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# Creative Aging Foundations Training for Museum and Senior Center Staff

**Toledo Museum of Art**

**Day Three:** April 20, 2023

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## Community Partnerships & Embedding Creative Aging in Your Organization



**Clark Jackson**

Lifetime Arts Trainer  
Performing Arts Teaching Artist



**Jade Lam**

Lifetime Arts Trainer  
Visual Arts Teaching Artist

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## Agenda

- + Connecting through the screen
- + Responsive programming and recruitment
- + Break
- + Break out groups: Envisioning your program in partnership
- + Evaluation, documentation, and sustainability
- + Toledo Museum of Art: Next steps
- + Q&A and wrap-up

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## Connecting Through the Screen!





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## Responsive Programming & Recruitment



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## 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



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**For museum staff:**

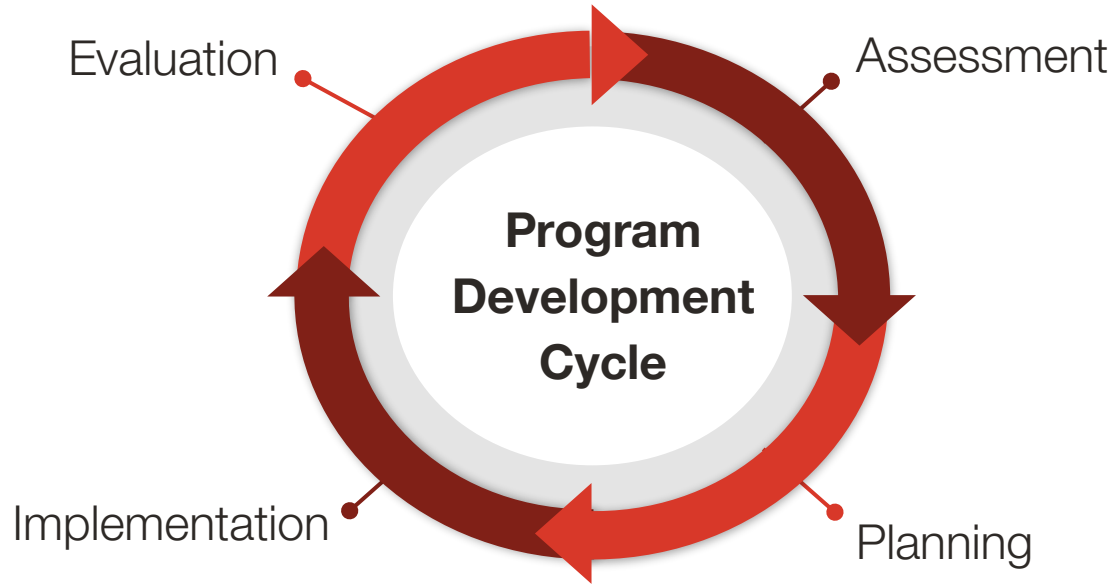
How are older adults already engaged with your museum?

**For senior sites:**

What programming are older adults already coming to?

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## Program Development Cycle





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## Staff Assessment

- + Who do you need to get approval from?
- + Who is on your team?
- + What roles might each person play?

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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).

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## Responsive Programming

**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



Lifetime Arts

## 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: \_\_\_\_\_

# Case Study: Patron Survey Distribution



News from The [Sublette](#) County Libraries

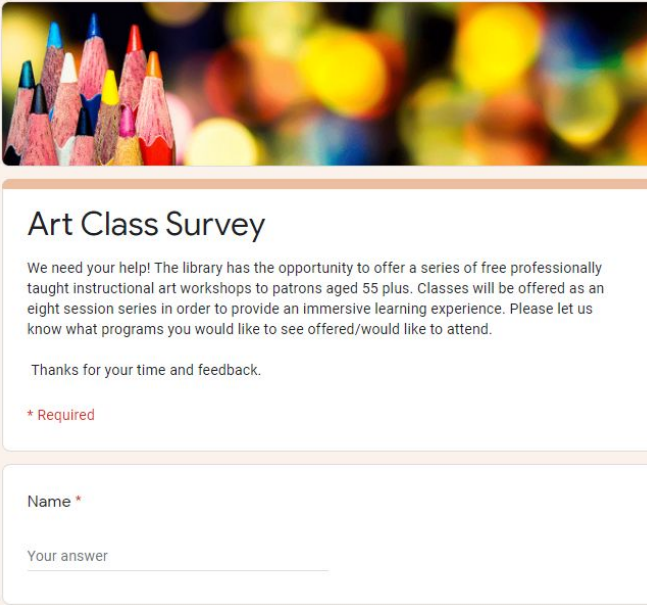
Creative Aging Survey: What free, professionally taught art classes would you like to see at your library?

- Woodworking
- Ceramics
- Something else?

