

Stirring Up Arts Participation: Thirteen Projects

ArtsWA INNOVATIONS Grants 2012

Washington State Arts Commission
with support from The Wallace Foundation

APPENDICES

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Documentation Report
Prepared March 2013
by AdvisArts Consulting, Claudia Bach and
Shannon Stewart, with Alan Brown, WolfBrown

advisarts
consulting



APPENDIX A. PROJECT CONTACT INFORMATION AND DOCUMENTATION PARTICIPANTS

A Contemporary Theatre (ACT)

700 Union Street
Seattle, WA 98101
206.292.7676
www.acttheatre.org

Project: Ramayana Ambassadors
Project Lead: Carlo Scandiuzzi
Email: carlo.scandiuzzi@acttheatre.org

Documentation Participants:

Carlo Scandiuzzi, Executive Director
Kurt Beattie, Artistic Director
Sergei Tschernisch, Director of Advancement
Becky Lathrop, Director of Marketing and Communications
John Osebold, Grantwriter
Steven Kang, Ramayana Ambassador
Naomi Minegishi, Ramayana Ambassador

Bellevue Arts Museum

510 Bellevue Way NE
Bellevue, WA 98004
425.637.1799
www.bellevuearts.org

Project: BAMignite
Project Lead: Rana San, Special Events & Volunteer Manager
Email: RanaS@bellevuearts.org

Documentation Participants:

Tanja Bauman, Director of Marketing & PR (until Jan 2013)
Rana San, Special Events & Volunteer Manager

Book-It Repertory Theatre

305 Harrison Street
Seattle, WA 98109
206.216.0877
www.book-it.org

Project: Circumbendibus
Project Lead: Josh Aaseng, Literary Manager
Email: josha@book-it.org

Documentation Participants:

Josh Aaseng, Literary Manager
Patricia Britton, Director of Marketing and Communications
Myra Platt, Founding Co-Artistic Director

Campus MLK

1300 block of Martin Luther King Jr Way,
Tacoma, WA 98405
Mailing: C/O Shunpike
3518 Fremont Ave N, Box 118
Seattle, WA 98103
253.583.4718
campusmlk.wordpress.com

Project: Campus MLK
Project Lead: Katy Evans, Campus MLK Administrator
Email: CampusMLK253@gmail.com

Documentation Participants:

Katy Evans, Campus MLK Administrator, Partners & Branding Committees, Managing Editor at Post Defiance, Liaison to Metro Parks
Mary Fox, Campus MLK Programs Committee, Administrator at Write@253
Candi Hall, Campus MLK Programs & Branding Committees, Executive Director, DASH Center for the Arts
Katie Lowery, Campus MLK Events & Partners Committees, Hospitality Manager, The Warehouse; Co-Director, Fab 5
Tiffany Sanders, Campus MLK Programs & Events Committees, Leader, DASH Center for the Arts
Kate Albert Ward, Campus MLK Administrator, Programs & Events Committees, Managing Editor at Post Defiance; Liaison to the Broadway Center for the Performing Arts

Frye Art Museum

704 Terry Avenue
Seattle, WA 98104
206.622.9250
www.fryemuseum.org

Project: Curatorial Collective

Project Lead: Jo-Anne Birnie Danzker, Director

Email: director@fryemuseum.org

Documentation Participants:

Jo-Anne Birnie Danzker, Director, Curatorial Collective Member
Kate Godman, Deputy Director, Development
Jill Rullkoetter, Senior Deputy Director
Joshua Kohl, Composer and Musician, Curatorial Collective Member

Museum of Glass

1801 Dock Street
Tacoma, WA 98402-3217
253.284.4750
866.468.7386
museumofglass.org

Project: College Connections

Project Lead: Rebecca Jones, Science of Art, Mobile Hot Shop & Visiting Artist Coordinator

Email: rjones@museumofglass.org

Documentation Participants:

Rebecca Jones, Science of Art, Mobile Hot Shop & Visiting Artist Coordinator
Elizabeth Emerson, Education Program Coordinator
Hannah Fields, Grants Manager

Northwest Folklife

305 Harrison Street
Seattle, WA 98109
206.684.7300
www.nwfolklife.org

Project: Community Arts Engagement Mentorship Project

Project Lead: Kelli Faryar, Programs Manager

Email: kelli@nwfolklife.org

Documentation Participants:

Robert Townsend, Executive Director, Northwest Folklife
Kelly Faryar, Programs Manager, Northwest Folklife
Phil O'Sullivan, Director of Development, Northwest Folklife
Shirwa Aden, CAEMP Program Coordinator
Hamdi Abdulle, Executive Director, Somali Youth and Family Club
Mohamud Yussuf, Runta Newspaper Publisher and Chief Editor

Seattle Symphony

P.O. Box 21906
Seattle, WA 98111-3669
Box Office Phone: 206.215.4747
Administration Phone: 206.215.4700
www.seattlesymphony.org

Project: MySymphony

Project Lead: Klayton Kelly, Audience Development Manager

Email: klayton.kelly@seattlesymphony.org

Documentation Participants:

Rosalie Contreras, Vice President of Marketing, Communications & Customer Care
Paul Gjording, Senior Major Gifts Officer
Klayton Kelly, Audience Development Manager
Steven Liedlich, Associate Director of Sales and Service
Christine Wood, Director of Marketing

Seattle Theatre Group

911 Pine Street
Seattle, WA 98101
206.682.1414
www.stgpresents.org

Project: Bear Witness: Voices of Strength

Project Lead: Vivian Phillips, Director of Marketing and Communications

Email: vivianp@stgpresents.org

Documentation Participants:

Vivian Phillips, Director of Marketing and Communications
Mayuri Reddy, Cultural Liaison (until December 2012)

