

Pennsylvania Council on the Arts  
Council Meeting  
July 27, 2016  
Harrisburg, Pennsylvania



**PENNSYLVANIA COUNCIL ON THE ARTS  
2016 - 2017 COUNCIL MEETING SCHEDULE**

***The PCA's first council meeting was on July 23, 1966***

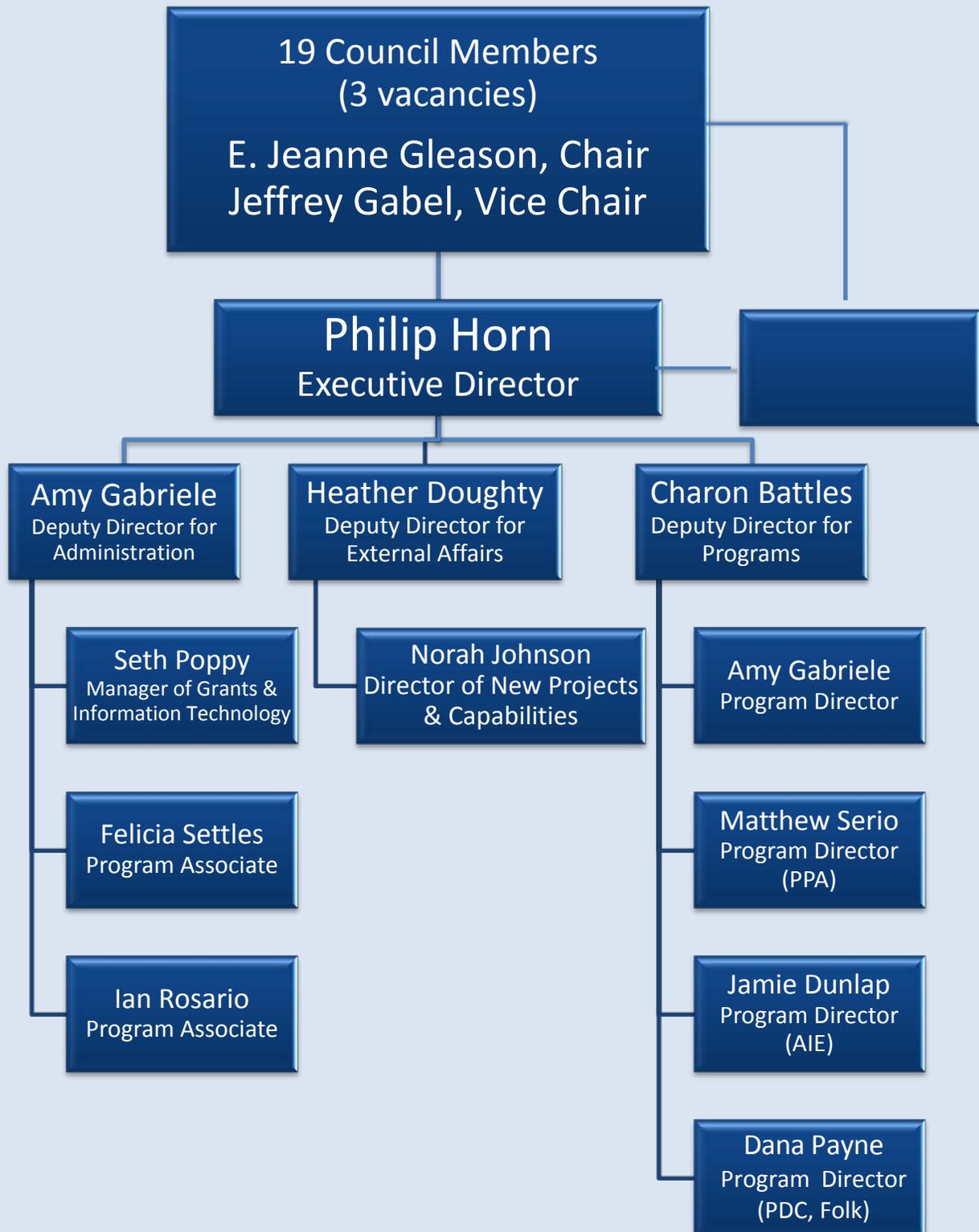
Thursday, July 27, 2016 - Harrisburg

Wednesday, October 5, 2016 - Location to be determined

Wednesday, December 14, 2016 - Via conference call

Wednesday, March 8, 2017 - Location to be determined

Wednesday, July 19, 2017 - Location to be determined



## **COUNCIL MEMBERS POTENTIAL CONFLICTS OF INTEREST**

### **\*Gabel, Jeffrey**

1. Gettysburg College's Majestic Theater
2. Gettysburg College's Gettysburg Review
3. Gettysburg Chamber Orchestra
4. Adams County Council on the Arts
5. Totem Pole Playhouse

### **Gleason, Jeanne**

1. PA Rural Arts Alliance
2. Pittsburgh Ballet Theatre
3. Southern Alleghenies Museum of Art
4. University of Pittsburgh
5. University of Pittsburgh at Johnstown

### **Goldberg, Susan**

1. The Curtis Institute of Music
2. Dickinson College
  - Bluegrass on the Grass
3. Philadelphia Chamber Music Society
4. Philadelphia Orchestra Association
5. Walnut Street Theatre

### **Isa, Gayle**

1. Asian Arts Initiative
2. Greater Philadelphia Cultural Alliance
3. National Consortium of Asian American Theaters and Artists

### **Laing, Justin**

1. Nego Gato

### **\*Lehr, Bill**

1. Harrisburg Symphony
2. Susquehanna Art Museum

### **McIlhinney, Charles**

*No Conflicts Reported*

### **Pickett, Tina**

*No Conflicts Reported*

### **Pullo, Robert**

1. Penn State University – York Campus
  - Center for the Performing Arts

**Parks, Jeff**

1. ArtsQuest
2. Banana Factory

**Sims, Brian**

*No Conflicts Reported*

**Steadman, Lee**

1. Bloom Collaborative

**\*Vitz, Paula**

1. Cultural Alliance of York County

**West, James**

*No Conflicts Reported*

**Tartaglione, Christine**

*No Conflicts Reported*

**\*Zaborney, Jen**

1. Indiana University of Pennsylvania
  - Footlight Players
  - University Museum
  - IUP Research Institute - Arts Path

\*updated 2/11/2016

Name	Home Region	First Appt	Reappointed	Term Expiration	Appointed By	Previous Member	Previous Member
Vacant						Corbett, Susan	Silverman
Vacant						Ellsworth	Cassalia
Gabel, Jeffrey**	Adams	6/13/2011	10/6/2014	7/1/2015	Corbett	Haines, Cliff	Barford
Gleason, E Jeanne*	Cambria	2000	11/26/2002	7/1/2005	Ridge	d'Harnoncourt	
Goldberg, Susan	Philadelphia	2002	7/15/2009	7/1/2012	Schweiker	Semington	
Vacant						Harmelin	Benzel, Anne
Isa, Gayle	Philadelphia	6/13/2011		7/1/2013	Corbett	White, Karen	Washington
Laing, Justin	Allegheny	5/23/2011		7/1/2012	Corbett	Tomb, Myron	Goodyear
Lehr, Jr., William	Lebanon	12/12/2011	10/15/2014	7/1/2017	Corbett	McGeary, Clyde	Swartz
Pullo, Robert	York	6/2/2009	12/12/2013	7/1/2016	Rendell	Barness	
Parks, Jeffrey	Northampton	10/14/2014		7/1/2015	Corbett	Santarelli	Gumberg
Steadman, Lee	Erie	6/30/2013	10/14/2014	7/1/2017	Corbett	Breon, Susan	Frankel
Vitz, Paula	York	6/27/2013	10/14/2014	7/1/2017	Corbett	Cades, Stewart	Lee
West, Jr., James	Allegheny	5/23/2011	10/6/2014	7/1/2015	Corbett	Rubinoff, Caryn	Bohlin
Zaborney, Jennifer	Cumberland	6/13/2011	10/6/2014	7/1/2016	Corbett	Allen, Caroline	Snelling
Rep. Pickett, Tina	Bradford			none	Speaker (R)	Rep. Ryan, Matthew	
Rep. Sims, Brian	Philadelphia			none	Speaker (D)	Rep. Cohen, Mark	Richardson
Sen. McIlhinney, Charles	Bucks			none	Pro Temp (D)	Sen. Conti, Joseph	
Sen. Tartaglione, Christine	Philadelphia			none	Pro Temp (R)	Sen. Williams, Anthony	
*Appointed Chair by Governor Corbett							
**Appointed Vice Chair by Governor Corbett							
3 vacancies							
7 in expired terms. Cannot be re-appointed. Serve Serve Until a successor is qualified (USQ)							
1 expired first term. Can be re-appointed - Parks							
2 expire in 2016 Pullo cannot be re-appointed. Serve USQ. Zaborney can be re-appointed							
3 expire in 2017: Lehr, Steadman, Vitz. Cannot be re-appointed. Serve Until a successor is qualified (USQ.)							

Descriptor	Quality of Artistic	Access to the Arts	Management
Exemplary	35	35	30
↕	34	34	29
↕	33	33	28
↕	32	32	27
↕	31	31	26
Superior	30	30	25
↕	29	29	24
↕	28	28	23
↕	27	27	22
↕	26	26	21
Very Good	25	25	20
↕	24	24	19
↕	23	23	18
↕	22	22	17
↕	21	21	16
Good	20	20	15
↕	19	19	14
↕	18	18	13
↕	17	17	12
↕	16	16	11
Acceptable	15	15	10
↕	14	14	9
↕	13	13	8
↕	12	12	7
↕	11	11	6
Marginal	10	10	5
↕	9	9	4
↕	8	8	3
↕	7	7	2
↕	6	6	1
↕	5	5	0
↕	4	4	Unacceptable
↕	3	3	
↕	2	2	
↕	1	1	
Unacceptable	0	0	

**Agenda  
Council Meeting  
July 27, 2016  
9 a.m. – 2 p.m.**

**Richards Hall  
Dixon University Center  
State System of Higher Education  
Harrisburg, PA**

- |                            |                    |  |
|----------------------------|--------------------|--|
| <b>ITEM 1</b>              | <b>ACTION</b>      | <b>Approval of Minutes of the<br/>March 2, 2016 Council Meeting</b>  |
| <b>ITEM 2</b>              | <b>ACTION</b>      | <b>Approval of Minutes and Actions of the<br/>April 19, 2016 Executive Committee<br/>Conference Call meeting</b>   |
| <b>ITEM 3<br/>(NO TAB)</b> | <b>ACTION</b>      | <b>Authorization for the executive director to<br/>submit applications for which state arts<br/>agencies are eligible</b><br><i>NOTE: We require Council authorization to submit<br/>these proposals to the NEA and any others<br/>Philip Horn, Executive Director</i> |
| <b>ITEM 4<br/>(NO TAB)</b> | <b>ACTION</b>      | <b>Authorization for the executive director to<br/>award contracts and grants to implement the<br/>partnerships and initiatives as presented in<br/>the budget, as approved by the council at this<br/>meeting</b><br><i>Philip Horn, Executive Director</i>           |
| <b>ITEM 5<br/>(NO TAB)</b> | <b>ACTION</b>      | <b>Authorization for the executive director to<br/>appoint panelists to serve on panels in the<br/>2016-2017 fiscal year</b><br><i>Philip Horn, Executive Director</i>   |
| <b>ITEM 6</b>              | <b>ACTION</b>      | <b>Recommendations for Arts in Education<br/>Division</b><br><i>Jamie Dunlap, Program Director</i>   |
| <b>ITEM 7</b>              | <b>INFORMATION</b> | <b>Report on Department of Aging and<br/>Department of Military &amp; Veteran's Affairs<br/>Affairs</b><br><i>Jamie Dunlap, Program Director</i>   |

<b>ITEM 8</b>	<b>ACTION</b>	<b>Recommendations for Pennsylvania Partners in the Arts (PPA) Partners Funding</b> <i>Matthew Serio, Program Director</i>
<b>ITEM 9</b>	<b>ACTION</b>	<b>Recommendations for PPA Program Stream Transitions &amp; Panel Review of PPA Partners</b> <i>Matthew Serio, Program Director</i>
<b>ITEM 10</b>	<b>ACTION</b>	<b>Recommendations for Entry Track Funding</b> <i>Matthew Serio, Program Director</i>
<b>ITEM 11</b>	<b>ACTION</b>	<b>Recommendations for Entry Track Transitions</b> <i>Matthew Serio, Program Director</i>
<b>ITEM 12</b>	<b>ACTION</b>	<b>Recommendations for the Preserving Diverse Cultures Division</b> <i>Charon Battles, Deputy Director for Programs</i>
<b>ITEM 13</b>	<b>INFORMATION</b>	<b>Report on Community Engagement Projects</b> <i>Charon Battles, Deputy Director for Programs</i>
<b>ITEM 14</b>	<b>ACTION</b>	<b>Recommendation to support the appeal by Mexican Cultural Center</b>
<b>ITEM 15</b>	<b>ACTION</b>	<b>Recommendations for Folk Arts Apprenticeships</b> <i>Charon Battles, Deputy Director for Programs</i>
<b>ITEM 16</b>	<b>ACTION</b>	<b>Recommendations of Assessment Numbers for 2016-2017 Full Applications</b> <ul style="list-style-type: none"> <li>a. AOAP Art Museums, Charon Battles for Caroline Savage</li> <li>b. AOAP Arts Education Organizations, Charon Battles for Caroline Savage</li> <li>c. AOAP Arts Service Organizations, Charon Battles for Caroline Savage</li> <li>d. AOAP Dance, Charon Battles</li> <li>e. AOAP Folk and Traditional Arts, Charon Battles for Caroline Savage</li> <li>f. AOAP Literature, Charon Battles for Caroline Savage</li> <li>g. AOAP Theatre, Charon Battles for Matthew Serio</li> </ul>
<b>ITEM 17</b>	<b>ACTION</b>	<b>Proposed Grants Budget for 2016-2017</b> <i>Amy Gabriele, Deputy Director for Administration</i>
<b>ITEM 18</b>	<b>ACTION</b>	<b>Proposed Parameters for the AOAP and PPA Program Stream Funding Formula</b> <i>Amy Gabriele, Deputy Director for Administration</i>

