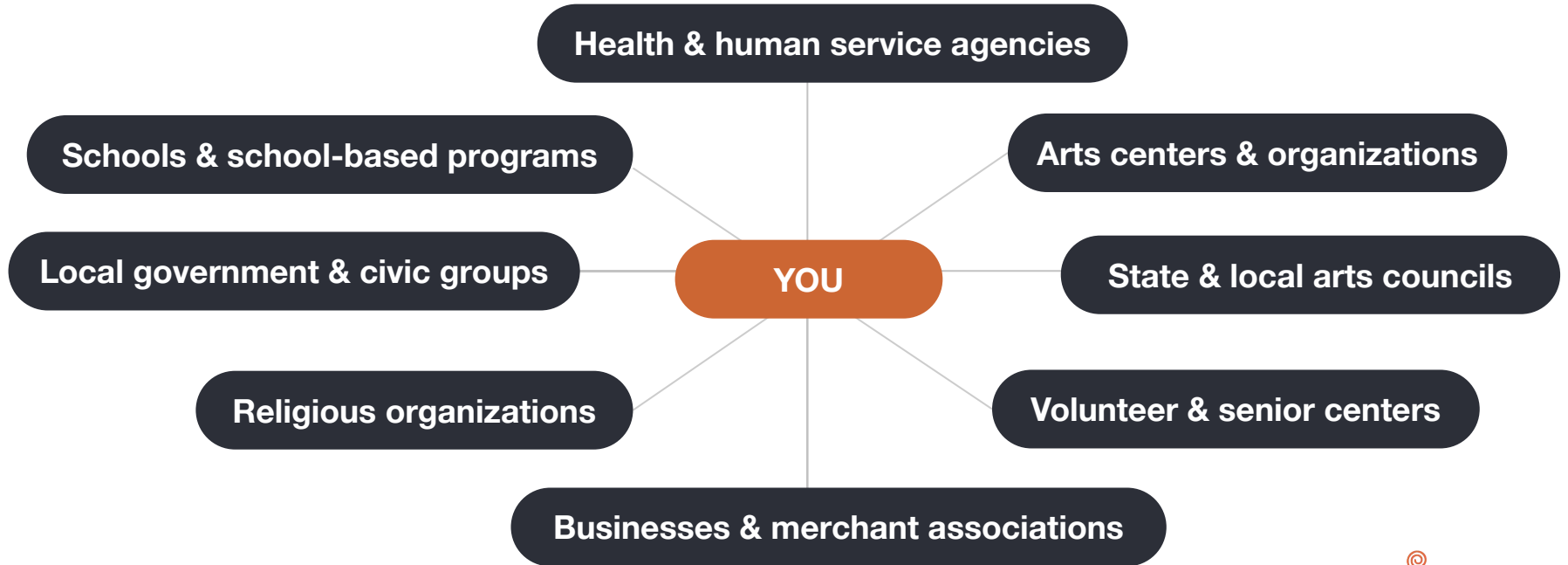


Antonia Perez
Lifetime Arts Trainer

Agenda

- + Cross-Sector Partnerships and Older Adult Communities
- + Marketing, Recruitment, and Retention
- + Break
- + Envisioning Creative Aging in Your Community
- + Evaluation, Documentation, and Sustainability
- + Phoenix Center for the Arts Presentation
- + 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

Traditional Programming in Senior Serving Organizations

- + May not be accustomed to sequential programming
- + May not be registration-based
- + Limited experience working with TAs
- + May not see value in arts programming
- + May not have funds or capacity to support programming



Partnerships with Senior Serving Organizations

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



Beyond Senior Serving Organizations

- + Other Libraries
- + Worshiping communities
- + Community centers
- + Club and volunteer organizations
- + Parks and recreation
- + Veterans associations and orgs

Cross-Sector Partnership: Jacob Burns Film Center

- + Invest in a deeper relationship with current partner
- + Make sure partner's leadership is involved
- + Partner can support recruitment & retention





Connecting Through the Screen!



