

2024 National Conference Agenda – Education & Community Engagement

All times below are Central. Agenda content subject to change.

Constituent Liaison: Najean Lee, Director of Government Affairs & Education Advocacy
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Wednesday, June 5, 2024

1:30pm-5:30pm EdCE Pre-Conference Half Day Meeting

The session will delve into the joint endeavors of school district staff and orchestras to strengthen the quality and effectiveness of music education through collaboration, while maintaining the district’s role in facilitating access to music education for all students. The discussion will revolve around key school programming categories: field trip opportunities, in-school one or two-time program offerings (performances or musician visits/coachings/workshops), and in-school multi-visit residencies.

Following insights from school representatives (Klein Independent School District, Pasadena Independent School District, and Aldine Independent School District), we’ll discuss examples of orchestra programs from around the country, and participants will engage in breakout groups to delve into refining partnership strategies, addressing school needs, and overcoming challenges.

****PLEASE NOTE THAT WEDNESDAY’S CONTENT IS A DEDICATED AND SEPARATE PRE-CONFERENCE MEETING WITH ITS OWN REGISTRATION FEE****

The EdCE Pre-Conference Half Day Meeting has been generously sponsored by “What About the Duck”, a composition by Andrew Maxfield, Composer

6:30pm Optional EdCE Dutch-pay Dinner (please [sign up here](#) by 5/25!)

Thursday, June 6, 2024

1:00pm-1:30pm

Welcome and Intros

Facilitator: Terry Wolkowicz, New Bedford Symphony Orchestra

1:30pm-2:30pm

The Beginning and Future of Community Engagement

A conversation with Gold Baton honoree Lee Koonce about the beginnings of orchestral Community Engagement work, the ups and downs of that journey, and what imperatives EdCE professionals should keep front of mind. Q&A to follow!

Guest: Lee Koonce, Senior Advisor and former President and Artistic Director, Gateways Music Festival; Inaugural Director of Community Relations, Chicago Symphony Orchestra

Interviewer: Laura Reynolds, San Diego Symphony

Friday, June 7, 2024

9:00am-10:15am

[Elective Sessions](#)

11:00am-12:15pm

[Elective Sessions](#)

3:30pm-5:45pm

[Discovery Sessions](#)

Join your colleagues from other constituencies for moderated interactive conversations on a variety of topics. Discover what's working for your colleagues and come prepared to share thoughts, ideas, questions, and successes of your own.

Note: similar to electives, seating is on a first-come, first-served basis and some of the Discovery Sessions might fill to capacity.

3:30pm-4:30pm

Discovery Session Options:

[At 250, What is American Music Anyway?](#)

[Capitalizing on Design Thinking to Advance EDI Through Community Engagement](#)

[Centering Values, Community, and Belonging in Your Fundraising](#)

[Reimagining Customer Relationships](#)

[They Are the Future: Building Next-Gen Young Professionals Programs](#)

[Using Your Brand to Foster Inclusion, Belonging, and Connection](#)

4:45pm-5:45pm

Discovery Session Options:

[Engaging the Next Generation in Governance by Establishing an Associate Group](#)

[Exploring Underrepresented Composers](#)

[Guiding Community-Driven Collaboration](#)

[Orchestrating Community Engagement Through a Multi-Pronged Approach to Audience Development and Inclusion](#)

[Simplifying Planned Giving for Big Results](#)

[Speaking to Gen Z to Get Them Excited About Your Events](#)

Saturday, June 8, 2024

9:00am-10:15am [Elective Sessions](#)

10:45am-12:20pm **Program Management Hacks: Tools and Strategies to Build Capacity**

We use tools and strategies, such as databases, logic models, and frameworks, to improve our work. Whether new or old, fancy or simple, the best tools help us go beyond measurements to advance EdCE programming by deepening our customer relationships, helping us decide when to discontinue a program, or showing where we aren't active enough. We'll hear from colleagues about tools that help them approach their work in new ways, engage in some focused small group conversations, and then reconvene to discuss what we find inspiring to take our work to the next level.

Presenters: Jessica Ingraham, St. Louis Symphony Orchestra; Debora Kang, Detroit Symphony Orchestra; Najean Lee, League of American Orchestras; Terry Wolkowicz, New Bedford Symphony Orchestra

12:20pm-12:30pm **Wrap Up and Looking Ahead**

Facilitator: Terry Wolkowicz, New Bedford Symphony Orchestra

Notice: It is important to keep in mind antitrust rules governing competition that apply to this group discussion. While the agenda for this group includes discussion of a variety of issues that are crucial to orchestras' planning and strategies, the goal is not to agree on a single approach to these issues. With the benefit of analysis and discussion, each orchestra will be able to decide independently what course of action is best for its own organization. We ask you to avoid comments that relate to your orchestra's current or future plans for *ticket or event pricing (actual ticket prices, discount amounts), bargaining (including collective bargaining agreements or with vendors), or compensation.*