- |                             |                    |   |
|-----------------------------|--------------------|---|
| <b>ITEM 19</b>              | <b>INFORMATION</b> | <b>Progress Report on Marketing Initiative</b><br><i>Norah Johnson, Director of New Projects and Capabilities</i> |
| <b>ITEM 20</b>              | <b>INFORMATION</b> | <b>Delay start of "Picture Pennsylvania"</b><br><i>Philip Horn, Executive Director</i>                            |
| <b>ITEM 21</b>              | <b>INFORMATION</b> | <b>Using Assessment Totals to advise applicants</b><br><i>Philip Horn, Executive Director</i>                     |
| <b>ITEM 22<br/>(NO TAB)</b> | <b>INFORMATION</b> | <b>Chair and Council Member Reports</b><br><i>Jeanne Gleason, Chair</i><br><i>Council Members</i>                 |
| <b>ITEM 23<br/>(NO TAB)</b> | <b>INFORMATION</b> | <b>Executive Director's Report</b><br><i>Philip Horn, Executive Director</i>                                      |



COUNCIL MEETING MINUTES  
PENNSYLVANIA COUNCIL ON THE ARTS  
WEDNESDAY, MARCH 2, 2016  
CROWNE PLAZA  
HARRISBURG, PENNSYLVANIA

COUNCIL MEMBERS PRESENT: Ms. Jeanne Gleason, Chair; Mr. Jeffrey Gabel, Vice Chair; Ms. Susan Goldberg; Ms. Gayle Isa; Mr. Justin Laing; Mr. William Lehr, Jr.; Mr. Jeff Parks; Mr. Robert Pullo; Mr. James West, Jr.

COUNCIL MEMBERS NOT PRESENT: Mr. Lee Steadman; Ms. Paula Vitz; Ms. Jen Holman Zaborney; Senator Charles McIlhinney; Senator Christine Tartaglione; Representative Tina Pickett; Representative Brian Sims.

STAFF MEMBERS PRESENT: Mr. Philip Horn, Executive Director; Ms. Samara Gomez, Chief Counsel; Ms. Heather Doughty, Deputy for External Affairs; Ms. Amy Gabriele, Deputy for Administration; Ms. Charon Battles, Deputy for Programs; Ms. Jamie Dunlap; Ms. Norah Griffiths Johnson; Mr. Seth Poppy; Ms. Caroline Savage; Mr. Matthew Serio; Ms. Tina Mozingo.

OTHERS PRESENT: Ms. Anne Griffin; Ms. Jenny Hershour; Ms. Gail Reinard, for Senator Charles McIlhinney; Ms. Kathleen Benton and Mr. William Horst, Stenographer.

### **Small Group Meetings, 9:00 – 10:30 a.m.**

#### **Small Group #1: Review Council Meeting Agenda**

**Council Members:** Gabel, Gleason, Lehr, Rep. Pickett, Pullo, Reinard (Sen. McIlhinney's staff), Vitz, Zaborney.

**Staff:** Doughty, Gabriele, Horn, Poppy, Savage.

#### **Small Group #2: Preserve Diverse Cultures & Review Council Meeting Agenda**

**Council Members:** Goldberg, Isa, Laing, Rep. Sims, Steadman, Sen. Tartaglione, West.

**Staff:** Battles, Dunlap, Johnson, Serio.

NOTE: Small groups were combined into one plenary session of the Council prior to the meeting being called to order.

## **CALL TO ORDER**

The meeting was called to order at 10:40 a.m. by the Chair, Jeanne Gleason. A roll call was performed by Tina Mozingo.

Gleason thanked the Council for attending. She reminded them that the meeting is being recorded.

(Quorum present.)

### **ITEM 1 Information Report from Small Group Discussions**

Gleason said that the Council met as a full group. She asked Mr. Horn to review the discussion.

Mr. Horn said the Council discussed the upcoming budget. They also discussed how to use assessment totals. There will be roundtable meetings in June. Discussed the next strategic planning process adding an opportunity for the groups to discuss how they might act on their observation. There was also discussion of diversity and the PCA's diversity, including Native Americans.

Jeanne discussed the National Guild conference for professional development for Pennsylvanians.

Ms. Gleason asked for any additional information or comments from the Council. Ms. Gabriele reported half the grants have been processed for payment. Ms. Gleason thanked the staff for making 600 calls to all grantees to advise them about the delayed process.

### **ITEMS 2 - 5 COUNCIL ACTION Approval of Minutes of November 2015 Council Meeting Approval of Minutes of December 2015 Council Meeting Approval of Minutes of January 2016 Council Meeting**

\*\* Motion by Mr. Lehr to approve all of the minutes from past meetings presented to the Council at this meeting. Seconded by Ms. Goldberg.

Motion carried, minutes approved.

### **ITEM 5 COUNCIL ACTION Approval of 2015-1016 Budget Close-Out Proposal**

**Information**  
**Draft of 2016-2017 Grants Budget Proposal**

Report by Ms. Gabriele. She reported on the recommendations for the use of any remaining funds. This includes \$5,000 to support a training session at the upcoming conference presented by the Cultural Alliance of York. The session will address creative aging programs. This was followed by a brief discussion. The balance is estimated to be about \$100,000. Because the grants process is so late it is hard to estimate how much will remain in the budget. It is recommended that any balance be awarded to Citizens for the Arts for the Professional Development and Consulting fund.

Mr. Parks asked if the budget for the PCA is approved. Mr. Horn explained that there is a budget that is not finished. The PCA's funding is in the budget that was approved and the PCA is authorized to award grants.

Ms. Goldberg asked if any funds have been received by grantees. Ms. Gabriele said that no payments have yet been made. Many grants have already cleared at Treasury and payment is usually made in two to three weeks.

\*\* Motion by Ms. Goldberg. Seconded by Mr. Pullo and Mr. Lehr.

Motion carried, budget approved.

**ITEM 6 COUNCIL ACTION**  
**2016-17 Teacher Artist Partnerships (TAP's) and Long Term Residencies (LTR's)**

Ms. Dunlap summarized the panel that was convened to review the applications. This included four new applicants. The staff is recommending funding for fifteen applications. She noted that there are four TAP's recommended for funding not three as indicated in the memo. The additional TAP is the Children's Museum of Pittsburgh. They were unable to start the project in the current fiscal year because of the budget delay. The staff is recommending that this TAP be funded in the upcoming fiscal year.

\*\* Motion by Mr. West. Seconded by Mr. Gabel. Ms. Isa abstained from voting.

Motion carried.

## **Discussion regarding Millersville University – AIE Partnership**

Ms. Dunlap described the lack of communication with Millersville University, Southcentral PARTners, currently a PCA Arts in Education Partner. Millersville indicated that they could not continue with the partnership until there was a state budget but there was no communication. Ms. Dunlap is recommending that the Council authorize the Executive Director to award as much as \$10,000 each for demonstration projects to test the readiness of Millersville University and any other potential partner. She explained that she is also recommending funding for other AIE partners to use funds left unexpended by Millersville University to reach counties in the region served by Millersville University.

Ms. Dunlap reviewed the recommendations for funding. She said that any money not used would be sent to Citizens for the Arts for Professional Development and Consulting grants.

Mr. Pullo asked if this would provide funding to all counties. Ms. Gleason said it would.

\*\* Motion by Mr. Gabel. Seconded by Mr. Pullo.

Motion carried.

## **ITEM 6 COUNCIL ACTION**

### **Approval of 2015-1016 Budget Close-Out Proposal**

### **Draft of 2016-2017 Grants Budget Proposal**

Report by Ms. Gabriele. She said that the Governor has recommended a one million dollar increase for next fiscal year. She noted that there are significant changes proposed. Action will not take place until the 2016-17 budget is passed.

Mr. Horn said he wanted to highlight some items. He said we hope to re-start Picture Pennsylvania. There is \$50,000 from the current year budget for Americans for the Arts to develop a marketing training program for Pennsylvania. \$200,000 is budgeted for next year to begin the program. He noted that there is funding for the National Guild for Community Arts Education to present a professional development conference. The PCA will be able to convene meetings of partners and others at the conference. This will be open to all Pennsylvanians

who want to take advantage of this professional development opportunity. Mr. Horn reviewed the Public Will Building effort by Arts Midwest to influence public attitude toward the arts. He mentioned that he hopes the PCA will be working with the Department of Aging and the Department of Military and Veterans Affairs. He said these are items for the Council's discussion for the July Council meeting.

Mr. Parks said this is a broad and complex subject and that the Council should discuss this.

Mr. Laing said other public will building campaigns are expensive and that the amount did not seem like enough money to affect public attitudes without a specific outcome such as an increase in funding for the NEA.

Mr. Horn said that the PCA would be joining other states and national funders in this effort. Access to the arts is important and is an appropriate public agency activity and should be supported. He said we are not well understood when we talk about the arts outside the arts community.

Ms. Gleason called on Mr. Horn to talk about funding from the NEA. He said that federal funds are all going to the administrative budget of the PCA. This puts the PCA in a vulnerable position. He said he asked the Budget Office to consider this. He has said that the PCA asked for an increase of \$2 million in grants towards a goal of \$25 million in grants. He said that some federal funds were moved from administration to grants without state funds being added to PCA administrative budget. He said he is working on this with the Budget Office.

### **Approach to Grants Using Assessment Totals (scores)**

Report by Mr. Horn concerning how the PCA might use the assessment totals to reward achievement by applicants to the PCA. He said he identified applicants with totals higher than those of applicants of like size.

Ms. Gleason also noted the need to continue to work toward parity among applicants of the same size.

Ms. Goldberg asked if this approach would work with the funding formula. Mr. Horn said this would be done with funding set aside for this purpose apart from the funding formula.

Ms. Gabriele reviewed a proposal to reduce assessment totals by 5 points for late applications. She said this has become a problem for the PCA with a small

staff.

Mr. Gabel asked how many are late.

Ms. Gabriele said that this year it was about 50% of grantees. In a normal year, there are as many as 30% that submit their application late or incomplete.

The Council discussed a sliding scale for late applicants that would reduce the assessment total.

## **ITEM 7 - Information Program Review**

Mr. Horn called on Ms. Dunlap to report on the programs. She reviewed the TAP and LTR programs. She reviewed the PCA's work with the Department of Aging on the Creative Aging pilot. PCA was invited to present in Washington, D.C. for the National Center for Creative Aging. Ms. Dunlap presented a map of Pennsylvania that demonstrates the growth in population of people over 65 years. Mr. Horn commended Ms. Dunlap for her work in advancing this agenda.

Report by Ms. Dunlap re: Poetry Out Loud state finals, with comments by Ms. Goldberg. Ms. Dunlap said that the state finals will be on Monday in Harrisburg. 122 schools participated in POL that included 8,000 students. She invited the Council to attend. She thanked Mr. Gabel for serving as the emcee for the event.

Ms. Doughty noted that all the finalists are female this year.

Ms. Goldberg noted the quality of the students and the diversity of the students. She commended the students for supporting each other in the process. She said this is one of the best programs of the PCA.

Mr. Horn requested Council to entertain a motion made to officially thank and congratulate and commend all Partners re: continuing programs regardless of lack of funding due to budget impasse.

\*\* Motion by Mr. Lehr. Seconded by Mr. Pullo.

Motion carried.

## **ITEM 8 - Information**

This item was addressed later in the meeting.

### **ITEM 9 Information**

#### **Program Review – Proposed Change in Program Stream Cycle to Three Years**

Mr. Serio reviewed the organizations he visited in the past year as well other activities. He showed the Council a PowerPoint presentation about changing the application cycle for Program Stream to be consistent with the Arts Organizations and Arts Programs funding track. He reviewed the partner recommendations for Best Projects.

### **ITEM 12 Information**

#### **Review and Comments on PCA Application to NEA**

Report by Ms. Doughty on the review of the PCA's application to the NEA which was well received. In the December update the PCA acknowledged the work of Woody Goldberg, who was mentioned though not identified in the application for his work with veterans.

NOTE: ITEM 8 was addressed as part of this report.

Ms. Doughty called on Ms. Savage for a report on the PCA's folk arts program. Ms. Savage said the Mira Johnson has left her position as the coordinator of the PCA's folk arts program housed at Jump Street, in Harrisburg. Sally Van De Water has taken her place. Ms. Van De Water is a folklorist based in York, PA. Ms. Savage presented examples of artists discovered through the PCA's field work in folk arts.