TeenTix

206.233.3959
305 Harrison St.
Seattle, WA 98109

<http://www.seattlecenter.com/teentix/>
www.teentix.org (As of April 2013)

Project: TeenTix Website Research and Design

Project Lead: Holly Arsenault

Email: Holly.Arsenault@seattle.gov

Documentation Participants:

Holly Arsenault, TeenTix Program Manager
Pete Rush, Arts Programs Manager, Seattle
Center Productions
Corianton Hale, Design Lead, SleepOp
Michiko Swiggs, Research and Site Construction
Lead, SleepOp

Theatre Puget Sound

PO Box 19643
Seattle, WA 98109
206.770.0370

tpsonline.org
artscrush.org

Project: The Crush Crew

Project Lead: Karen Zeller Lane, Executive
Director

Email: karen@tpsonline.org

Documentation Participants:

Courtney Meaker, Programming/Marketing
Assistant
Sam Read, Deputy Director
Karen Zeller Lane, Executive Director

Town Hall Seattle

1119 8th Avenue
Seattle, WA 98101
206.652.4255

www.townhallseattle.org

Project: In Residence

Project Lead: Wier Harman, Executive Director

Email: wier@townhallseattle.org

Documentation Participants:

Wier Harman, Executive Director
Anthony Detrano, Director of Marketing and
Communications
Bob Redmond, Program Director (until August
2012)
Edward Wolcher, Operations Director
Ashley Clark, Development Director

**Wing Luke Museum of the Asian Pacific
American Experience**

719 South King Street
Seattle, WA 98104
206.623.5124

www.wingluke.org

Project: Art in Canton Alley

Project Lead: Cassie Chinn, Deputy Executive
Director

Email: cchinn@wingluke.org

Documentation Participants

Cassie Chinn, Deputy Executive Director
Elizabeth Bly, Grants Manager (until October
2012)
Stacey Swanby, Visitor Services and Events
Manager
Jessica Rubenacker, Exhibit Specialist

APPENDIX B.

Documentation Guidelines distributed to each grantee at the outset of the project.

TELLING YOUR INNOVATION STORY APLI INNOVATIONS GRANTS 2012

AdvisArts Consulting, for Washington State Arts Commission

The following provides guidelines for your organization to develop required documentation. The intent is to prompt reflection and learning as the process unfolds, and to ensure that your team has the tools to easily create a 5-minute "TED-like talk" about your project at a convening in early 2013.

Documentation is an integral component of the INNOVATIONS Grants, and the information below will guide you as you collect a **baseline of written, recorded and visual documentation**. You are certainly welcome to expand on these baseline components to reflect the skills, tools and creativity of your team.

It is suggested that you approach the June to December period as at least 3 documentation segments: June – August; September – October; November – December.

BEGINNING (June/July/August?)

Plan to have a form of written documentation responding to some or all of the following prompts. This may be in the form of blog-like comments by one or all of your team members.

Prompts:

1. *Who was in the room as you planned to carry this out this summer? If there was a bubble over each person's head, what would it have said?*
2. *What are the raw ingredients for your project recipe?*
3. *What does the board know about this?*
4. *Who cares the most about this project in the organization?*
5. *What is your biggest asset in making this project a success?*
6. *Who outside of the organization are you relying on to step up?*
7. *What has been the biggest hiccup so far?*

Documentation collected, to date, and person(s) responsible:

Written:

Visual:

Recorded:

What else?

*What will you submit to the documentarians?

Who:

When:

MIDDLE (September/October?)

Plan to have a form of written documentation responding to some or all of the following prompts. This may be in the form of blog-like comments by one or all of your team members.

Prompts:

1. *If you were making a project cookbook, what are the most important ingredients?*
2. *What made you want to throw up your hands at this middle stage?*
3. *What made you want to smile or congratulate someone at this middle stage?*
4. *If you could re-do something, what would it be?*
5. *Who are proving to be the most important allies for this project internally? Externally?*

Documentation to be collected and person(s) responsible:

Written:

Visual:

Recorded:

What else?

*What will you submit to the documentarians?

Who:

When:

END (November/December)

Plan to have a form of written documentation responding to the following prompts. These questions will also be the basis of a **second documentarian/team meeting discussion in late December or early January.**

Second documentarian meeting discussion questions:

1. *How did target community participation align with your expectations?*
2. *What impact do you think this project is likely to have on arts participation with your organization a year from now?*
3. *What impact do you think this project is likely to have on your organization internally a year from now? Did the project generate "innovation" within your organization?*
4. *What led to any differences between your intended goals and the actual outcomes?*
5. *What are the three most valuable lessons you learned from this project?*
6. *This was a short-term project. How did that influence how your organization approached the project?*
7. *What would have helped make this project more successful? What might have pushed you towards bolder risk or innovation?*
8. *If another organization wanted to undertake a similar project, what are the most critical things they should attend to? What is the recipe? What is the secret sauce?*

Documentation to be collected and person(s) responsible:

Written:

Visual:

Recorded;

What else?

*What will you submit to the documentarians?

Who:

When:

Facts and figures to be tracked and reported -- As required for Arts Commission reporting

Please make sure that you have set up a system to be able to accurately track the following, and be ready to report this information in January 2013 to the Arts Commission.

1. *How many events were part of this project between June 1 and December 31, 2012?*
2. *How many days did these events occur during the grant period of June 1 to December 31, 2012?*
3. *Number of individuals participating as artists, non-artist project participants or audience members.*
 - a. *Of these, how many were under 18 years of age?*
 - b. *How many were artists?*
 - c. *Of the artists participating, how many were Washington artists?*
4. *In what ways did the project meet the stated goals?*
5. *Did you reach your target audience?*

Possible resource of interest: <http://www.admittingfailure.com/>