

CREATIVITY

INNOVATION

TEAM WORK

DEVOS INSTITUTE  
OF ARTS MANAGEMENT  
AT THE UNIVERSITY OF MARYLAND



# InterACT

ARTS LEADERSHIP INTENSIVE

ORANGE COUNTY, CALIFORNIA

A TWO-DAY TRAINING  
AND CONSULTATION  
PROGRAM FOR ARTS  
SCHOOLS LEADERSHIP  
NATIONWIDE, INCLUDING:

- Senior Executives
- Principals, Deans & Department Chairs
- Arts Administrators
- Fundraising & Marketing Staff
- Business & Finance Personnel
- Board Leadership
- And More!

**JUNE**  
**14 - 15**  
**2018**



The DeVos Institute of Arts Management, a global leader in arts management training and consultation, and Orange County School of the Arts, a national model for sustained excellence in arts and academic education, have partnered to offer a two-day symposium for arts schools leadership throughout the United States.

The intensive responds to common needs expressed by arts schools leadership in a fast-changing, complex environment:

- How can we re-energize our school's mission, vision, and values, and align the entire team to these principles?
- How can we counter decreased public funding and increasing need within our programs through a more effective fundraising program?
- How can we engender greater visibility for our school and its programs? What is the right balance of responsibility between teachers and school administration in this effort?
- What is the proper role for a board in the arts schools context? What other means should we consider to corral the goodwill surrounding our school, including alumni, parents, and strategic partners?
- How can we communicate the impact and results of our work, at the community, regional, and field-wide levels?
- What does a strategic plan in the arts schools context need to address? What are best practices for strategic planning in our field?

These essential questions, and others, will be addressed in an intensive, interactive, two-day symposium.

# Schedule

## THURSDAY, JUNE 14, 2018

### 9:00 AM – 12:00 PM

The Cycle: Building and Sustaining Superior Arts Schools

### 12:00 PM – 1:00 PM

Lunch

### 1:00 PM – 4:30 PM

Program Excellence

Guest Presentation: Disney's Approach to Quality Service

Vision, Core Values, and Culture

How to Create a Culture of Achievement

## FRIDAY, JUNE 15, 2018

### 9:00 AM – 10:30 AM

Programmatic and Institutional Marketing Strategies Implemented at OCSA

Human Capital Development and Hiring Practices

### 10:45 AM – 12:30 PM

Fundraising in the Arts Schools Context  
(To Include Solicitation Workshop)

### 12:30 PM – 1:30 PM

Networking Lunch

### 1:30 PM – 2:45 PM

Strategic Planning Overview

### 3:00 PM – 4:00 PM

Guest Presentation: Booker T. Washington High School for the Performing and Visual Arts Strategic Planning Case Study

### 4:00 PM – 5:30 PM

Cocktail Networking Mixer

### 8:00 PM

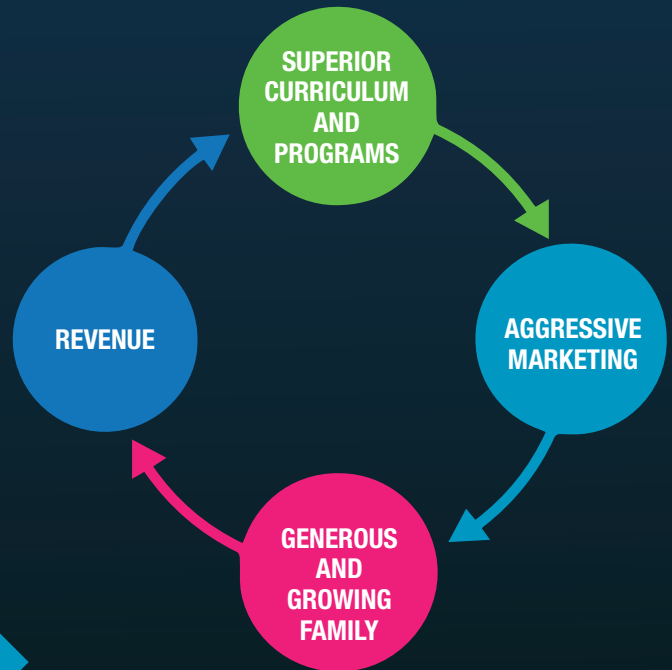
Pacific Symphony Concert at Segerstrom Center for the Arts  
(Optional)



# Primary Learning Objectives

- Reinforce and activate your organizational mission
- Build a culture in line with that mission, which promotes artistic excellence and supports productive collaboration between all stakeholders
- Engineer a leap from “good” to “great” in key governance areas, including program development, marketing and communications, strategic planning, human resource development, fundraising, parent/volunteer engagement, and community engagement

**THE CYCLE** IS THE INSTITUTE'S APPROACH TO MANAGING ARTS ORGANIZATIONS THROUGH AN INTEGRATED APPROACH TO LONG-TERM PROGRAM PLANNING, MARKETING, AND FUNDRAISING.



**InterACT**  
**Tuition: \$295**

- **10% discount** is offered for all Arts Schools Network members.
- **15% discount** will be applied to any school sending three or four representatives.
- **25% discount** will be applied to any school sending five or more representatives.