#### **Additional comments on Poetry Out Loud:**

Ms. Cluck on Poetry Out Loud reviewed the contest at The State Museum of Pennsylvania. 122 high schools participated in POL.

### **ITEM 10 Information**

#### **Program Review**

Report by Ms. Battles about Pennsylvania's arts and cultural organizations, with additional comments from Mr. Horn. She said she created consistent handbooks for the PCA's partnerships. Work has been done to diversify panels and to attract more diverse applicants. The PCA started a new funding program, Community Based Engagement Projects, in the Preserving Diverse Cultures

Program. She reviewed these grants for the Council. This program was created in response to the drop in applications to the Strategies for Success Program.

Mr. Laing asked that we look at the funding the PCA has provided to culturally-specific organizations over the years.

Ms. Gleason asked Mr. Horn to review the comments from Mr. Laing. Mr. Horn said that we should look at funding from Strategies for Success but also include other PCA funding. Also, people are working to come up with a definition of what is a culturally diverse organization. Mr. Laing said that the Heinz Endowments uses a measure that identifies an organization as culturally-specific by the majority of board, staff and audience.

### **ITEM 11 Information Update on Strategic Plan**

Report by Mr. Horn. Mr. Horn noted the better integration of programs at the agency. Ms. Battles has connected the diversity program with folk arts and arts in education. He said he is looking forward to continuing work with Pike County to find their cultural assets and use these to promote the county. He mentioned the Destination Arts! Project in Waynesboro and the Steeples Project in Johnstown.

### **ITEM 13 Information 2014-2015 Grants Full Report**

Report by Ms. Gabriele regarding the full report on all grants made by PCA in 2014-2015. She said this is the third year the PCA has provided this information in one report. It now also includes all technical assistance grants. Mr. Horn commented on the extraordinary reach of the PCA across the state. Ms. Gleason commented that we know our mission.

### **ITEM 14 Information Conflicts of Interest**

Ms. Mozingo directed the Council to the list of conflicts of interest and asked the Council to keep this up to date.

### **Comments on 50<sup>th</sup> Anniversary of PCA**

Ms. Gleason called on Ms. Doughty to report on the PCA anniversary. Ms. Doughty showed the Council a picture of the two living members of the legislature that created the PCA a picture with Governor Scranton at the signing of the act

creating the PCA. The picture also shows the Speaker of the House K. Leroy Irvis, who served on the Council as did his wife, Cathy Irvis.

Mr. Gabel asked about the Governor's Arts Awards. Mr. Horn reported that there will not be a Governor's Arts Awards this year, owing to the delay in the budget.

## **ITEM 15 Information Chair's Report**

Report by Ms. Gleason. The Southern Alleghenies Museum of Art will have its 40<sup>th</sup> anniversary. The PCA is invited to a dinner to celebrate the anniversary. She noted the opening of the Westmoreland Museum of American Art. She noted that a gallery was named for Carol Brown, former Chair of the PCA. PCA has been invited to present to the County Commissioners annual meeting.

Mr. Horn showed the Warrior Run Middle and High School mural. He said it has to be one of the largest murals in rural America. Ms. Dunlap commented that it is the same artist who did the large mural at the Philadelphia airport.

## **ITEM 16 Information Executive Director's Report**

Mr. Horn said that the PCA is now helping with exhibitions at the Governor's Residence. The first show is called THREADS: From Traditional to Today. It was inspired by the work of Vera Nakonechny, the recipient of a National Heritage Fellowship from the NEA for her Ukrainian embroidery. She is a resident of Pennsylvania. Ms. Johnson showed images of the show. Mr. Horn presented information about other PCA planned activities.

## **ADJOURNMENT**

Chairperson Jeanne Gleason asked for a motion to adjourn.

\*\* Motion by Ms. Goldberg. Seconded by Mr. Gabel.

Motion carried.

The meeting was adjourned at 2:00 p.m.

Respectfully submitted,

Commonwealth Reporting Company

By William J. Horst, Stenographer





## MEMO

**DATE:** June 19, 2016  
**TO:** Council members  
**FROM:** Philip Horn, Executive Director  
**CC:** Charon Battles, Deputy Director for Programs  
Jamie Dunlap, Program Director  
**RE:** Approval of Minutes and Actions of the April 19, 2016 Executive Committee Conference Call Meeting

**MESSAGE:**

The Council authorized up to \$20,000 to support as many as two demonstration projects, one for Millersville University and another candidate, if needed, to demonstrate readiness to be a partner. Millersville expressed their interest in continuing as a partner and completed a residency as a demonstration project.

The Council also authorized the expenditure of the balance of funds be applied to support residency activities by the other Arts in Education Partners.

Staff recommendations were presented to the Executive Committee and approved.

These recommendations are attached.

We ask that the Council endorse the actions of the Executive Committee.

**EXECUTIVE COMMITTEE MEETING MINUTES**  
**Via CONFERENCE CALL**  
**PENNSYLVANIA COUNCIL ON THE ARTS**  
**9 a.m. TUESDAY, APRIL 19, 2016**  
**216 FINANCE BUILDING**  
**HARRISBURG, PENNSYLVANIA**

COUNCIL MEMBERS PRESENT: Mr. Jeffrey Gabel, Vice Chair; Ms. Susan Goldberg; Mr. James West, Jr.

COUNCIL MEMBERS NOT PRESENT: Ms. Jeanne Gleason, Chair; Ms. Paula Vitz

STAFF MEMBERS PRESENT: Mr. Philip Horn, Executive Director; Ms. Heather Doughty, Deputy for External Affairs; Ms. Jamie Dunlap, Program Director

**CALL TO ORDER**

The meeting was called to order at 9:02 a.m. by Mr. Gabel.

A roll call was taken followed by a short statement regarding conflicts of interest.

Mr. Gabel called on staff to review the agenda items. Mr. Horn reviewed the recommendations for the Committee with respect to maintaining the partnership with South Central PaARTners at Millersville University (with The Ware Center and Barry Kornhauser) pursuant to discussions and correspondence with the University Vice President and President.

Mr. Gabel applauded the University moving so quickly.

Ms. Dunlap reviewed the partner proposals set forth in the memorandum and noted that the partners developed and submitted them very quickly and she expressed the opinion that they were all very good.

Mr. Gabel asked for clarification of the amount of the grant.

Mr. Horn answered that the balance of funds was \$80,000 and that the 2015-16 grant was never made. An amount \$20,000 was allocated to contiguous partners Cultural Alliance of York County and Jump Street to maintain some services.

Ms. Goldberg said she was impressed by the projects and thanked the partners.

Mr. West said it was an incredibly great job.

Mr. Gabel asked for a vote to approve the recommendations.

\* \* Recommendations unanimously approved by roll call vote.  
Meeting adjourned at 9:20 a. m.



## MEMO

**DATE:** April 14, 2016

**TO:** PCA Executive Committee:  
Jeanne Gleason, Chair  
Jeffrey Gabel, Vice Chair  
Susan Goldberg, member  
Paula Vitz, member  
James West, member

**FROM:** Philip Horn, Executive Director

**CC:** Charon Battles, Deputy Director for Programs  
Jamie Dunlap, Director, Arts in Education Division

**RE:** Executive Committee Meeting via conference call,  
Tuesday, April 19, 2016 at 9:00 a.m.  
Call-in instructions to follow.

**MESSAGE:**

Here are the materials for the Executive Committee meeting. You will recall that at our March council meeting the Council authorized the Executive Committee to act on recommendations for the use of funds from the Millersville University Arts in Education Partner. Millersville suspended their partnership activities because of the budget impasse.

The Council authorized up to \$20,000 to support as many as two demonstration projects for Millersville and another candidate to demonstrate readiness to be a partner. Millersville has expressed their interest in continuing (see the letter from the President) but housed in a different department. We are going ahead with the \$10,000 grant for Millersville to demonstrate their readiness. We do not have the need for the remaining \$10,000, as we are going forward with Millersville only and not seeking a different partner at this time.

Should Millersville be unable to demonstrate the capacity to continue as a partner we would come back to the Council for funding a demonstration project with a different partner.

At this time we recommend that the \$10,000 balance be applied to support residency activities by the other Arts in Education Partners. Jamie Dunlap has prepared these recommendations accordingly.

We are asking for your approval for the expenditure of these funds. We believe this is a very good and strategic use of these funds for the purpose for which the funds were allocated, i.e., arts in education.

Thank you for your prompt attention to this matter. The end of the fiscal year is near and we need to grant these funds as soon as possible.

April 7, 2016

Philip Horn, Executive Director  
Pennsylvania Council on the Arts  
216 Finance Building  
Commonwealth & North Streets  
Harrisburg, PA 17120

Office of the President  
Phone: 717-871-7001  
Fax: 717-871-7930

Dear Mr. Horn:

It was a pleasure to meet with you and your team on March 28<sup>th</sup> when you visited our campus. I hope you are able to return soon and enjoy one of our performances.

Please let this letter serve as our commitment to continuing the South Central Arts Partnership program at Millersville University.

After review, we have decided to move the position to the Office of Visual and Performing Arts under the supervision of Vice President for Finance and Administration, Roger Bruszewski. The position will report to Barry Kornhauser, Assistant Director of Campus & Community Engagement. Barry works closely with our faculty, students, and alumni to foster relationships with area schools, community organizations, and artists. It is a natural fit for him to oversee a program that extends artist residencies into adjacent counties.

We will be submitting a full proposal that outlines our plan for fostering relationships in the Lebanon, Chester, and Berks County and expand our reach in Lancaster County.

We are committed to ensuring this position is fully supported and given the resources needed to successfully administer the program. This position will participate on the Arts Council, a cohort of cross-department faculty and administrators chaired by Dean Diane Umble, to continue to share ideas and projects that can help this position succeed at Millersville.

We look forward to working with the Pennsylvania Council on the Arts for many more years to come.

Sincerely,



John M. Anderson, Ph.D.  
President (Acting)

0055.16

c: Mr. Roger Bruszewski  
Mrs. Laura Kendall  
Dr. Vilas Prabhu  
Dr. Diane Umble



# MEMO

**DATE:** April 14, 2016

**TO:** PCA Council Members

**FROM:** Jamie Dunlap, Arts in Education Program Director

**CC:** Philip Horn, Executive Director  
Charon Battles, Deputy Director for Programs

**RE:** Special Funding Requests for 2015-16 Pilot Residency Projects

**MESSAGE:**

**Special Funding requests for 2015-16 AIE Residencies**

At our March Council meeting Council approved to re-allocate Millersville University's 2015-16 AIE Partnership and Residency grant in the amount of \$86,555.

In order to serve Millersville University's AIE Partnership region for 2015-16, we recommend the following allocations.

- Cultural Alliance of York County - \$6,000 for Lancaster County
- JumpStreet - \$12,000 for Berks and Lebanon Counties
- Philadelphia Arts in Education Partnership - \$6,000 for NW Chester County

In order to encumber the balance of the Millersville University allocation, PCA invited the AIE Partners to propose projects to reach a new audience or expand on an existing relationship that would contribute to the growth and development of the partnership work in their region. Proposals were reviewed on a first come first serve basis given the short time frame to approve the projects, process the contracts and spend the funds. No request was to be submitted for over \$10,000 and the funds must be spent by August 31, 2016. A total of ten requests were received.

The two requests that came in last, a second proposal from Galaxy and one from the Allentown Art Museum, are not being recommended for funding because of the first come first serve policy. The following requests are in the order that they were received and are recommended for the amount listed below.

PCA staff did ask three partners who requested \$10,000, for revised budgets based on the scope of work proposed and the funds available. Those three revised requests were

from Bradford County Regional Arts Council, Perry County Council on the Arts and the Philadelphia Arts in Education Partnership. They happily complied.

1. **Northeastern Educational Intermediate Unit #19 (NEIU 19) – requests \$7,500 to support an art museum and visual arts residency project for seniors who suffer from dementia. (*based on the Meet Me at MOMA program*)**

NEIU is currently working on a new project. The project is designed to provide aging populations afflicted with either dementia or Alzheimer's and their families/caretakers with a long term visual arts residency. This program is modeled after the highly recognized one conducted at the Museum of Modern Art. The community partners are The University of Scranton, the Everhart Museum, Geisinger Health Care Systems, Lackawanna County Area Agency on the Aging and the Voluntary Action Center. The bigger picture project will place elderly patients in a year-long residency program at the Museum in 2016-17. The artist will work with the collections at the museum in a visual arts residency to evoke memory in the patients. NEIU 19 requests additional PCA funding to begin to pilot this project in the spring/summer of 2015-16. Seniors from across Lackawanna County and their caregivers will participate in a 15 day visual arts residency at the Everhart Museum with Directory artist Liz Faist. Participants will work with the artist and the collections to create book art evoked from memory. Liz Faist will take the National Center for Creative Aging's online Creative Aging Training for teaching artists in April/May before the project begins.

