



*The Bernard P. McDonough Center
for Leadership and Business
at Marietta College*

The Schwartz Leader-in-Residence Program

The 2016-2017 LIR Project:

“Music and Arts Advocacy: A College and Community Project”

Donna Collins

Executive Director, Ohio Arts Council

Background:

The Schwartz Leader-In-Residence Program, named in honor of Dr. Stephen W. Schwartz (1940-2006), the founding and longtime dean of the McDonough Center, is designed to infuse leadership across the Marietta College campus. The McDonough Center works collaboratively with a department to bring to campus an outstanding leader in the department’s academic area of interest. During the academic year, the Schwartz LIR works with the department faculty to develop and implement a project that enhances the leadership knowledge and skills of the participants. The project is open to students in the department, based on selection criteria established by the department chair in close consultation with the Schwartz LIR.

The 2016-2017 Schwartz LIR's Bio Information

Donna S. Collins became Executive Director of the Ohio Arts Council (OAC) on July 1, 2014. Prior to leading the OAC, Collins served as the executive director of the Ohio Alliance for Arts Education (OAAE) since 1998 and as the executive director of the Ohio Citizens for the Arts and Foundation (OCA) since 2001. During her tenure, both the OAAE and OCA were recognized statewide and nationally for their success at increasing services to constituents, creating policy, and generating more funds for the arts.

Collins brought to the OAC more than 20 years of experience in leading statewide non-profit organizations, demonstrating consistent success and solid results that impact policy, education, economic development, and arts and culture. A proven leader in the field of arts education and arts advocacy, she has worked with the Kennedy Center Alliance for Arts Education Network (KCAAEN) on the Network Leadership Committee and as a consultant to state Alliances across the nation. She also served as an Americans for the Arts State Captain and a State Arts Action Network chair and member, as well as chair of the Arts Education Council. In addition, Collins is a member of the steering committee of the Cultural Data Project/Ohio. Currently Collins serves on the Awards Committee and Membership Dues Task Force for the National Assembly of State Arts Agencies (NASAA).

Collins has received the Alene Valkanas State Arts Advocacy Award from Americans for the Arts; Distinguished Fellow and Arts Administration Awards by the Ohio Art Education Association; VSA Ohio's Fran Bay Award; Executive Director recognition from the Kennedy Center Alliance for Arts Education Network in 2003, 2008, 2011, and 2014; and induction into the Ohio Educational Theatre Association's Hall of Fame. Collins was also honored by the Ohio PTA as a Life Member.

Collins lives in Glenford, Ohio, with her husband Howard. Together they have three sons: Timothy (forever 31), Joshua (and his wife Deidre), and Ryan (a 2016 graduate from Capital University). Joshua and Deidre have two children, Cierra and Chance, the most wonderful grand girl and grand boy a Grammy could have!

Project Description

In the past several decades in public education and in public venues as well, the value of music and the arts has been questioned and often faced the chopping blocks in school systems due to budget shortages. With a vast amount of current research completed on the value of music specifically and its affect on the overall learning of the student, music and the arts need to be looked at more carefully.

With the institution of the common core curriculum, more emphasis has been put on the STEM areas of education while negatively affecting the ability of students to be enrolled and participate in the arts programs in the secondary school systems. Arts was recently added as a core subject changing STEM to STEAM. However much convincing and advocacy is needed to take those words and put it truly into action.

As the Leader-In-Residence, Donna Collins, will help students develop greater knowledge and skills in the advocacy of music and the arts. This work will include but will not be limited to locating and identifying recent legislative action at the state and national level affecting the arts, identify useful research in the area of arts advocacy and development, identify ways to advocate, develop a connection with invested parties in the advocacy effort, identifications of those most directly affected by the arts programs, the economic impact on communities where music and the other arts are an integral part and identifying up to date educational research on the role and positive outcomes of the educational system that demonstrates an active and effective music/arts program.

The students will identify various constituencies and research on the impact of music and the arts in educational settings. Research of the importance of music for music's sake will also be explored. Students will be assigned various constituents to contact and get involved in the final project.

With the guidance of the Leader-In-Residence, the project students will develop a panel of individuals to present a panel discussion at the 2017 Leadership Conference on the Marietta College campus. This panel discussion will address the educational benefits of music and the arts in the educational setting and its impact on the economics of the community. Further discussion on the advocacy needs and methods of engagement for music and the arts will also be explored.

The culminating project event will be a music and the arts festival to be held in downtown Marietta featuring music performances by various college and public/private school ensembles, visual art exhibitions, and theatre scenes. The culminating project event goal is to make the community and local schools (administrators, teachers, students, and parents) more aware of the many benefits of music and the arts in, and out of, school.

Before each performance, the student introducing the performing group or art exhibition will provide a short presentation on the value of arts advocacy, as well as the strategies involved. A key feature is the importance of music and the arts in public/private Pre-K-16 education.

Project Goals and Plans

Fall Semester 2016:

- Students will identify various constituents/organizations and school organizations that are directly and/or indirectly impacted by the presence of music and the arts in various settings.
- Students will contact identified individuals/organizations to share this project and communicate the importance of their involvement to advocate for music and the arts in all areas of our community and the Mid-Ohio Valley.
- Students will identify current research on the impact of music and the arts in numerous areas, including but not limited to education, entertainment, creative placemaking, careers in the arts, and economic development. Students will develop messaging, using a “one voice” approach, which leads to a comprehensive advocacy plan.
- Students will design, plan, and create a project plan for the Spring 2017 final project event. This plan will be all inclusive: timeline, budget, facility usage, ADA consideration, communications, contacts with full information, draft program, and identifying potential presenters and participants.

Spring Semester 2017:

- Students will hold discussion forums with the various organizations, constituents, policy makers, and government officials early in the semester to gather sufficient information to create messaging, an advocacy plan, communication strategies, etc.
- Students will create and implement a communications plan for the project in order to generate excitement and attendance at the planned Spring project event.
- The culminating project event will be successfully executed in downtown Marietta, bringing together the Mid-Ohio Valley community for an advocacy focused opportunity featuring music, visual art exhibitions, performances, speakers, and other presentations.

Project Outcomes:

- Students will identify business leaders, policy makers, arts educators, educators, teaching artists, and arts organizations that have a vested interest in the availability and success of the arts and arts education for everyone – in school, out of school, and in the community.
- Students will develop advocacy skills and be able to speak effectively with ease when addressing the need for strong music and arts programs in school systems and in the community. This is a skill that will be used every day in their adult life/career.
- Students will become “advocacy and arts education researchers.” Their research efforts will provide the necessary information to create an informed opinion about the need for, and value of, music and the arts as part of a complete well-rounded education.
- Students will use skills learned through the project to enhance their leadership, advocacy, planning, and organizational abilities today and into the future as they work to promote the value of music and the arts.