

ARIZONA COMMISSION ON THE ARTS
Fiscal Year 2014 (July 1, 2013 – June 30, 2014)
Workshops On Demand



About: The Arizona Commission on the Arts leads statewide workshops that address practical topics such as sound business practices for individual artists, skills-building for teaching artists and classroom teachers, effective grantwriting practices, sustainability for organizations and more. Workshops are designed to be in-person, hands-on, interactive learning opportunities to promote networking and accommodate a variety of different learning styles.

Request a Workshop: Workshops listed below are available upon request, depending on availability. A workshop sponsor must supply the workshop location, publicity, and a guarantee of at least 10-15 people in attendance. It is advisable to make reservations early (at least 30 days in advance), as the calendar fills up quickly. If you do not see a particular topic covered here, please contact the Arts Commission to make a specific request. Additional programs/services may be available.

Inquiring groups can request up to two (2) workshops per date, and up to four (4) total workshops per year.

To request a workshop, contact the Arts Commission at 602-771-6502, or email info@azarts.gov, with subject line "Workshop Request."

Available Workshops:

	<p>Arts Advocacy</p> <p>Focused on talking about public value of arts and culture, this workshop offers basic advocacy tools and insights on establishing relationships with elected officials. Workshop participants receive a copy of the Arizona Commission on the Arts' advocacy publication, <i>Building Public Value for the Arts in Arizona: Advocacy, Promotion and Audience Engagement</i>.</p> <p>Length of workshop: 90 minutes Sponsor must provide: Projection surface.</p>
	<p>Cultural Tourism (Two options available)</p> <p>Option A: Workshop participants get an overview of the benefits of cultural tourism. Information provided includes tips on how arts and culture organizations and artists can best prepare for tourists, and summary of barriers to participation in arts and culture. Option B: Includes a hands-on, community readiness participation module.</p> <p>Length of workshop: 60 minutes (Option A); 2 hours (Option B) Sponsor must provide: Projection surface.</p>
	<p>What Does Diversity Look Like?</p> <p>It can be challenging to discuss the various topics that fall under the umbrella of diversity; race, gender, ability, socioeconomic status, religion and the many other identities that make us multifaceted human beings. How do you, or how does your organization, think about diversity? Request this customizable workshop and delve into one or more of the following topics: inclusion planning, cultivating diverse stakeholders, and diversifying programs and services.</p> <p>Length of workshop: 2 hours Sponsor must provide: Projection surface.</p>

Nodal Water (Image courtesy of Scottsdale Public Art)

James Turrell, SkySpace (Image courtesy of Thomas Story)

Stargazing (Image courtesy of Actors Theatre)



Write Competitive Grants

In this workshop, participants will discuss what makes a successful grant application through participation in a mock panel. Participants will gain insight on how to effectively find and approach funding opportunities, how to prepare strong grant proposals and how to take advantage of grantors' post-review feedback.

Length of workshop: 2 hours

Sponsor must provide: Projection surface.



10th Family Day (Image courtesy of Scottsdale Museum of Contemporary Art)

So you want to start a nonprofit...

Are you an individual artist or part of a small group of artists considering forming a nonprofit? In this workshop, participants will learn about the pros and cons of starting a nonprofit organization; the presenter will provide information about fiscal sponsorship options and demystify the process of getting the 501(c)3 status.

Length of workshop: 60-90 minutes

Sponsor must provide: Projection surface.



Central Courtyard (Image courtesy of Heard Museum)

Special Events

This workshop provides general guidance and specific tips and strategies on how to choose, plan and execute a memorable and impactful special event for your organization.

Length of workshop: 60-90 minutes

Sponsor must provide: Projection surface.



Exterior (Image courtesy of Herberger Theater Center)

Charity Auctions

This workshop will offer guidance on how to plan and execute a successful charity auction event including event software recommendations. This workshop is geared toward participants with little to moderate experience in the planning of charity auctions.

Length of workshop: 60-90 minutes

Sponsor must provide: Projection surface.



Communicating in a Crisis

This workshop looks at what happens when an unexpected crisis or sensitive public relations situation arises. Basic crisis communications planning for arts organizations will be covered.

Length of workshop: 45 minutes

Sponsor must provide: Projection surface.



Hot Shop (Image courtesy of Sonoran Glass)

How to Take Advantage of Free Online Resources (or, How to Be a Scrappy Artist)

In this workshop, participants will learn about free online resources to be used for the purposes of artistic creation and promotion.

Participants will investigate creative commons resources, open source software, and web tools that can be used for image design, sound design, e-newsletter creation. The workshop will utilize a combination of presentation and hands-on learning techniques.

Length of workshop: 90 minutes – 2 hours

Sponsor must provide: Projection surface, internet access and computers/laptops, if possible. Participants should be prepared to bring a laptop.



So You Have a Facebook Page. Now what?

This workshop is a 101-level session to discuss the basics of facebook and other social media tools. Participants will look at how to create a simple and effective social media strategy for an arts organization.

Length of workshop: 45 minutes

Sponsor must provide: Projection surface.



Crowdfunding 101

This workshop will introduce participants to crowdfunding platforms, and will offer insights on how to determine which crowdfunding platform is best for specific purposes. Through a presentation and hands-on learning, participants will explore how to select the appropriate platform and will discuss the necessary elements to achieve a successful crowdfunding campaign.

Length of workshop: 60-90 minutes

Sponsor must provide: Projection surface, internet access.



ABCD: Asset Based Community Development

This workshop invites participants to closely examine what assets can be offered and exchanged between an arts and culture organization and the community in which it exists. Workshop participants will inventory the assets of their organization, in an effort to better understand areas in which these can be utilized to build both the organization and the relationship with the community.

Length of workshop: 2 hours

Sponsor must provide: Projection surface.



Rock the Presidents (Image courtesy of Childsplay, Inc.)

Telling Your Story Effectively: Advocacy, Communications, and Marketing

In this workshop, participants will explore the intersection of advocacy, communications and marketing, all through the art of storytelling. As individuals, as part of a community and as representatives of organizations, we all have a story to tell that can be an effective way to connect or build relationships with key members of the community.

Length of workshop: 90 minutes – 2 hours

Sponsor must provide: Projection surface.



Dancers from Creative Movement (Image courtesy of Del E. Webb Performing Arts Center)

stART Learning

stART Learning workshops are designed to bring an arts learning community together for professional development and resource building. Often presented in partnership with the Arizona Department of Education, workshop topics are based on current trends in arts education and can be tailored to the learning needs of teaching artists, arts educators, classroom teachers, and arts organizations in your community.

Length of workshop: 60-90 minutes

Sponsor must provide: Projection surface.



Dia de los Muertos (Image courtesy of Desert Botanical Gardens)

Planning and Managing Successful Arts Learning Projects

This workshop will provide tips and tools for developing and implementing a successful project, as well as guidance on funding opportunities and grant writing. This workshop is geared to participants who are new to the process of planning an arts learning project.

Length of workshop: 60 minutes

Sponsor must provide: Projection surface.



Guthrie Family Days (Image courtesy of the University of Arizona Poetry Center)

Leveraging Technology for Arts Learning

This workshop will include a discussion of new and emerging technologies, and will offer a forum for attendees to dialogue about inventive uses for these technologies. Participants will learn how to make free, web-based technologies work for them and as a tool for arts learning.

Length of workshop: 60 minutes

Sponsor must provide: Projection surface, internet access.