2. **Philadelphia Arts in Education Partnership (PAEP)– requests \$ 7,555 to support a residency and training project that will build pre-literacy skills through the arts for Pre-K students.**

The Philadelphia Arts in Education Partnership proposes to pilot a Pre-K program working in collaboration with the Free Library of Philadelphia to develop residency protocols and training for pre-school teachers, caregivers, and parents on how to use the visual and performing arts to build pre-literacy skills. Early behaviors and skills associated with successful reading development, once described as readiness skills, are now referred to as pre-literacy. The PAEP program will train Pre-K teachers, caregivers, and parents on how to use the arts to create rich experiences that will help prepare children for kindergarten. They plan to accomplish this through workshops for adults, demonstrations of effective practices through a PCA artist residency program, and by developing curriculum that could include an instructional film along with accompanying resource materials and lesson plans. PAEP will collaborate with the Free Library to reach their adult and children participants from the Books Aloud program. The pilot residency will enable them to create lesson plans based on books that the Free Library of Philadelphia has used for its Books Aloud program. PAEP hopes to take the pilot program, refine it, and offer it across southeastern Pennsylvania.

3. **Cultural Alliance of York County (CAYC) – requests \$3,500 to support the expansion of a theater residency program for seniors by including youth. (*An intergenerational project*).**

CAYC recently worked with Dreamwright's Youth and Family Theatre on a creative aging residency and would like to build on that experience in an intergenerational residency in the summer of 2016. They propose a theatre improvisation residency as well as scene study for seniors. Since Dreamwrights will be hosting summer camps

for children, the plan is to create an organic transition into intergenerational programming during this residency. For CAYC, intergenerational programming is the next step forward with their Creative Aging initiative. The CAYC Creative Aging pre-conference to their Impact Arts & Culture Conference in June will be about intergenerational programming – how to establish generational awareness and program design. As a result, this proposal will allow them to take first steps toward testing an intergenerational model. The residency will be 21 days long and will be completed by July 30.

4. **Jump Street – requests \$8,250 to support a residency project that will combine science, environmental studies, engineering and the arts using photography and illustration.**

Jump Street proposes a multifaceted residency that blends science, engineering, biology, environment and the arts. In partnership with Boys & Girls Club, Capital Region Water, The Pride of the Susquehanna – Riverboat School, Photography For Kids – Big Shot and potentially DCNR, students will use cameras to capture the cycle of water and river life in Harrisburg. This includes understanding the flow of water from raindrop to river, including drinking water, wastewater, and the Susquehanna River and its life forms. The proposed residency will be led by PCA Directory teaching artist Charlie Smith and will occur this summer.

5. **Galaxy Central IU #10 – requests \$3,250 to support three pilot residency projects for incarcerated youth at county prisons that work with students from the Bellefonte, Clearfield and Keystone Central School Districts.**

Central Intermediate Unit #10 provides state mandated education services to students who are incarcerated in the county jails located in the Bellefonte, Clearfield, and Keystone Central Area School Districts. The project will provide a short term artist residency to these students as a means to connect them to a creative opportunity. This summer, tentatively scheduled for June, Galaxy proposes to have artist residencies for five days in each of the county jails in their service area. They have been communicating with the Incarcerated Youth teachers in each county, as well as the coordinator, Cathy Kaltebaugh. Because of the restrictions on materials and tools that may be brought into the prisons, they would like to focus on theater, poetry, or painting in these short term art experiences for the students. This is a new project that Galaxy has been working on finding a way to implement and fund. The audience, administration, and teachers working with the project are new markets for Galaxy.

6. **Pittsburgh Filmmakers/Pittsburgh Center for the Arts (PF/PCA) – requests \$8,000 to support a theatre residency project with the Arts for Autism Foundation of Pittsburgh.**

Pittsburgh Filmmakers/Pittsburgh Center for the Arts requests additional AIR funds in 2015-16 to support an innovative pilot project developed by two of their theatre teaching artists, Rebecca Covert and Stephen Santa (new). Through a partnership with the Arts for Autism Foundation of Pittsburgh ([www.afapgh.org](http://www.afapgh.org)) Rebecca and Stephen are creating a fully accessible, interactive theater production company for audiences that would benefit from sensory and autism-friendly strategies. The shows developed by Rebecca and Stephen will be designed for intimate audiences (classroom, library, community centers, galleries, parks) using a small cast and a visual artist/puppetmaker. Each performance will be hands-on and interactive, travel-friendly, and full of whimsical puppets/props and musical moments. They will include

social skills and communication supports as well as integrating autism and sensory engagement strategies into the framework and design of the performance. PF/PCA proposes to fund a five-day in-school residency program in an instructional support classroom this spring and an additional five-day residency in the community with families raising children with autism in June/July with both Rebecca and Stephen and a visiting artist. PF/PCA would like to use these two pilot residencies and future in-school residencies through 2016-17 to create theater works specifically designed to engage and support special audiences.

7. **Bradford County Regional Arts Council (BCRAC) – requests \$ 7,500 to support a collaborative residency between area high school students, Mansfield University students and local veterans with a focus on filmmaking and storytelling.**

BCRAC proposes to train local journalism students at the high school and collegiate level to interview local veterans, edit content and prepare it for later inclusion in an online database that will be searchable by keyword and whose content will cross-link videos by story subject areas. (Noet: The online component is part of a larger project that will not be directly funded by this AIR funding). BCRAC sees this special residency project as a tool to connect with their regional veteran's community by hosting a screening of the filmed stories and by sharing these stories with VA centers in their area. Students will learn the technical and visual storytelling techniques that are a part of the filmmaking process. BCRAC proposes a 4-day residency with multi-media artist Nick Ray and a 3-day residency with storyteller Fiona Powell and then 3 days of filming at various locations throughout the partnership region.

8. **Perry County Council on the Arts (PCCA) – requests \$7,000 to support pilot residency projects at the State Correctional Institute (SCI) Huntingdon with adult male inmates.**

PCCA proposes two "parallel" residencies in July and August 2016 at the State Correctional Institute (SCI) Huntingdon, each with a core group of ten inmates. One group will be composed of "lifers" and the other group of inmates struggling with mental health issues. Both groups will be given the same theme, for example "hope." From there, each group will begin to shape their own residency. The "lifers" will work with muralist Jonathan Laidacker who has previous experience working in prisons. Inmates struggling with mental illness will work with muralist Linda Billet. Although Linda has never worked with a prison population, she is currently implementing a residency at PCCA's Landis House with a group from the Aurora Social Rehabilitation Services, a community non-profit organization serving adults with mental illness. At the end of the residencies, the two groups will meet to discuss how each group worked, responded and created in response to the over-arching theme.

<b>2015-16 Special Pilot AIE Residency Project Recommendations</b>			
<b>AIE Partner</b>	<b>Project Focus</b>	<b>Collaborator (if applicable)</b>	<b>Recommended Amount</b>
1 NEUI19	Art Museum Program with people with dementia - visual arts and book making (modeled after Meet Me at MOMA)	University of Scranton, The Everhart Museum, Geisinger Health, Lackawanna County Area Agency on Aging and the Voluntary Action Center	\$ 7,500.00
2 Philadelphia Arts in Education Partnership	Building Preliteracy Skills through the arts (PreK) for teachers, parents, caregivers, etc...	Free Library of Philadelphia	\$ 7,555.00
3 Cultural Alliance of York County	Expanding Theatre Program for Seniors - Intergenerational	Dreamwright's Youth and Family Theatre	\$ 3,500.00
4 Jump Street	Science, Environment, Engineering and the arts - photography and illustration	Boys & Girls Club, Capital Region Water, the Pride of the Susquehanna and Big Shot (also potentially DCNR)	\$ 8,250.00
5 Galaxy IU10	Incarcerated Youth Residency in county jails throughout service region	Bellefonte, Clearfield and Keystone Central School Districts and county prisons	\$ 3,250.00
Pittsburgh Filmmakers/Pittsburgh Center for the Arts	Working with students on the Autism Spectrum in Allegheny County. Teacher and Parent workshops	Arts for Autism Foundation of Pittsburgh	\$ 8,000.00
Bradford County Regional Arts Council	working with local veterans and high school/collegiate level students from local high schools and Mansfield University		\$ 7,500.00
8 Perry County Council on the Arts	Arts and Prisons	State Correctional Institute (SCI) Huntingdon	\$ 7,000.00
<b>TOTAL</b>			<b>\$ 52,555.00</b>





## MEMO

**DATE:** June 7, 2016  
**TO:** PCA Council Members  
**FROM:** Jamie Dunlap, Program Director  
**CC:** Philip Horn, Executive Director  
**RE:** 2016-17 South Central PaARTners Recommendation

### MESSAGE:

This memo is a recommendation for Council action to maintain Arts in Education (AIE) Partnership status for South Central PaARTners under the Office of Visual and Performing Arts at Millersville University in Lancaster County.

**ACTION** - Staff recommends Council approval of AIE Partnership funding for the Office of Visual and Performing Arts at Millersville University to serve Berks, NW Chester, Lancaster and Lebanon counties beginning in FY2016-2017.

### Background

The Council previously authorized support for a demonstration project at Millersville University following funding and communications issues that arose at South Central PaARTners during fiscal year 2015-16.

After a meeting in late March with PCA staff and members of Millersville University team including President John M. Anderson, Ph.D., the university proposed moving the AIE Partnership program to the Office of Visual and Performing Arts under the supervision of Barry Kornhauser, Assistant Director of Campus & Community Engagement.

PCA staff has been working with Mr. Kornhauser for the last two months to assist in the development of two residencies in the region and to develop a partnership work plan for the South Central PaARTnership program at this new location within the university. PCA staff assessed the 10-day demonstration project at Northeast Middle School in Reading and felt that the residency was successful and that the development of the project has the potential to lead to future collaborations with the district located in Berks County.

### Funding Recommendation

The AIE Division is budgeted to provide funding for South Central PaARTners in the amount of \$62,601 for partnership funding and \$23,522 for residency funding. This funding recommendation is based on the AIE Partner service base-funding matrix that includes the number of students, school districts, and counties in the service

area. The formula typically includes the partner's assessment total, but because there was not an application submitted as the result of their partnership status at that time no total was used in their funding calculations for 2016-17.

PCA AIE Director, Jamie Dunlap will continue to work with Mr. Kornhauser and the Millersville University team as they develop the program in their service region.



## MEMO

**DATE:** June 9, 2016  
**TO:** PCA Council Members  
**FROM:** Jamie Dunlap, Program Director  
**CC:** Philip Horn, Executive Director  
**RE:** 2016-17 Arts in Education Partnership and Multi-Residency  
Advisory Review Panel

### MESSAGE:

**Panel Chair:** None  
**Program Director:** Jamie Dunlap  
**Number of Applications:** 16

### **Summary of the Arts in Education Partnership and Multi-Residency Advisory Panel - May 11, 2016**

The purpose of Arts in Education Residencies is to develop and support quality arts education programs in schools and community settings. Residencies include periods of time in which the artist works intensively with small groups of students (“core groups”) on one or more long-term projects. During this time, students should exercise creative control over their work. The artist’s role in such work should be that of mentor and facilitator, and technical advisor on necessary skills.

The PCA staff held an in-person advisory panel review of 13 AIE Partnership and three multi-residency applications. This was a full application year for the AIE Partnership and Multi-Residency applications. Please see panel list that follows.

The panel members represented a variety of backgrounds and areas of expertise and came prepared for the meeting. Panelists thoroughly evaluated the applicants against the review criteria and presented thoughtful and insightful comments that will be shared with each of the AIE Partner organizations.

*\*NOTE South Central PaARTners at Millersville University did not submit a partnership application due to the status of their partnership at the time of submission.*

*The School District of Philadelphia application was combined with Philadelphia Arts in Education Partnership Application because of PAEP’s management and development of both grant proposals.*

### **Policy or Panel Process Recommendations:**

After the five member panel had completed its deliberations and reached consensus on the assessment totals, PCA staff asked them for recommendations on the application/process. The following points summarize the panelists' comments.

The applications should provide more descriptive demographic data. PCA staff and/or applicants could utilize the data provided by the Center for Rural Pennsylvania.

Panel recommended aligning the questions and the criteria more directly for user ease from both the applicant and the panelists' perspective.

Applicant should provide greater clarity, detail, and evidence that their evaluation results have an impact on the program.

Panelists would like to see more clarity on what PCA criteria descriptors mean and what PCA staff does with applications that are rated exemplary.



# MEMO

**DATE:** June 6, 2016  
**TO:** PCA Council Members  
**FROM:** Jamie Dunlap, Program Director  
**CC:** Philip Horn, Executive Director  
**RE:** 2016-17 Arts in Education Partnership and Multi-Residency Funding Recommendations

## MESSAGE:

### AIE Partnership Funding

The AIE Partnership applications were reviewed by an in-person advisory panel this spring. Panelists applied the review criteria and scored each AIE partner accordingly. PCA staff applied the panel's assessment totals to both the partnership and residency funding formulas in addition to the following factors:

#### Partnership Funding

- Base funding: \$20,000
- County-related funding: \$1,500 per county
- School district-related funding: \$500 per school district
- Student-related funding: \$0.07 per student
- Previous award amount
- Recommended cap
- Required minimum amounts

#### Residency Funding

- Previous award amount
- Recommended cap
- Required minimum amounts

### AIE Funding Recommendations/Notes

\*PCA staff recommends that partners with an assessment score of 60 or below receive a 10% decrease in both residency and partnership funding.

\*Staff recommends capping increases and/or decreases at 10% for both partnership and residency award amounts.