Wyoming, like much of the country, has a growing concern that the problems associated with aging can be better managed if we serve this demographic in that way right here in Sublette County.

Through a partnership with Wyoming Arts Council, the library has the opportunity to offer a series of free, professionally taught instructional art workshops to patrons aged 55 plus. Classes will be offered as an eight session series in order to provide an immersive learning experience. Please let us know what programs you would like to see offered/would like to attend.

[Take the survey and tell us what free art classes you would like to see offered.](#)



## Art Class Survey

We need your help! The library has the opportunity to offer a series of free professionally taught instructional art workshops to patrons aged 55 plus. Classes will be offered as an eight session series in order to provide an immersive learning experience. Please let us know what programs you would like to see offered/would like to attend.

Thanks for your time and feedback.

\* Required

Name \*

Your answer

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## Assessment: Older Adult Patrons

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

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



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## Dance Break!







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## Marketing, Recruitment and Registration



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## 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:

- + What is the best way to use these outlets in concert?

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## Common Older Adult Priorities

### Why Now?

- + Personal time
- + Exercise the brain
- + Learn/hone new skills
- + Have FUN!

### Program Quality and Support

- + Led by trained teachers
- + Feels welcoming and engaging
- + Includes self-paced curriculum
- + Social engagement 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."

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## Marketing Your Creative Aging Course

- + “Open to all levels”
- + Supplies
- + Tech Support
- + Social engagement - “making a new friend”
- + Person they can contact with questions
- + Image representative of the constituents you serve
- + Designed for 55+

## Flyers Should Include:

- + 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](mailto: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



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## Student 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

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Break





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## Break Out Group: Envisioning Your Program



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**Share Out**



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## Planting Seeds of Sustainability: Evaluation and Documentation





# Tell the Story: Program Evaluation

- + Post-program evaluation
  - Measure the program impact on participants
- + Culminating event evaluation
  - Measure the event impact on audience members
- + Interviews
  - Ask specific questions from participants, support staff, and teaching artists

## 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:

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## Tell the Story: Documentation

- + Images/video that tell a story
- + Exhibition and performances
- + Testimonials
- + Share this work with stakeholders

**\*Ask participants for permission to share their work & feedback**



# 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



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## Q&A Session



## Post-training Resources

### **Evaluation Templates**

- + Program Evaluation Template
- + Culminating Event Evaluation

### **Creative Aging Curriculum Templates**

- + In-person & remote versions

### **Translating Visions into Plans Worksheet**

- + Teaching artist version
- + Organization version

### **Other**

- + PDF of slides from all three training days



## 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](http://www.lifetimearts.org)
- + **Creative Aging Foundations  
On Demand Course:**  
[www.beagefriendly.org](http://www.beagefriendly.org)
- + **The Creative Aging Resource:**  
[www.creativeagingresource.org](http://www.creativeagingresource.org)

### Social Media

- + **Facebook:** [www.facebook.com/lifetimearts](http://www.facebook.com/lifetimearts)
- + **Twitter:** @lifetimearts
- + **Instagram:** @lifetime\_arts

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**Thank You!**





## Media Credits

- + Pasadena Conservatory of Music, Pasadena, CA; Credit: Pasadena Conservatory of Music (Slide 1)
- + The Union for Contemporary Art, Omaha, NE; Credit: Sara Jones (Slide 4)
- + Neon Museum, Las Vegas, NV; Credit: Neon Museum (Slide 5)
- + Concourse Plaza, Bronx, NY; Credit: Jeremy Amar (Slides 7+ 15)
- + Casita Maria Center for the Arts & Education, Bronx, NY; Credit: Casita Maria Center for the Arts & Education (Slide 16)
- + Casket Arts Building, Minneapolis, MN; Credit: Casket Arts Building, Darcy Berus, Foundation Relations Manager (Slide 17)
- + Hope of Israel Neighborhood Senior Center, Bronx, NY; Credit: Jeremy Amar (Slide 22)
- + Speed Art Museum, Louisville, KY; Credit: Shantel Stubbs (Slide 24)

## Media Credits

- + Los Angeles County Museum of Art (LACMA), Los Angeles, CA; Credit: LACMA (Slide 25)
- + Lifetime Arts Teaching Artist Training, Capital Region, NY; Credit: Julie Kline (Slide 26)
- + Minneapolis Institute of Art (MIA), Minneapolis, MN; Credit: MIA (Slide 27)
- + Newtown Italian Neighborhood Senior Center, Queens, NY; Credit: Jeremy Amar for The New York Community Trust (Slide 28)
- + Spring Creek Senior Partners, Brooklyn, NY; Credit: Jeremy Amar (Slide 30)
- + West Las Vegas Library Gallery, Las Vegas, NV; Credit: Jo Russ (Slide 32)
- + Pullen Arts Center, Raleigh, NC; Credit: Pullen Arts Center (Slide 33)