2017 Mid-Winter Managers Meeting  
January 29-30, 2017  
Dallas, TX  

Youth Orchestra Division  
Constituency Liaison: Yoo-Jin Hong, yhong@americanorchestras.org

Sunday, January 29, 2017

1:00-6:00pm Registration  
Pecan Ballroom, 32nd Floor

2:00-2:30pm Welcome and Introductions (Story Swap)  
Maple, 3rd Floor  
Megen Balda (moderator), (chair, YOD), executive director,  
Greater Twin Cities Youth Symphonies

2:30-3:45pm Building a Better Strategic Plan  
Maple, 3rd Floor  
How can youth orchestras develop strategic plans that don’t just sit on the shelf?  
Linda Edelstein, executive director, Milwaukee Youth  
Symphony Orchestra

3:45-4:00pm Break

4:00-5:30pm Plenary: New Frameworks for Communicating Impact  
Pecan Ballroom, 32nd Floor  
Part I  
Orchestras in communities of all sizes confront ongoing challenges in making the case for new and renewed investment in this art form. The key to clearly conveying the relevance of orchestras to funders, government, and the public at large requires getting inside the heads of those we wish to influence, and understanding what assumptions and values drive their priorities. Our partners at the National Human Services Assembly will share how they are tackling a similar challenge by creating new communications strategies, fueled by insights from The Frameworks Institute that can build value and understanding across political, racial, and socio-economic lines.
Presenter: Ilsa Flanagan, director, National Reframing Initiative, National Human Services Assembly

Part II
What is the mission-based narrative we would like to tell about ourselves, and do our actions support it? Do orchestras “earn” their negative perceptions, or do we simply have messaging and communications challenges? Two leading voices in the nonprofit arts community, Keryl McCord, formerly Managing Director of Alternate Roots, and Justin Laing, Program Officer, The Heinz Endowments, talk with Jesse Rosen about orchestras, values, and perceptions in the wider ecology of the arts.

Presenters:
Justin Laing, program officer, The Heinz Endowments
Keryl McCord, president and CEO, EQ-The Equity Quotient
Jesse Rosen, president and CEO, League of American Orchestras

5:30-6:30pm
Welcome Reception sponsored by Boomerang Carnets
Pecan Ballroom, 32nd Floor

6:45pm
Visit Greater Dallas Youth Orchestra rehearsal, followed by
YOD Group Dinner (pay your own way)
Rehearsal at Sammons Center, 3630 Harry Hines Blvd
Dinner at the Meddlesome Moth, 1621 Oaklawn Ave (tentative)

Monday, January 30, 2017

8:00-9:00am
Breakfast sponsored by the Cliburn
Bluebonnet Ballroom, 2nd Floor
Join us for a breakfast hosted by the Cliburn to learn more about the upcoming Van Cliburn International Piano Competition. As the fifteenth edition of the Competition approaches in May, the Cliburn is planning new initiatives to grow audiences and awareness of its new winners nationally and internationally—be among the first to hear about its plans!

9:00-9:30am
Reflections on Plenary
Maple, 3rd Floor
Megen Balda (moderator)
9:30-11:00 am  Collecting and Curating Youth Orchestra Stories
Maple, 3rd Floor  How do we refine, focus, and communicate the compelling and inspiring stories of youth orchestra musicians and their successes?
Carlos Maestas (moderator via Skype), chief storysmith, Key Ideas

11:00-11:15 am  Break

11:15-12:15pm  Serving Diverse and Inclusive Communities
Maple, 3rd Floor  With professional orchestras increasingly focused on diversifying their population of musicians, how can youth orchestras do an even better job of fostering a diverse and inclusive talent pipeline?
Troy Peters (moderator), music director, Youth Orchestras of San Antonio

12:30-2:15pm  Lunch (pay your own way)
Wild Salsa, 1800 Main Street

2:15-3:30pm  HR Roundtable
Maple, 3rd Floor  For this open discussion of HR policy and practice, attendees will be invited to submit sample documents (job descriptions, evaluations forms, and so on) in advance of the meeting.
Lindsey Nova (moderator), executive director, Three Rivers Young Peoples Orchestras

3:30-4:00pm  Reflection & Next Steps

4:00pm  Adjourn

The Reception at the Mid-Winter Managers Meeting is generously sponsored by Boomerang Carnets | CIB

The Breakfast at the Mid-Winter Managers Meeting is generously sponsored by The Cliburn

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