\*Student population numbers were updated based on 2015-16 data from Market Data Retrieval, a D&B Company.

\*ArtWell was recommended and approved to receive a 2016-17 Teacher and Artist Partnership grant in the amount of \$30,000 at our March Council meeting. Since then ArtWell has requested to change to a Long-Term Residency project. PCA recommends ArtWell receive \$15,000 for a 2016-17 Long-Term Residency grant.

A spreadsheet of the 2016-17 AIE Partnership and Residency funding recommendations follows.

	A	D	F	G	H	I	J	K	L	M	N
1	<b>RECOMMENDATIONS FOR ARTS IN EDUCATION PARTNERS</b>										
2	<i>Partnership Administration and Partner Residencies</i>										
3	<b>AIE PARTNER</b>	<b>15-16 TOTAL</b>	<b>REC'D 16-17 RESIDENCY ALLOCATION</b>	<b>REC'D 16-17 ADMINISTRATION ALLOCATION</b>	<b>REC'D 16-17 TOTAL</b>	<b>ASMT. TOTALS</b>	<b>\$ CHANGE</b>	<b>% CHANGE</b>			
4											
5	Pittsburgh Center for the Arts	\$145,249	\$57,782	\$85,997	\$143,779	98	-\$1,470	-1%			
6	Philadelphia Arts in Education Partnership	\$150,677	\$46,783	\$99,924	\$146,707	97	-\$3,970	-3%			
7	Cultural Alliance of York County	\$75,215	\$25,948	\$55,182	\$81,129	96	\$5,914	8%			
8	Erie Arts & Culture	\$137,902	\$65,094	\$64,977	\$130,071	95	-\$7,831	-6%			
9	Perry County Council of the Arts	\$74,550	\$25,948	\$50,636	\$76,584	86	\$2,034	3%			
10	Southern Alleghenies Museum of Art	\$78,517	\$29,857	\$54,452	\$84,309	84	\$5,792	7%			
11	Jump Street	\$74,743	\$25,948	\$53,667	\$79,615	80	\$4,872	7%			
12	Northeastern Educational IU 19	\$141,050	\$76,028	\$56,520	\$132,548	79	-\$8,502	-6%			
13	ArtsPath, Indiana University of Pennsylvania	\$74,743	\$25,948	\$51,785	\$77,733	74	\$2,990	4%			
14	Allentown Art Museum	\$80,260	\$25,571	\$46,663	\$72,234	57	-\$8,026	-10%			
15	Galaxy, The AIE Program of Central IU 10	\$75,801	\$27,721	\$45,000	\$72,721	56	-\$3,080	-4%			
16	Bradford County Regional Arts Council	\$91,938	\$32,859	\$49,885	\$82,744	55	-\$9,194	-10%			
17	Elk County Council on the Arts (new partner)	\$71,064	\$22,545	\$45,000	\$67,545	55	-\$3,519	-5%			
18	Office of Visual and Performing Arts, Millersville Univ.	\$86,555	\$23,522	\$62,601	\$86,123		-\$432	0%			
19											
20	<b>TOTALS</b>	<b>\$1,358,264</b>	<b>\$511,553</b>	<b>822,289</b>	<b>\$1,333,842</b>						
21											
22	<b>PARTNERSHIP RESIDENCY ALLOCATION STEPS:</b>										
23	1. Budget is \$531,055										
24	2. Base of \$15,000 per partner = \$210K										
25	3. Asmt. scores applied to the balance of \$321,055										
26	4. Base and Asmt. allocation added together										
27	5. Adjust totals with a CAP increase or decrease by 10%										
28	6. There is a balance of \$19,502 because any partner with an asmt. of 60 or below, received a 10% decrease.										
29											

**PARTNERSHIP ADMINISTRATION ALLOCATION STEPS:**

1. Budget is \$823,518
2. Base of \$20,000 per partner
3. Each partner receives \$1,500 per county
4. Each partner receives \$500 per school district
5. Each partner receives \$.07 per student
6. After the above is calculated, Assessment scores are applied to the balance of \$73,259
7. Five steps above are added together
8. Adjust totals with a CAP of + or - 10%
9. Increase to \$45,000 min. if necessary
10. There is a balance of \$1,229 because any partner with an assessment of 60 or below, received a 10% decrease.

2016 Arts in Education Partnership and Residency Panel

	A	C	D	E	G	H	I	J	K	L	M
1	<b>RECOMMENDATIONS FOR MULTI-RESIDENCIES</b>										
2											
3	<u>MULTI-RESIDENCY APPLICANTS</u>	<u>15-16 RESIDENCY ALLOCATION</u>	<u>16-17 AMOUNT REQUESTED</u>	<u>REC'D 16-17 RESIDENCY ALLOCATION</u>	<u>ASMT. TOTALS</u>	<u>\$ CHANGE</u>	<u>% CHANGE</u>				
4	School District of Philadelphia/PAEP	\$16,055	\$26,000	\$16,708	97	\$653	\$0				
6	Philadelphia Folklore Project	\$6,207	\$13,600	\$8,469	94	\$2,262	36%				
7	Musicopia	\$15,581	\$25,000	\$14,078	85	-\$1,503	-10%				
8	Pittsburgh Cultural Trust/Gateway to the Arts	\$6,655	\$10,000	\$5,300	80	-\$1,355	-20%				
9											
10											
11	<b>TOTALS</b>	<b>\$44,498</b>	<b>\$74,600</b>	<b>\$44,555</b>							
12											
13											

		<b>A</b>		<b>B</b>	<b>C</b>	<b>D</b>
				<b>Gender</b>	<b>Ethnicity</b>	<b>Region</b>
<b>1</b>	<b>David</b>	<b>Deitz</b>	Pennsylvania Department of Education, Education Consultant and Retired Music Teacher	M	W	SC
<b>2</b>	<b>Jason</b>	<b>Reed</b>	Central Pennsylvania Youth Ballet, Professional Dancer and Teaching Artist	M	B or AA	C
<b>3</b>	<b>Lisa</b>	<b>Lebering</b>	Pittsburgh Cultural Trust/Gateway to the Arts, Manager of School and Community Programs	F	W	SW
<b>4</b>	<b>Kathy</b>	<b>Odorizzi</b>	Arts in Education Consultant	F	W	SW
<b>5</b>	<b>Cassandra</b>	<b>Gunkle</b>	Teaching Artist	F	B or AA	SE





## MEMO

**DATE:** June 28, 2016  
**TO:** PCA Council Members  
**FROM:** Jamie Dunlap, Program Director  
**CC:** Philip Horn, Executive Director  
**RE:** Report on the Department of Aging and Military Affairs - Creative Aging Update

### MESSAGE:

Creative Aging is senior arts programming that focuses on skill building, mental wellness, creative expression and community building. Its healthy aging through participation in an authentic arts experience that helps people discover their own artistic possibilities encourages socialization and provides opportunities for learning.

Over the last two years, the Pennsylvania Council on the Arts and the Pennsylvania Department of Aging (PDA) have been working together to find ways to connect our work and programs for Pennsylvanians.

From these conversations, the PA Creative Aging Initiative was developed in collaboration with Elders Share the Arts, an internationally recognized creative aging community organization out of Brooklyn, NY.

Since the beginning, this joint initiative has been focused on developing a foundation of knowledge to build on across PA. In the first phase, the team focused on training PCA Directory teaching artists and PA senior center administrators on the history and research of Creative Aging and how to effectively plan and host a creative aging residency project. With the majority of the financial support from PDA, 14 teams across the state participated in a two day intensive training that was followed by a five day capstone residency project. After the projects were completed, the teams came back together for a reflection and debrief meeting on their experience. One of the outcomes of that pilot program was the development and launch of PDA's online Creative Aging Training Modules for senior center administrators. These modules provide senior centers with information on Creative Aging as well as the first steps to bring a PCA Directory artist in to their center.

PCA and PDA came together again this June to host intensive one-day training for our PCA Arts in Education partners, PDA staff and PCA staff. This one day training, led by Elders Share the Arts, included information on the history and research of creative aging, program design, implementation and evaluation. The goal is that the training will help continue the development and growth of this work at a

regional level.

Other Notable Pennsylvania Creating Aging Achievements in 2015-16:

- PA Dept. of Aging supported the following 2016-17 Senior Center Grants with Creative Aging Residencies as part of the application.
  - Bedford Area Senior Center (Bedford county)
  - Carmichaels Activity Center (Greene county)
  - Waynesburg Community Center (Greene county)
  - Red Lion Area Senior Center (York county)
- Cultural Alliance of York County held their second annual Creative Aging Pre-Conference in conjunction with their Arts Impact Conference. This year's sold-out pre-conference focused on intergenerational programming development. PCA was a sponsor for this year's event.
- Erie Arts & Culture's 2016 Summit featured topics on regional and state initiatives including Creative Aging partnerships and how they are enhancing person-centered care.
- Pennsylvania Council on the Arts and Arizona Arts Commission were selected to do a presentation on our state-wide, regional and local partnerships in creative aging at the National Center for Creative Aging's 2016 Conference, *Global Perspectives on Creativity & Aging*. (September 24-28 in Washington, DC)

PCA and PDA plan to continue to grow and support these efforts across the Commonwealth, through possible grant opportunities, research and evaluation and continued information sharing and training.

PCA staff will continue to keep Council updated on the progress of our work with the PA Creative Aging Initiative.

Meanwhile, the dialogue with the Department of Military and Veterans Affairs (DMVA) about serving veterans in the six state veteran's homes continues. That population is mostly elderly. DMVA staff wants to focus on treating residents with dementia. There is funding proposed to support arts programming at the veteran's homes should that opportunity develop. A match is required.





## MEMO

**DATE:** June 9, 2016  
**TO:** PCA Council Members  
**FROM:** Matthew Serio, Program Director  
**CC:** Philip Horn, Executive Director  
**RE:** Recommendations for Pennsylvania Partners in the Arts (PPA) Partners Funding

### MESSAGE:

#### **2016-2017 PPA PARTNERS FUNDING**

Staff requests the approval of the 2016-2017 funding for PPA. We are requesting that the administrative funding be increased by \$13,500 and that the Project Stream funding be increased by \$100,000. The Project Stream funding is for the 2017-2018 grants cycle, which is forward funded.

#### **2016-2017 PPA ADMINISTRATIVE BUDGET FORMULA**

Last year, the Council approved a new funding formula to determine Partner administrative funding and we recommended continuing its use. The original budget took into consideration three factors (funding by partner, funding by county, and funding by application/grantee) and we then reconstructed the formula adding a fourth factor, funding based on assessment totals.

This year's funding formula also includes \$1,000 per partner in their Base Funding to provide for partner travel expenses involved with attending two partner meetings. This amount was listed separately last year. The administrative funding will cover the Partners' administration of both program and project streams during the 2017 calendar year.

- Part 1 - Funding by Partner - Each partner is given a base amount of \$4,000 which includes funds for travel expenses to partner meetings.
- Part 2 - Funding by County - Each partner is given \$1,000 per county to which they administer funding.
- Part 3 - Funding by Application/Grantee - After the base funding and funding per county is determined, 75% of the remaining funds are distributed between the partners based on the number of applications processed and the number of grants administered. Each grant administered has three parts, the application, the grant award agreement, and the final report. We assign a point for each part.

- Every Program Stream grantee adds three points because they are on-going programs.
- Project Stream is determined by the number of applications submitted and reviewed equaling one point. An additional two points are added if the application is funded.
- Part 4 - Funding Based on Assessment Total – The 25% of the remaining funds after base funding and funding by county is distributed using the assessment total the PPA partner receives from the panel review. PPA partners are currently not reviewed by a panel. The partners were not reviewed in the spring of 2016 as originally planned. We propose to start a panel review process in the spring of 2017. These totals have no relationship to their work as AOAP grantees. For 2016-2017, staff is recommending all partners are given an assessment total of 100.

