

League of American Orchestras  
2017 National Conference

**Education & Community Engagement  
Constituency Meetings**  
Constituency Liaison: Najean Lee  
[nlee@americanorchestras.org](mailto:nlee@americanorchestras.org)

All meetings take place in the Detroit Marriott at the Renaissance  
Center unless otherwise indicated.

**\*\*NOTE MONDAY, JUNE 5<sup>th</sup> is a Pre-Conference session with a [separate registration](#)\*\***

**Monday, June 5**  
Joliet A/B  
Level 5 – all day

**Education & Community Engagement Half-Day Meeting:  
Orchestras in Response**

1:00pm-1:20pm

**Welcome and Introduction to Half Day Meeting**

*Aimee Halbruner, director of education and community engagement,  
Richmond Symphony; Caen Thomason-Redus, senior director of  
community & learning, Detroit Symphony Orchestra*

1:20pm-3:20pm

**EDCE Partnering for Change**

What are the benefits and pitfalls of partnerships, and how the process  
of building them help us to achieve our mission, demonstrate change, &  
help us respond to evolving needs in our community?

*Speakers: Jessica Ryan, manager of community engagement,  
Minnesota Orchestra; Sarah Ruddy, director of education and outreach,  
Ann Arbor Symphony Orchestra; Terry Wolkowicz, education director,  
New Bedford Symphony Orchestra.*

*Facilitator: Jennifer Harrell, director of education & community  
partnerships, Knoxville Symphony Orchestra*

3:20pm-3:45pm

*Break*

3:45pm-5:45pm

**DSO and its Community**

The Detroit Symphony Orchestra prides itself on being both a  
community-supported and a community-supporting orchestra.  
Partnership is at the core of that identity. Join us as we dive into the  
details of how partnerships—whether internal with orchestra musicians or  
external with community partners—shape the relationship an orchestra  
has with its community.

*Speakers: Caen Thomason-Redus, senior director of community &  
learning, Detroit Symphony Orchestra; Darrell Campbell, creative jazz*

Orchestra

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*ensemble director, Detroit Symphony Orchestra; Pat Baldwin, director of Hannan Center for Lifelong Learning, Luella Hannan Memorial Foundation; Will Haapaniemi, violinist, Detroit Symphony Orchestra*

5:45pm

Final word and Adjourn

6:15pm

Meet in Marriott lobby to walk together to **optional pay-own-way EDCE dinner**. All are welcome, regardless of attending the Half Day meeting, but **you must RSVP to [nlee@americanorchestras.org](mailto:nlee@americanorchestras.org) no later than June 1<sup>st</sup>**. Grand Trunk Pub, 612 Woodward Avenue

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## Tuesday, June 6

1:30pm-1:45pm

LaSalle A  
Level 5

### **Welcome – official start of Conference for EdCE Constituency**

Official welcome to Education & Community Engagement constituency, courtesy of EdCE Leadership Committee co-chairs and host orchestra. *Jon Weber, director of school & family programs, Chicago Symphony Orchestra; Caen Thomason-Redus, senior director of community & learning, Detroit Symphony Orchestra*

1:45pm-3:00pm

LaSalle A  
Level 5

### **Messaging Matters**

Education and Community Engagement programming can be unique, complex work – especially as we seek to be ever more responsive to our community's shifting needs and preferences, and our increasingly polarized political climate. Even those of us who are closest to the ground can find it challenging to communicate about our work in authentic, clear, and compelling ways that resonate with a wide audience. This workshop will help EDCE personnel rethink, reframe, and learn how to rewrite/translate our messages so that we can communicate our programs' public value using simple but compelling language for boards, donors, our audiences and program participants, and the public at large.

*Rosalie Contreras, vice president of communications, Seattle Symphony; Gabrielle Poshadlo, communications manager, Bedrock Detroit.*

*Facilitators: Ahmad Mayes, director of community engagement and learning, Cincinnati Symphony Orchestra; Jon Weber, director of school & family programs, Chicago Symphony Orchestra*

**Wednesday, June 7**

2:15pm-3:30pm

LaSalle A

Level 5

**Responding with Technology**

Emerging media and technologies present us with exciting new tools for education and engagement. Take a quick tour of projects across the orchestra landscape, from webcasting to video games, social media, virtual reality, concert experiences, and beyond. Then join in discussion of possibilities and pitfalls. How can we keep media projects on mission? Whom do they reach, and to what effect? What unintended consequences might occur? And how can orchestras without vast resources tap in?

*Facilitator: Theodore Wiprud, vice president, education, New York Philharmonic*

3:30pm-3:45pm

*Break*

3:45pm-5:15pm

LaSalle A

Level 5

**Roundtable Conversations**

EDCE participants will select from the following suggested topics (these can change), and then after a brief break, select a second topic for a repeating round. Proposed topics include: 1) What's the latest with your orchestra's diversity & inclusion efforts? 2) Demand is growing for sensory-friendly programming – what is your orchestra up to in this space, and what new innovations are you learning about? 3) The environment seems to be changing in public schools and its music/arts education curriculum. How is your orchestra supporting in-school music education these days? Additional topics welcome.

**Thursday, June 8**

11:00am-12:30pm

LaSalle A

Level 5

**Under Development**

When it comes to aligning EDCE and Development functions, there are many opportunities for coordination and missteps. A cross-departmental panel will explore how EDCE can respond to community needs and step-up as a driver for organizational change; how community collaboration supports healthy program development; and how to cultivate donor enthusiasm for new and existing initiatives. We'll take a case-study approach, and then open for general discussion.

*Speakers: Walter Bitner, director of education & community engagement, Nashville Symphony; Jonathan Norris, vice president of development, Nashville Symphony; Maribeth Stahl, senior director of development, Nashville Symphony; & Alan D. Valentine, president and CEO, Nashville Symphony.*

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*Facilitator: Aimee Halbruner, director of education and community engagement, Richmond Symphony*

12:30pm-1:00pm  
LaSalle A  
Level 5

## **Reflections, Recap, Next steps**

With another Conference winding down, what interesting threads have people picked up on during the week – at EDCE sessions, during the opening plenary, and in elective sessions? How can we continue some of these conversations post-Conference and engage our colleagues who couldn't join us? What are priority topics moving forward?

*Facilitators: Aimee Halbruner, director of education and community engagement, Richmond Symphony; Jon Weber, director of school & family programs, Chicago Symphony Orchestra*

*Name badges for this event generously provided by TALASKE | Sound Thinking.*