**Optional One-On-One  
Consultation:  
\$150/hour**

The InterACT Arts Leadership Intensive will offer a limited number of optional, one-on-one consultations on a first-come, first-served basis. In preparation for each consultation, Institute and/or OCSA leadership will review documentation provided by you or your school to ensure maximum productivity.

## **Location:**

**Orange County School of the Arts**  
1010 N. Main St.  
Santa Ana, CA 92701

## **Accommodations:**

### **Avenue of the Arts Hotel**

5 miles | [avenueoftheartshotel.com](http://avenueoftheartshotel.com)

### **Westin South Coast Plaza**

5.5 miles | [westinsouthcoastplaza.com](http://westinsouthcoastplaza.com)

### **Embassy Suites Santa Ana**

4.2 miles | [embassysuitessantaana.com](http://embassysuitessantaana.com)

**Register  
Today!**

[ocsarts.net/InterACT](http://ocsarts.net/InterACT)

For more information, contact Marie Gossman  
DeVos Institute of Arts Management  
[MEGossman@DeVosInstitute.net](mailto:MEGossman@DeVosInstitute.net)  
301-314-0948



# Keynote Speakers

## BRETT EGAN

President

DeVos Institute of Arts Management

Brett Egan is an Orange County School of the Arts Alumnus (Musical Theater) and provides planning and training services for cultural and educational institutions worldwide. He specializes in strategic planning; succession planning; capital campaigns; annual fundraising; fundraising campaigns; community-based practice; human resource development; board development; and institutional and programmatic marketing. As DVIAM President, Mr. Egan has led multiyear capacity building initiatives in partnership with the Ford Foundation and Bloomberg Philanthropies; regional training intensives across the country; and has delivered multiyear, first-of-their-kind training programs in Ireland, Croatia, Trinidad and Tobago, Vietnam, and the United Kingdom. Recent clients include the Doha Center for Creative Industry (Doha, Qatar); Duke Ellington School of the Arts (Washington, DC); Booker T. Washington High School for the Performing and Visual Arts (Dallas, TX); Sundance Institute (Park City, UT); Motown Museum (Detroit, MI); and Apollo Theater (NYC). Mr. Egan is the co-author, with DeVos Institute Chairman Michael M. Kaiser, of *The Cycle: A Practical Approach to Managing Arts Organizations* (2013). He graduated magna cum laude from Harvard University with a degree in Cultural and Performance Theory.



## RALPH OPACIC, Ed.D.

Founder & Executive Director, OCSA  
Chief Executive Officer, CSArts-SGV

Ralph Opacic founded the award-winning Orange County School of the Arts (OCSA) in 1987 and currently serves as Executive Director. In 2017, he helped establish OCSA's first sister school, California School of the Arts – San Gabriel Valley (CSArts-SGV), where he serves as CEO. Dr. Opacic is credited with assembling the finest arts and academic instructors in Southern California, as well as creating opportunities for young artists to develop their talents to their greatest potential. Widely awarded for his achievements in education, Dr. Opacic has received the prestigious ASN Jeffrey Lawrence Award and OCDE Outstanding Contribution to Education Award. Additionally, he has been named one of the top three executives in Orange County by the *Orange County Register* and Artistic Visionary by Arts Orange County. While under the leadership of Dr. Opacic, OCSA has received top honors for excellence in both arts and academic education. Dr. Opacic holds a B.A. in music from California State University, Long Beach, an M.S. in educational administration from National University, and an Ed.D. from the University of Southern California.



## Guest Presenters



Disney Institute Guest Presenter,  
compliments of the Disneyland  
Resort



Booker T.  
BOOKER T. WASHINGTON  
High School For The Performing And Visual Arts

Scott Rudes, Ph.D., Principal

## Testimonials



### SCOTT WALKER

Principal, Las Vegas  
Academy of the Arts

“ I dare say that my participation with the InterACT Arts Leadership Intensive was the most pertinent, engaging, informational, and well-organized conference that I've attended in several years. I only wish that I'd brought more of my faculty to hear and understand the need for programmatic and institutional marketing in achieving our school vision and goals. I will definitely be returning with many of my school leaders next year. Encore!! ”



### ROBYN MACNAIR

Visual and Performing Arts Specialist,  
Santa Ana Unified School District

“ The InterACT Arts Leadership Intensive provided an important framework for our school, which is in the very beginning of development. In some areas, the information provided affirmation in the direction we are headed, and in many areas we received valuable mentoring to help us develop our next steps to keep moving forward. I very much look forward to participating in this type of professional development again to help our organization build a strong infrastructure and foundation. ”



### MICHAEL WANG

Principal, The Chicago High  
School for the Arts

“ InterACT Arts Leadership Intensive hit all the bases in examining what it really means to run an arts organization. The program was accessible for both emerging as well as established arts leaders. Brett Egan gave us great ideas that we took back to ChiArts; we even started a book club with our Arts Department Heads with “The Cycle.” InterACT gave us direction in how to become established and sustainable. ”