**PENNSYLVANIA PARTNERS IN THE ARTS**

2016-2017 Recommended Awards for PPA Partners

Program and Project Streams

	FY 2015-2016			Proposed FY 2016-2017		
	A Program FY 2015-16 Grants	B Project Stream FY 2016-17 Grants	C Administration FY 2015-16	D Program FY 2016-17 Grants	E Project Stream FY 2017-18 Grants	F Administration FY 2016-17
<b>1</b>	<b>PPA Partner</b>					
	Berks Arts Council	\$57,824	\$39,725	\$25,169	TDB	\$45,187
<b>2</b>	Bradford County Regional Arts Council	\$40,115	\$35,315	\$24,286	TBD	\$46,339
<b>3</b>	Community Partnerships RC&D	\$20,362	\$34,420	\$23,863	TBD	\$45,637
<b>4</b>	Cultural Alliance of York County	\$25,034	\$35,147	\$18,248	TBD	\$42,532
<b>5</b>	Elk County Council on the Arts	\$8,960	\$32,259	\$20,672	TBD	\$43,760
<b>6</b>	Erie Arts & Culture	\$56,477	\$34,976	\$26,323	TBD	\$43,448
<b>7</b>	Galaxy, the Arts in Education Program of CIU10	\$34,146	\$28,542	\$21,478	TBD	\$36,823
<b>8</b>	Greater Philadelphia Cultural Alliance	\$306,065	\$94,754	\$61,504	TBD	\$95,434
<b>9</b>	Greater Pittsburgh Arts Council	\$145,197	\$64,420	\$40,088	TBD	\$71,316
<b>10</b>	Jump Street	\$63,853	\$32,082	\$21,593	TBD	\$38,690
<b>11</b>	Lehigh Valley Arts Council	\$44,731	\$34,600	\$23,246	TBD	\$39,709
<b>12</b>	Pennsylvania Rural Arts Alliance	\$43,768	\$44,757	\$26,016	TBD	\$54,258
<b>13</b>	Pocono Arts Council	\$61,920	\$39,003	\$29,014	TBD	\$46,867
<b>14</b>	<b>Totals</b>	<b>\$908,452</b>	<b>\$550,000</b>	<b>\$361,500</b>	<b>TBD</b>	<b>\$650,000</b>
						<b>\$375,000</b>

**PENNSYLVANIA PARTNERS IN THE ARTS**  
**Proposed 2016-2017 Administrative Budget Formula**

	Part 1		Part 2		Part 3					Part 4		L	M	N
	A	B	C	D	E	F	G	H	I	J	K			
		Base Funding by Partner \$4,000 (Includes \$1,000 for Meetings)	Counties Served x\$1,000	Funding by Counties	Program Stream Applicants (2016-17)	Project Stream Applicants (2015-16)	Project Stream Funded	Total Applications/Grantee "Parts"	Total Funding by Application/Grantee	Assessment Totals	Funding Based on Assessment Totals	FY 2015-16 Administration	Proposed 2016-2017 Administration Total of Parts 1 Through 4	Difference from 2015-16
<b>1</b>	Berks Arts Council	\$4,000	3	\$3,000	23	44	39	196	\$15,304	100	\$4,923	\$25,169	\$27,227	\$2,058
<b>2</b>	Bradford County Regional Arts Council	\$4,000	7	\$7,000	14	17	17	93	\$7,261	100	\$4,923	\$24,286	\$23,185	-\$1,101
<b>3</b>	Community Partnerships RC&D	\$4,000	7	\$7,000	6	29	20	96	\$7,496	100	\$4,923	\$23,863	\$23,419	-\$444
<b>4</b>	Cultural Alliance of York County	\$4,000	4	\$4,000	9	24	24	99	\$7,730	100	\$4,923	\$18,248	\$20,653	\$2,405
<b>5</b>	Elk County Council on the Arts	\$4,000	7	\$7,000	4	23	20	78	\$6,090	100	\$4,923	\$20,672	\$22,013	\$1,341
<b>6</b>	Erie Arts & Culture	\$4,000	5	\$5,000	29	44	28	203	\$15,850	100	\$4,923	\$26,323	\$29,773	\$3,450
<b>7</b>	Galaxy, CIU10	\$4,000	4	\$4,000	12	25	25	111	\$8,667	100	\$4,923	\$21,478	\$21,590	\$112
<b>8</b>	Greater Philadelphia Cultural Alliance	\$4,000	5	\$5,000	95	140	98	663	\$51,767	100	\$4,923	\$61,504	\$65,690	\$4,186
<b>9</b>	Greater Pittsburgh Arts Council	\$4,000	7	\$7,000	30	72	47	281	\$21,941	100	\$4,923	\$40,088	\$37,864	-\$2,224
<b>10</b>	Jump Street	\$4,000	3	\$3,000	16	25	23	121	\$9,448	100	\$4,923	\$21,593	\$21,371	-\$222
<b>11</b>	Lehigh Valley Arts Council	\$4,000	3	\$3,000	15	39	26	149	\$11,634	100	\$4,923	\$23,246	\$23,557	\$311
<b>12</b>	Pennsylvania Rural Arts Alliance	\$4,000	7	\$7,000	15	41	40	167	\$13,039	100	\$4,923	\$26,016	\$28,963	\$2,947
<b>13</b>	Pocono Arts Council	\$4,000	5	\$5,000	22	48	40	202	\$15,772	100	\$4,923	\$29,014	\$29,695	\$681
<b>14</b>	<b>Totals</b>	\$52,000	67	\$67,000	290	571	447	2459	\$192,000		\$64,000	\$361,500	\$375,000	<b>\$13,500</b>

<b>15</b>	Budget	\$375,000	% of Budget
<b>16</b>	Per Partner (\$52,000)	\$4,000	13.87%
<b>17</b>	Per County (\$67,000)	\$1,000	17.87%
<b>18</b>	Per Application/Grantee Part	\$78.08	51.20%
<b>19</b>	Per Assessment Total Point	\$49.23	17.07%



## MEMO

**DATE:** June 9, 2016  
**TO:** PCA Council Members  
**FROM:** Matthew Serio, Program Director  
**CC:** Philip Horn, Executive Director  
**RE:** PPA Information – 2016 Project Stream Panel Meetings

### MESSAGE:

#### **Project Stream Panel Meetings:**

We encourage Council Members to attend one of the 2016 PPA Project Stream panel meetings taking place in August. A list of confirmed panel meeting dates and locations follows. Council Members are asked to contact Charlotte Michalski if they are available to attend, and more details will be provided.

At the panel meetings, Council Members give a brief scripted overview of the PCA during the panel orientation and observe the review process as they do for panel meetings at the PCA's office in Harrisburg.

**Pennsylvania Partners in the Arts  
2016 Panel Dates**

**Project Stream**

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
	<b>Date</b>	<b>Location</b>	<b>Partner</b>	<b>Notes</b>	<b>PCA PD attending</b>	<b>Council Member</b>
<b>1</b>	8/1/2016	Stroudsburg	Pocono Arts Council	2-day mtg	Matthew Serio	
<b>2</b>	8/2/2016	Stroudsburg	Pocono Arts Council	2-day mtg	Matthew Serio	
<b>3</b>	8/3/2016	Towanda	Bradford County Regional Arts Council	1-day mtg	Matthew Serio	
<b>4</b>	8/4/2016	St. Marys	Elk County Council on the Arts	1-day mtg	Matthew Serio	
<b>5</b>	8/8/2016	Meadville	Erie Arts & Culture	2-day mtg	Matthew Serio	
<b>6</b>	8/9/2016	Meadville	Erie Arts & Culture	2-day mtg	Matthew Serio	
<b>7</b>	8/10/2016	Pittsburgh	Greater Pittsburgh Arts Council	3-day mtg	Matthew Serio	
<b>8</b>	8/11/2016	Pittsburgh	Greater Pittsburgh Arts Council	3-day mtg	Matthew Serio	
<b>9</b>	8/13/2016	Pittsburgh	Greater Pittsburgh Arts Council	3-day mtg	Matthew Serio	
<b>10</b>	8/15/2016	Johnstown	Pennsylvania Rural Arts Alliance	2-day mtg	Matthew Serio	
<b>11</b>	8/16/2016	Johnstown	Pennsylvania Rural Arts Alliance	2-day mtg	Matthew Serio	
<b>12</b>	8/17/2016	West Decatur	Galaxy	1-day mtg	Matthew Serio	
<b>13</b>	8/18/2016	Harrisburg	Jump Street	2-day mtg	Matthew Serio	
<b>14</b>	8/19/2016	Harrisburg	Jump Street	2-day mtg	Jamie Dunlap	
<b>15</b>	8/22/2016	Gettysburg	Cultural Alliance of York County	1-day mtg	Matthew Serio	
<b>16</b>	8/23/2016	Allentown	Lehigh Valley Arts Council	2-day mtg	Matthew Serio	
<b>17</b>	8/24/2016	Allentown	Lehigh Valley Arts Council	2-day mtg	Matthew Serio	
<b>18</b>	8/23/2016	Selingsgrove	Community Partnerships RC&D	2-day mtg	Amy Gabriele	
<b>19</b>	8/24/2016	Selingsgrove	Community Partnerships RC&D	2-day mtg	Amy Gabriele	
<b>20</b>	8/25/2016	Reading	Berks Arts Council	2-day mtg	Matthew Serio	
<b>21</b>	8/26/2016	Reading	Berks Arts Council	2-day mtg	Matthew Serio	
<b>22</b>	8/29/2016	Philadelphia	Greater Philadelphia Cultural Alliance	4-day mtg	Matthew Serio, Amy Gabriele, and Seth Poppy	
<b>23</b>	8/30/2016	Philadelphia	Greater Philadelphia Cultural Alliance	4-day mtg		
<b>24</b>	8/31/2016	Philadelphia	Greater Philadelphia Cultural Alliance	4-day mtg		
<b>25</b>	9/1/2016	Philadelphia	Greater Philadelphia Cultural Alliance	4-day mtg		



# MEMO

**DATE:** June 9, 2016  
**TO:** PCA Council Members  
**FROM:** Matthew Serio, Program Director  
**CC:** Philip Horn, Executive Director  
**RE:** PPA Program Stream Advisory Review Panel

**MESSAGE:**

**Pennsylvania Partners in the Arts (PPA) Background**

PPA is the Pennsylvania Council on the Arts' (PCA) decentralized re-granting program. Thirteen regional organizations re-grant PCA funds to support a wide variety of arts projects and programs across the Commonwealth. PPA has two funding streams: Project Stream and Program Stream.

The Project Stream funds single focus arts projects which are reviewed every year, while the Program Stream is designed to provide on-going support to smaller (less than \$200,000 average fiscal size) arts organizations and programs that have an established track record of providing quality and stable on-going arts programming. The PPA partners administer the Program Stream with an application and review process that is consistent statewide.

**Program Stream Applications**

Applicants are eligible for Program Stream by invitation only. This year the Council approved transitioning applicants to the Program Stream from PPA Project Stream. The PPA partners recommended 30 of their **Project** Stream applicants to the **Program** Stream. These applicants have proven track records of on-going arts programming and have consistently done well in panel review. This year 27 submitted full applications. A total of 290 applicants applied to the Program Stream.

<b>PPA Application History</b>	FY2013-2014	FY2015-2016	FY 2016-2017
Project Stream	400	571	555
Program Stream	322	321	290
<b>Totals</b>	<b>722</b>	<b>892</b>	<b>845</b>

**Program Stream Panel Meetings**

A multi-year application process is used for Program Stream. The same application is used in Entry Track and AOAP. Applicants submit full applications every other year. In

the off year, they submit an interim application which does not require panel review. This has made the Program Stream more efficient for applicants, partners and the PCA.

This spring, the PPA partners convened regional, multi-disciplinary panels to review Program Stream applicants. Some partners had applicants on FULL application status and some had applicants on INTERIM application status. In total, there were eight partners holding eleven separate panel meetings. They are summarized below:

<b>Date</b>	<b>Location</b>	<b>Partner</b>	<b>Number of Applications</b>
4/30/2016	Allentown	Lehigh Valley Arts Council	15
5/2-3/2016	Meadville	Erie Arts & Culture	29
5/4/2016	Pittsburgh	Greater Pittsburgh Arts Council	19
5/5/2016	Johnstown	PA Rural Arts Alliance	15
5/9/2016	West Decatur	Galaxy, CIU #10	12
5/11-13/2016	Philadelphia	Greater Philadelphia Cultural Alliance	52
5/16/2016	Stroudsburg	Pocono Arts Council	6
5/17/2016	Lewistown	Community Partnerships RC&D	6
		<b>Total</b>	<b>154</b>

Panelists reached consensus on the assessment totals for each applicant, which are included in the funding formula.

**Policy or Panel Process Recommendations:**

- The applicants are confused when to submit a Financial & Statistical (F&S) Data Report from the Cultural Data Project (now Data Arts) or one downloaded from the PCA website and completed by the applicant.
- The same support materials should be required for all applicants and not be different for each discipline within Program Stream.
- There are still concerns over the same application being required for organizations that receive \$2,000 awards and organizations that receive \$180,000 awards. Panelists feel the return on investment is very low.
- The online orientation presentation (Prezi) was very helpful, but they did not feel the information about the Council and application process was necessary. It made the orientation too long. The panelists did appreciate the separate presentation on how to use eReviewer and suggested creating separate and shorter presentations about the Council and process.
- Philadelphia field tested using digital panel books in the form of a PDF on a USB drive. The feedback was mostly positive and the PCA staff is looking into offering this format in the future.



## MEMO

**DATE:** June 9, 2016  
**TO:** PCA Council Members  
**FROM:** Matthew Serio, Program Director  
**CC:** Philip Horn, Executive Director  
**RE:** PPA Project Stream Best Projects

### MESSAGE:

The staffs of our 13 PPA Partners were asked to make recommendations to their boards or advisory committees and have them decide on a PPA Project Stream applicant who not only ranked high in Quality, Access to the Arts, and Management, but also best met the goals of the PPA program and the PCA. These recommendations were pulled from two years of projects 2013-14 and 2014-15.

The Pennsylvania Council on the Arts will convene a committee to review and select projects that best support the need for the arts and state government support for the arts.

The Projects:

**Berks Arts Council** – Olivet’s Boys and Girls Club (Reading) Musical Theatre Camp – 30 children ages 9-14, rehearse and study with 5 professional artists for two months and hold 3 public performances.

**Bradford County Regional Arts Council** – The Exchange (Bloomsburg) is located in Downtown Bloomsburg and hosts a series of events including music, theatre, dance and artists’ talks geared towards children and adults.

**Community Partnerships RC&D** – Little Buffalo Festival (Newport) – a day long festival in October showcasing regional musicians and a wide range of fine arts, crafts, creative writing & poetry.