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
- + Social engagement - “making a new friend”
- + Person they can contact with questions
- + Image representative of the constituents you serve

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/Rotary/Lions Clubs
- + Physical flyers: Meals on Wheels



Case Study: Speed Museum

- + Identified partner organization to connect to new communities
- + Adapted Marketing away from “Art Speak”
- + Offered free memberships
- + Supported students’ social engagement after the class

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

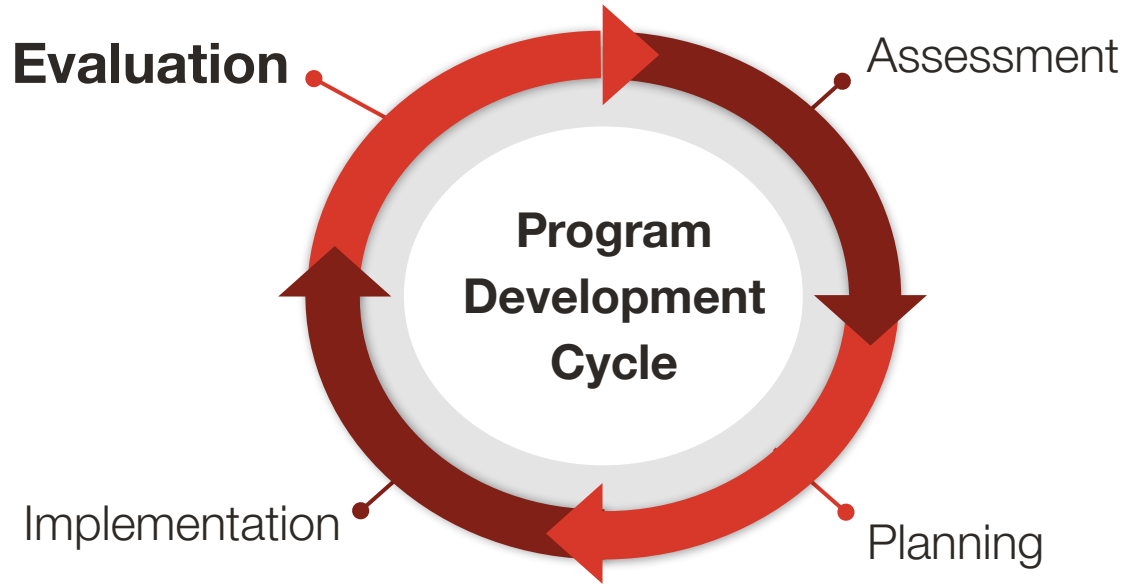


—
Share Out

Planting Seeds of Sustainability: Evaluation and Documentation



Program Development Cycle



Tell the Story: Program Evaluation

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



Phoenix Center for the Arts



Q&A Session



Homework

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





Thank You!

PHOENIX
CENTER
FOR THE
ARTS

Resource Links

- + Zickuhr, Kathryn. (2013, September 25). Main Report. Retrieved from <https://www.pewresearch.org/internet/2013/09/25/main-report-2/>
- + [Untapped Opportunity: Older Americans & the Arts, Culture Track Report](#)
- + Stats from the Institute on Aging related to family caregivers: <https://www.ioaging.org/aging-in-america>
- +

Media Credits

- + Pasadena Conservatory of Music, Pasadena, CA; Credit: Pasadena Conservatory of Music (Slide 1)
- + The Neon Museum, Las Vegas, NV; Credit: The Neon Museum (Slide 6)
- + Chandler Sunset Library, Chandler, AZ; Credit: Chandler Sunset Library (Slide 8)
- + Garfield Conservatory, Chicago, IL; Credit: Sara Cortes (Slide 10)
- + Jacob Burns Media Arts Lab, Pleasantville, NY; Credit: Paige Grand Pre, JBFC (Slide 11)
- + Minneapolis Institute of Art, Minneapolis, MN; Credit: Minneapolis Institute of Art (Slide 12)
- + Casket Arts Building, Minneapolis, MN; Credit: Casket Arts Building, Darcy Berus, Foundation Relations Manager (Slide 13)
- + Speed Art Museum, Louisville, KY; Credit: Shantel Stubbs (Slide 20)
- + Los Angeles County Museum of Art (LACMA), Los Angeles, CA; Credit: LACMA (Slide 22)

Media Credits

- + New York State Museum, Capital Region, NY; Credit: Julie Kline and Antonia Perez (Slide 23)
- + Newtown Italian Neighborhood Senior Center, Queens, NY; Credit: Jeremy Amar for The New York Community Trust (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)
- + Pullen Arts Center, Raleigh, NC; Credit: Pullen Arts Center (Slide 31)