ARTS LEADERSHIP INTENSIVE

ORANGE COUNTY, CALIFORNIA

A MULTI-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!

CREATIVITY INNOVATION TEAM WORK

JUNE 14 - 16
2018

NEW!
InterACT 201 featuring advanced training and workshops…
Look inside to learn more!

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.

DIANE MAKAS
Artistic Director, Huntington Beach Academy for the Performing Arts
The InterACT Arts Leadership Intensive was an amazing conference filled with inspirational learning. The informational sessions were collaborative, applicable, and easily implemented. I plan to return with all of my department chairs.

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!!
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 multi-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, multi-day symposium. Now in its third year, InterACT is pleased to offer, for the first time, a two-part structure (101 and 201 levels) for both first-time and returning participants.

### Schedule

#### InterACT 101:
- Thursday, June 14 at 9:00 AM to Friday, June 15 at 5:30 PM

#### InterACT 201:
- Friday, June 15 at 12:00 PM to Saturday, June 16 at 5:00 PM

#### THURSDAY, JUNE 14, 2018

**InterACT 101 Begins**
- 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

**InterACT 201 Begins**
- 12:00 PM – 1:30 PM: Extended 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)

**InterACT 101 Concludes**

#### FRIDAY, JUNE 15, 2018

**InterACT 101 Concludes**

**InterACT 201 Begins**
- 9:00 AM – 10:30 AM: Programmatic and Institutional Marketing Strategies Implemented at OCSA
- 10:45 AM – 12:00 PM: Fundraising in the Arts Schools Context
- 12:00 PM – 1:30 PM: Extended 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)

**InterACT 201 Concludes**

#### SATURDAY, JUNE 16, 2018

**InterACT 201 Concludes**

- 9:00 AM – 10:30 AM: Marketing with Ease and at Maximum Impact
- 10:45 AM – 12:00 PM: Working Session: Developing Events to Maximize Your Organization’s Impact
- 12:00 PM – 1:00 PM: Lunch
- 1:00 PM – 2:30 PM: Building Effective Boards and a School-Wide Culture of Philanthropy
- 2:45 PM – 4:00 PM: Building Family and a Culture of Giving at Orange County School of the Arts Case Study
- 4:00 PM – 5:00 PM: Fundraising Solicitation Workshop
Primary Learning Objectives

InterACT 101
- 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

InterACT 201
- Establish a team that implements effective institutional and programmatic marketing initiatives by communicating with potency, both internally and externally, and limiting the time and expense required to do so
- Cultivate an institution-wide “culture of philanthropy” that builds family and prepares parents, alumni, and other stakeholders for increased, long-term investment
- Develop strategies to maximize success and effectiveness in gift solicitation

InterACT 101 Tuition: $295
InterACT 201 Tuition: $295
101 + 201 Combo: $415 (30% discount)

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

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

For more information, contact Marie Gossman
DeVos Institute of Arts Management
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.

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.