**Cultural Alliance of York County** – Makers Dozen Artists Tour (York) – a group of artists that have organized a tour of artists’ homes, studios, gallery, and unique exhibit places, so the general public can discover the depth of talent that is York.

**Elk County Council on the Arts** – Kane Area School District “150 Years of Kane: A Student Journey” (Kane) – ten students from the middle school worked with PCA

registered artists and AmeriCorps members on a project illustrating the history of Kane through a documentary film.

**Erie Arts & Culture** – George Junior Republic (Sharon) – created three pieces of public art to be placed in Sharon, PA.

**Galaxy** – Abby Minor’s “Being Heard: Creative Writing with Elders in Centre County” (Spring Mills) – two twelve-week workshops held at Salem Hill Haven Personal Care Home. Open to the residents of the home and to all older members of the public and individuals with intellectual or physical disabilities in the area.

**Greater Philadelphia Cultural Alliance** – “Arts Holding Hands” (Coatesville) Monthly Expressive Arts Workshop at the Coatesville Area Public Library, each workshop was professionally led; and introduced different expressive arts such as playwriting, hip hop/slam poetry, drumming, dancing, storytelling and acting.

**Greater Pittsburgh Arts Council** – “No BOUNDARIES” (Pittsburgh) Anqwenique Wingfield in collaboration with violinist and composer Daniel Bernard Roumain and literary artist and educator Yona Harvey created a piece of music that “transcends the categorization of genre and style”. This piece experimented with mixing elements of classical music, operatic singing style, jazz, and soul and was presented at the Kelly Strayhorn Theater.

**Jump Street** – Artistic Expressions Student Art Show and portfolio building boot camp for students in Intermediate Unit 15 region which covers Dauphin and Cumberland counties. It is hosted and run by art teachers from the area.

**Lehigh Valley Arts Council** – photographer Marco Calderon photographed “Fighters” in collaboration with the Allentown Boxing and Youth Program. Marco recorded the faces and voices of young contenders, and presented the work on panels that were hung in multiple locations in the Lehigh Valley.

**Pennsylvania Rural Arts Alliance** – The Pillar Park Project aims to transform all 36 of the Route 56 overpass pillars into public art using an all-volunteer work force to bring art to a decaying neighborhood.

**Pocono Arts Council** – Anthracite Heritage Museum in Scranton hosted a fall cultural arts festival held on the grounds of the historic Scranton Iron Furnaces. The festival featured a bonfire, music, cultural activities and exhibits, and cultural folk tale performances. The four acre site was transformed into a mini cultural village and lit up to showcase how the furnaces would have looked over 150 years ago at the height of iron production in Scranton.

Criteria for Selection

**Quality of Artistic Product/Process/Services (35 points)**

- What was the quality of the completed project – the project can be an artistic product (such as a performance, exhibition or other public event) or artistic process or service (such as classes, workshops, etc.)?

- To what degree were the goals and measurable objectives of the project met?
- What was the quality of the artist(s) and others principally responsible for the completed project?
- Adept (PCA) – Compared state-wide, is this project the best of the best?
- Adaptability (PCA) - Is this project replicable? Can other organizations adapt a project like this to their community and keep the same level of quality?

**Access to the Arts (35 points)**

- Did the project demonstrate knowledge of the target audience?
- Did the project reach the general public, including the target audience?
- (PPA) – Did the project expand constituent access to the arts?
- (PPA) – Was the PCA credited for funding this project?

**Management (30 points)**

- Was the complete project budget appropriate?
- Did the project develop other support, such as business support, in-kind support, and shared services (if applicable)?
- Were the staff, volunteers and/or board able to manage the project effectively?
- (PPA) Along with developing financial support, did the project increase awareness and advocacy for the arts within the local business and governmental sectors?
- (PPA) Was there any local decision-making utilized outside the project's management team?
- Adoptability (PCA) – Are there best practices that can be learned from this project, and adopted by other organizations? Is this project or type of project sustainable?

A

B

PPA Abbreviation	PPA Partner Organization
1 ACE	Arts Council of Erie/Erie Arts & Culture
2 BAC	Berks Arts Council
3 BCRAAC	Bradford County Regional Arts Council
4 CPRC&D	Community Partnerships Resource Conservation & Development Council, Inc.
5 CAYC	Cultural Alliance of York County
6 ECCOTA	Elk County Council on the Arts
7 GALAXY	Galaxy, the Arts in Education Program of Central Intermediate Unit 10
8 GPCA	Greater Philadelphia Cultural Alliance
9 GPAC	Greater Pittsburgh Arts Council
10 JS	Jump Street
11 LVAC	Lehigh Valley Arts Council
12 PRAA	Pennsylvania Rural Arts Alliance
13 PAC or POCONO	Pocono Arts Council





# MEMO

**DATE:** June 9, 2016  
**TO:** PCA Council Members  
**FROM:** Matthew Serio, Program Director  
**CC:** Philip Horn, Executive Director  
**RE:** Recommendations to Transition PPA Program Stream to Three-Year Cycle & for Panel Review of PPA

**MESSAGE:**

We have two recommendations for the PPA funding program:

**Recommendation to Transition PPA Program Stream to Three Year Cycle**

The staff of the PCA recommends that the Program Stream organizations transition from a two-year review cycle to a three-year review cycle. Currently, Program Stream and AOAP applicants complete the same application and are required to submit the same work samples and support materials based on their disciplines.

Funding Stream Comparison	
Program Stream	AOAP
293 organizations	297 organizations
Grants ranging from \$485 - \$14,193	Grants ranging from \$2,217 - \$199,206
Average grant is \$2,834	Average grant is \$19,649
Reviewed every 2 years	Reviewed every 3 years

Reasons to transition from a two-year cycle to a three-year cycle:

- More equitable – Program Stream applicants have to do more work with less of a return
- More incentive – it would be more attractive for Project Stream applicants to transition to Program Stream
- Cost savings – the average annual cost for staff to attend Program Stream panel meetings is over \$2,500
- Grantee assistance – PPA Partners will have more time to review, address grantees concerns and counsel applicants during the interim years
- PPA Partner Review – PPA Partners will benefit by gaining time to focus on their own application as a partner during the interim year with no panel meetings

### **PPA Partner Review Panel**

The staff of the PCA is recommending that a process be established for review of the 13 regional PPA partners. This has been the practice for the AIE partners and is useful in determining the strengths and weaknesses of each partner and the overall program. The use of assessment totals is currently built into the funding formula used to determine partners' administrative funding but these totals for PPA have all used an equal 100 points. Guidelines and review questions are currently in draft form, but the review criteria have been written. An advisory review panel would assess the PPA Partners every three years. On interim years, the PCA staff and consultants will review the final reports/applications. Below are the recommended criteria to be used for the internal and advisory panel review:

#### **Quality of Artistic Product/Process/Service (35 points)**

- Effective outcomes relevant to guidelines, requirements, roles and responsibilities of the Partnership
- Quality of marketing and program materials
- Effective evaluation of outreach and grantee services
- Evidence that evaluation leads to improvements
- Quality of PPA program leadership as evidenced by the qualifications of administrators and other factors

#### **Access to the Arts (35 points)**

- Effective outreach to expand awareness for PCA/PPA arts services while maintaining existing services
- Effective advocacy of benefits of PCA and PPA programs
- Demonstrated knowledge of constituents, including but not limited to artists, educators, administrators, community organizations, geographic/ethnic diversity and the plans to reach those groups
- Utilize an advisory panel that is representative of the geographic, ethnic, and artistic diversity of their service area

#### **Management (30 points)**

- Effective planning, implementation and quality control
- Effective fiscal, program and personnel management and development of other varied financial support
- Meets deadlines, attends and participates in partnership meetings and Council special activities





## MEMO

**DATE:** June 9, 2016  
**TO:** PCA Council Members  
**FROM:** Matthew Serio, Program Director  
**CC:** Philip Horn, Executive Director  
**RE:** Recommendations for Entry Track Funding

### MESSAGE:

**Panel Chair:** Susan Goldberg  
**Program Director:** Matthew Serio  
**Number of applications in Entry Track:** 29

### Summary of AOAP Entry Track Panel Meeting:

The Entry Track Panel met on Thursday, April 21, and Friday, April 22, 2016, and reviewed 29 applications with budgets over \$200,000. Entry Track is an all-inclusive funding stream open to all disciplines. The budgets of these organizations range in size from about \$114,000 to over \$6 million. The one organization that falls well below the \$200,000 cut off for Entry/AOAP is Community Partnerships RC&D. They are one of our Pennsylvania Partners in the Arts (PPA) partners; and cannot be reviewed in Program Stream because they would be reviewing themselves or would be reviewed by one of the PPA partners.

### Entry Track Budget Recommendations:

The PCA staff is recommending the Council increase the Entry Track to \$125,000 for the 2016-2017 fiscal year due to an increase in the number of applications recommended for funding. The budget for Entry was \$115,000 in 2015-2016. In 2015-2016, we received 27 applications of which 25 were approved for funding. This year we received 29 applications of which 28 are being recommended for funding.

### Innovation/Achievements in the Field:

- **Ars Nova Workshop** explored the intersections of jazz and the visual arts highlighting four events:
  - "Sun Ra Meets Napoleon: Fragments of the Alter-Future," exploring the relationship between Sun Ra's work and ancient Egyptology and mysticism
  - "Coltrane," juxtaposing historical materials and contemporary art in relation to John Coltrane's oeuvre

- a solo exhibition by painter and sculptor Jeff Schlanger, who has been painting and documenting live avant-garde jazz performances since 1976
- and the Philadelphia premiere of acclaimed video artist Anri Sala's "Long Sorrow" accompanied by solo performances by Jemeel Moondoc (the film's subject) and the Sun Ra Arkestra's Marshall Allen.
- **Plays and Players** connected the production of "Dream House" with Mommy & Me workshops to expand children's imaginations.
- **Struthers Library Theatre** has an internship program which pairs students with a staff mentor and a professional artist/business mentor.

**Policy or Panel Process Recommendations:**

- Panelists agreed that all increases or decreases of 20% or more in the Financial & Statistical Report should be highlighted and require explanations.
- In order to apply, all applicants should be required to view an application orientation like the one panelists view.
- Financial & Statistical (F&S) Report should incorporate graphs.
- Veteran panelists should act as mentors to new panelists.
- This year's panel discussed a problem that was brought up last year - reviewing applications from different disciplines is difficult when the organizations are required to submit different support materials based on their discipline. They feel it is unfair to the applicants because they are applying for the same grant, but the panel is reviewing different support materials. The panelists' suggestion was to list Entry Track as a separate group and recommend or require certain work samples be submitted by all applicants.

**Staff:** All of the panelists were extremely thorough in their scoring and recording their notes leading up to the panel meeting which made the review of the applications move quickly and smoothly. I look forward to having them return for other panel meetings.

## MEMO

**DATE:** July 6, 2016  
**TO:** PCA Council Members  
**FROM:** Philip Horn, Executive Director  
**CC:**  
**RE:** Recommendations for Entry Track Funding - Exclusion of programs for which academic credit is given.

### MESSAGE:

One of the applicants to the Entry Track is the Lehigh Valley Charter School for the Arts. We recommend that this application not be funded because academic credit is given for their programs. Language in the PCA's applications was erroneously changed to exclude only post-secondary education for organizations and programs supported by the PCA through Responsive Funding. Only through our Arts in Education Division, for specific activities, does the PCA provide funding that supports or augments activities for which academic credit is given. The language will be corrected in future guidelines.

The language as it currently appears is this:

*In general, the PCA does not fund the following nor can the match for PCA funds be used for these expenses:*

- *Activities for which post-secondary academic credit is given (Italics added for emphasis).*

The language as it was in prior years is this:

*In general, the PCA does not fund the following nor can the match for PCA funds be used for these expenses:*

- *Activities for which academic credit is given*

Note that in both cases, the guidelines say "Generally" to keep options open should the Council wish to make an exception.

Most recently, the Council made an exception to this policy for the PCA teaching artists in the University of the Arts Teaching Artist Certificate Program, for which an academic certificate is provided.

