League of American Orchestras
2018 National Conference

Education and Community Engagement (EdCE)
Constituency Agenda
Constituency Liaison: Najean Lee
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All meetings take place in the Palmer House Hilton unless otherwise indicated.

SPECIAL EDCE HALF-DAY MEETING (SEPARATE REGISTRATION REQUIRED)

Tuesday, June 12
Symphony Center (two locations: see below)

**Please make sure eat lunch beforehand!

12:30pm-1:00pm
Half-day check-in: pick up nametags on-site
(Official Conference registration begins Tuesday afternoon at the Palmer House Hilton)

1:00pm-1:15pm
Welcome and Overview at the 9th Floor Club
Jonathan McCormick, director of education and The Negaunee Music Institute, Chicago Symphony Orchestra and Jon Weber, director, school and family programs, Chicago Symphony Orchestra

1:15pm-1:45pm
A Conversation on Cultural Citizenship with Special Guest TBA

1:45pm-2:40pm
Responding to Community needs, Part 1
How has your orchestra responded to the unique and pressing needs of your community?
Speakers: John Elliott, director of education and community engagement, Portland Symphony Orchestra; Danielle Johnson, manager of learning and wellness, Philadelphia Orchestra; Jonathan McCormick, director of education and The Negaunee Music Institute, Chicago Symphony Orchestra; Paul Wiggin, trustee, Chicago Symphony Orchestra; Amanda Wuerstlin, director of education and community engagement, Louisiana Philharmonic Orchestra. Moderator: Laura Reynolds, VP
2:40pm-2:50pm  
Transition to Buntrock Hall, enjoy light snack

2:50pm-3:20pm  
Responding to Community Needs, Part 2  
Roundtable discussions and report-outs

3:30pm-5:00pm  
CSO-Connect School Partnership Program  
The CSO-Connect program responds to the unique music educational needs of students and teachers in the Chicago Public Schools by incorporating teacher professional development, in-school performances by musicians from the Civic Orchestra Fellows, attendance at the CSO’s school concerts, a multi-disciplinary showcase of student work, and collaboration with peer cultural institutions.  
Speakers: Katy Clusen, manager, school and family programs, Chicago Symphony Orchestra; James Hall, manager, community programs and Civic Orchestra engagement, Chicago Symphony Orchestra; Jon Weber, director, school and family programs, Chicago Symphony Orchestra

5:00pm-5:30pm  
Rapid Fire: School Partnerships  
Speakers will share 5-minute information-packed presentations on a variety of school partnerships including in-school performances, creating student-generated work, teacher professional development, and more.  
Speakers: Catherine Beeson, director of community and education programs, Colorado Symphony; Caitlin Daly, education director, New Haven Symphony; Hillarie O’Toole, manager, learning and engagement programs, Carnegie Hall; Kathryn Schwarzmann, director of education and community engagement, Madison Symphony Orchestra; Rebecca Whitney, director of education, Milwaukee Symphony. Moderator: Ahmad Mayes, director of education and community engagement, Cincinnati Symphony Orchestra

5:30pm-6:00pm  
Summary and Closing  
Jennifer Harrell, director of education and community partnerships, Knoxville Symphony Orchestra; Jon Weber, director, school and family programs, Chicago Symphony Orchestra
Optional Pay-Your-Own-Way EdCE Dinner
Contact nlee@americanorchestras.org ASAP for details.
Firm RSVPs required by June 10th.

CONFERENCE SESSIONS OFFICIALLY BEGIN:
All meetings take place in the Palmer House Hilton Hotel unless otherwise indicated.

Wednesday, June 13
2:30pm-2:45pm
Crystal Room, Third Floor

Welcome and Announcements
Jennifer Harrell, director of education and community partnerships, Knoxville Symphony Orchestra; Jon Weber, director, school and family programs, Chicago Symphony Orchestra

2:45pm-3:45pm
Crystal Room, Third Floor

Young People’s Concerts
Most of our orchestras produce Young People’s Concerts (YPCs) and have for a long time. But what are their goals in 2018, when in-school arts education looks dramatically different than it did 30 years ago? Does the programming reflect the diversity of students and families who attend? How do you differentiate your programs for the variety of audiences?
Speakers: Jamie Allen, director of education, Dallas Symphony; Erin Horan, community engagement director, The Florida Orchestra; Becky Spiewak, education programs manager, Cincinnati Symphony Orchestra.
Moderator: Jennifer Harrell, director of education and community partnerships, Knoxville Symphony Orchestra

Thursday, June 14
10:15am

Optional Check-in During Coffee Break

Friday, June 15
10:30am-11:30am
Chicago Room, Fifth Floor

(Joint Session with Mktg. Note start time of 10:30am)
Effective Collaboration for Audience Expansion, Audience Development, and Brand Building
Marketing and EdCE will reflect on how our departments uniquely contribute to the achievement of our organizations’ goals and priorities. Despite those distinctions, we’ll explore strategies to identify intersections that can bring us together to help achieve our larger organizational goals.
Speakers: Philip Koester, vice president of sales and marketing, Chicago Symphony Orchestra; Elisabeth Madeja, director, marketing, Chicago Symphony Orchestra; Laura Reynolds, VP education & community engagement, Seattle Symphony; Charlie Wade, senior vice president of marketing and business operations, Seattle Symphony; Jon Weber, director, school and family programs, Chicago Symphony Orchestra

11:30am-12:00pm Break and Relocate to Crystal Room (Grab a quick bite that you can very discreetly bring with you, as the next sessions go through lunch!)

12:00pm-1:00pm Roundtable Discussions (2 sets) Crystal Room, Third Floor Possible topics include: Advancing diversity, equity, and inclusion at your orchestra; digging deeper into marketing; new updates in EdCE technology; Troubleshooting tricky partnerships, and more. Moderator: Danielle Johnson, manager of learning & wellness, Philadelphia Orchestra

1:00pm-1:15pm Recap and Next Steps Crystal Room, Third Floor Jennifer Harrell, director of education and community partnerships, Knoxville Symphony Orchestra; Jon Weber, director, school and family programs, Chicago Symphony Orchestra

Name badges for this event generously provided by TALASKE l Sound Thinking