## 2016 Entry Track Panel

	A	B	C	D
		Gender	Ethnicity	Region
1	<b>Jennifer Birnie</b> Pittsburgh Musical Theatre	F	W	SW
2	<b>Veronica Castillo-Perez</b> Philadanco	F	H or L	SE
3	<b>Kristine Gasbarre</b> Brockway Center for Arts & Technology	F	W	NW
4	<b>Marc Giosi</b> Chatham Baroque	M	W	SW
5	<b>John Kerns</b> Huntingdon County Arts Council	M	W	SC
6	<b>Abbi Peters</b> Elk County Council on the Arts	F	W	NW

**Entry Track Applicants**

**April 21st & 22nd, 2016**

	A		B		C		D		E		F	
	Application#	Organization	County	Budget	Totals	Recommendations						
1	2016351405-ENT	*ArtWell	Philadelphia	\$678,957	94	Fund - Remain in Entry						
2	2016362166-ENT	*Struthers Library Theatre	Warren	\$488,246	87	Fund - Remain in Entry						
3	2016351632-ENT	*Lehigh Valley Charter High School for the Arts	Northampton	\$6,151,462	85	Do Not Fund - Ineligible						
4	2016354261-ENT	Miller Center for the Arts - Reading Area Community College	Berks	\$531,734	85	Fund - Transition to AOAP						
5	2016347383-ENT	Ned Smith Center for Nature and Art	Dauphin	\$995,683	85	Fund - Transition to AOAP						
6	2016347334-ENT	University City Arts League	Philadelphia	\$339,131	85	Fund - Transition to AOAP						
7	2016347265-ENT	DreamWrights Youth and Family Theatre	York	\$449,465	84	Fund - Transition to AOAP						
8	2016351842-ENT	Philadelphia Public Access Corporation	Philadelphia	\$845,061	84	Fund - Transition to AOAP						
9	2016347195-ENT	Pennsylvania Public Radio Associates, Inc./Echoes	Chester	\$845,061	83	Fund - Transition to AOAP						
10	2016354273-ENT	Philadelphia Clef Club of Jazz & Performing Arts, Inc.	Philadelphia	\$306,766	83	Fund - Transition to AOAP						
11	2016358394-ENT	*Ars Nova Workshop	Philadelphia	\$253,205	82	Fund - Remain in Entry						
12	2016354262-ENT	Arthur Ross Gallery - University of Pennsylvania	Philadelphia	\$494,424	82	Fund - Transition to AOAP						
13	2016351457-ENT	Philadelphia Gay Men's Chorus (PGMC)	Philadelphia	\$277,415	82	Fund - Transition to AOAP						
14	2016354269-ENT	CultureWorks Greater Philadelphia	Philadelphia	\$601,446	81	Fund - Transition to AOAP						
15	2016349318-ENT	Kennett Flash, Inc.	Chester	\$221,911	80	Fund - Remain in Entry						
16	2016354271-ENT	Juniata College - Juniata Presents	Huntingdon	\$300,121	79	Fund - Remain in Entry						
17	2016349259-ENT	The Ware Center - Millersville University	Lancaster	\$1,351,205	79	Fund - Remain in AOAP						
18	2016354276-ENT	Touchstone Center for Crafts	Westmoreland	\$1,043,150	78	Fund - Remain in Entry						
19	2016354266-ENT	Waterfire Sharon	Mercer	\$1,023,552	75	Fund - Remain in Entry						
20	2016352167-ENT	Azuka Theatre Collective	Philadelphia	\$264,202	74	Fund - Remain in Entry						
21	2016351172-ENT	*Carlisle Arts Learning Center	Cumberland	\$273,176	74	Fund - Remain in Entry						
22	2016354263-ENT	Buck Hill Skytop Music Festival	Monroe	\$285,620	73	Fund - Remain in Entry						
23	2016354277-ENT	Westmoreland Cultural Trust	Westmoreland	\$4,705,188	72	Fund - Remain in Entry						
24	2016353744-ENT	Hiway Theatre, Inc.	Montgomery	\$598,269	71	Fund - Remain in Entry						
25	2016353920-ENT	Plays & Players	Philadelphia	\$375,622	65	Fund - Remain in Entry						
26	2016356570-ENT	International Association of Performing Arts for Young People (IPAY)	Philadelphia	\$306,866	63	Fund - Remain in Entry						
27	2016353635-ENT	Brian Sanders JUNK	Philadelphia	\$222,532	61	Fund - Remain in Entry						
28	2016354268-ENT	Community Partnerships RC&D	Mifflin	\$114,298	59	Fund - Remain in Entry						
29	2016353735-ENT	Bucks County Playhouse Theater, Inc.	Bucks	\$210,872	56	Fund - Remain in Entry						

\* -Denotes first time applicants

# Pennsylvania Council on the Arts - Entry Track Fiscal Year 2016-2017 Funding Recommendations

A	B	C	D	E	F	G	H	I
App #	Organization Name	County	2015-16 Final Award	Total Revenue	Assmt. Total	FY 2016-2017 Rec. Award	Change from LY	FYI - Grant amounts by similar size AOAP orgs
1	*ArtWell	Philadelphia	\$0	\$678,957	94	\$5,657	\$5,657	\$10,937
2	*Struthers Library Theatre	Warren	\$0	\$488,246	87	\$5,236	\$5,236	\$11,684
3	*Lehigh Valley Charter High School for the Arts	Northampton	\$0	\$6,151,462	85	\$0	\$0	\$51,699
4	Ned Smith Center for Nature and Art	Dauphin	\$5,045	\$995,683	85	\$5,116	\$71	\$9,198
5	Miller Center for the Arts - Reading Area Community College	Berks	\$4,863	\$531,734	85	\$5,116	\$253	\$9,300
6	University City Arts League	Philadelphia	\$4,802	\$339,131	85	\$5,116	\$314	\$4,329
7	Philadelphia Public Access Corporation	Philadelphia	\$5,106	\$1,229,132	84	\$5,055	(\$51)	\$17,272
8	DreamWorks Youth and Family Theatre	York	\$4,133	\$449,465	84	\$5,055	\$922	\$6,928
9	Pennsylvania Public Radio Associates, Inc./Echoes	Chester	\$5,166	\$845,061	83	\$4,995	(\$171)	\$13,107
10	Philadelphia Clef Club of Jazz & Performing Arts, Inc.	Philadelphia	\$4,984	\$306,766	83	\$4,995	\$11	\$5,114
11	Arthur Ross Gallery - University of Pennsylvania	Philadelphia	\$5,106	\$494,424	82	\$4,935	(\$171)	\$6,030
12	Philadelphia Gay Men's Chorus (PGMC)	Philadelphia	\$4,863	\$277,415	82	\$4,935	\$72	\$5,067
13	*Ars Nova Workshop	Philadelphia	\$0	\$253,205	82	\$4,935	\$4,935	\$3,942
14	CultureWorks Greater Philadelphia	Philadelphia	\$5,166	\$601,446	81	\$4,875	(\$291)	\$5,491
15	Kennett Flash, Inc.	Chester	\$0	\$221,911	80	\$4,815	\$4,815	\$3,476
16	The Ware Center - Millersville University	Lancaster	\$5,410	\$1,351,205	79	AOAP	N/A	N/A
17	Juniata College - Juniata Presents	Huntingdon	\$5,106	\$300,121	79	\$4,754	(\$352)	\$4,986
18	Touchstone Center for Crafts	Westmoreland	\$4,559	\$1,043,150	78	\$4,694	\$135	\$13,402
19	Waterfire Sharon	Mercer	\$4,863	\$1,023,552	75	\$4,514	(\$349)	\$11,806
20	*Carlisle Arts Learning Center	Cumberland	\$0	\$273,176	74	\$4,454	\$4,454	\$5,292
21	Azuka Theatre Collective	Philadelphia	\$4,133	\$264,202	74	\$4,454	\$321	\$5,384
22	Buck Hill Skytop Music Festival	Monroe	\$3,951	\$285,620	73	\$4,393	\$442	\$3,931
23	Westmoreland Cultural Trust	Westmoreland	\$4,559	\$4,705,188	72	\$4,333	(\$226)	\$40,681
24	Hiway Theatre, Inc.	Montgomery	\$4,316	\$598,269	71	\$4,273	(\$43)	\$4,810
25	Plays & Players	Philadelphia	\$0	\$375,622	65	\$3,912	\$3,912	\$4,228
26	International Association of Performing Arts for Young People (IPAY)	Philadelphia	\$4,498	\$306,866	63	\$3,792	(\$706)	\$5,114
27	Brian Sanders JUNK	Philadelphia	\$4,376	\$222,532	61	\$3,671	(\$705)	\$3,476
28	Community Partnerships RC&D	Mifflin	\$4,072	\$114,298	59	\$3,551	(\$521)	\$3,337
29	Bucks County Playhouse Theater, Inc.	Bucks	\$4,802	\$210,872	56	\$3,370	(\$1,432)	\$5,464
			<b>\$24,938,711</b>			<b>\$125,000</b>	<b>\$26,531</b>	

\* Denotes organizations that did not apply in Entry Track last year

<b>\$125,000</b>	Budget
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# Fiscal Year 2016-2017 ENTRY TRACK

Report sorted by Income Total Cash

<b>1</b>	<b>Community Partnerships RC&amp;D</b> Mifflin 2016354268-ENT	Quality: <u>20</u>	Access: <u>23</u>	Management: <u>16</u>	<b>Total Assessment</b> \$114,298	<b>59</b>
<b>2</b>	<b>Bucks County Playhouse Theater, Inc.</b> Bucks 2016353735-ENT	Quality: <u>25</u>	Access: <u>16</u>	Management: <u>15</u>	<b>Total Assessment</b> \$210,872	<b>56</b>
<b>3</b>	<b>Kennett Flash, Inc.</b> Chester 2016349318-ENT	Quality: <u>25</u>	Access: <u>30</u>	Management: <u>25</u>	<b>Total Assessment</b> \$221,911	<b>80</b>
<b>4</b>	<b>JUNK</b> Philadelphia 2016353635-ENT	Quality: <u>27</u>	Access: <u>19</u>	Management: <u>15</u>	<b>Total Assessment</b> \$222,532	<b>61</b>
<b>5</b>	<b>Ars Nova Workshop</b> Philadelphia 2016358394-ENT	Quality: <u>33</u>	Access: <u>27</u>	Management: <u>22</u>	<b>Total Assessment</b> \$253,205	<b>82</b>
<b>6</b>	<b>Azuka Theatre Collective</b> Philadelphia 2016352167-ENT	Quality: <u>27</u>	Access: <u>27</u>	Management: <u>20</u>	<b>Total Assessment</b> \$264,202	<b>74</b>
<b>7</b>	<b>Carlisle Arts Learning Center</b> Cumberland 2016351172-ENT	Quality: <u>27</u>	Access: <u>27</u>	Management: <u>20</u>	<b>Total Assessment</b> \$273,176	<b>74</b>

## Fiscal Year 2016-2017 ENTRY TRACK

<b>8</b>	<b>Philadelphia Gay Men's Chorus (PGMC)</b> Philadelphia 2016351457-ENT	Quality: <u>30</u> Access: <u>28</u>	<b>Income Total Cash</b> \$277,415	Management: <u>24</u>	<b>Total Assessment</b> 82
<b>9</b>	<b>Buck Hill Skytop Music Festival</b> Monroe 2016354263-ENT	Quality: <u>29</u> Access: <u>24</u>	<b>Income Total Cash</b> \$285,620	Management: <u>20</u>	<b>Total Assessment</b> 73
<b>10</b>	<b>Juniata Presents</b> Huntingdon 2016354271-ENT	Quality: <u>28</u> Access: <u>28</u>	<b>Income Total Cash</b> \$300,121	Management: <u>23</u>	<b>Total Assessment</b> 79
<b>11</b>	<b>Philadelphia Clef Club of Jazz &amp; Performing Arts, Inc.</b> Philadelphia 2016354273-ENT	Quality: <u>31</u> Access: <u>30</u>	<b>Income Total Cash</b> \$306,766	Management: <u>22</u>	<b>Total Assessment</b> 83
<b>12</b>	<b>International Association of Performing Arts for Young People (IPAY)</b> Philadelphia 2016356570-ENT	Quality: <u>24</u> Access: <u>20</u>	<b>Income Total Cash</b> \$306,866	Management: <u>19</u>	<b>Total Assessment</b> 63
<b>13</b>	<b>University City Arts League</b> Philadelphia 2016347334-ENT	Quality: <u>29</u> Access: <u>31</u>	<b>Income Total Cash</b> \$339,131	Management: <u>25</u>	<b>Total Assessment</b> 85
<b>14</b>	<b>Plays &amp; Players</b> Philadelphia 2016353920-ENT	Quality: <u>24</u> Access: <u>24</u>	<b>Income Total Cash</b> \$375,622	Management: <u>17</u>	<b>Total Assessment</b> 65

## Fiscal Year 2016-2017 ENTRY TRACK

<b>15</b>	<b>DreamWrights Youth and Family Theatre</b> York 2016347265-ENT	Quality: <u>29</u>	Access: <u>30</u>	Management: <u>25</u>	<b>Total Assessment</b> \$449,465	<b>84</b>
<b>16</b>	<b>Struthers Library Theatre</b> Warren 2016362166-ENT	Quality: <u>30</u>	Access: <u>32</u>	Management: <u>25</u>	<b>Total Assessment</b> \$488,246	<b>87</b>
<b>17</b>	<b>Arthur Ross Gallery</b> Philadelphia 2016354262-ENT	Quality: <u>31</u>	Access: <u>27</u>	Management: <u>24</u>	<b>Total Assessment</b> \$494,424	<b>82</b>
<b>18</b>	<b>Miller Center for the Arts</b> Berks 2016354261-ENT	Quality: <u>31</u>	Access: <u>30</u>	Management: <u>24</u>	<b>Total Assessment</b> \$531,734	<b>85</b>
<b>19</b>	<b>Hiway Theatre, Inc.</b> Montgomery 2016353744-ENT	Quality: <u>27</u>	Access: <u>24</u>	Management: <u>20</u>	<b>Total Assessment</b> \$598,269	<b>71</b>
<b>20</b>	<b>CultureWorks Greater Philadelphia</b> Philadelphia 2016354269-ENT	Quality: <u>29</u>	Access: <u>28</u>	Management: <u>24</u>	<b>Total Assessment</b> \$601,446	<b>81</b>
<b>21</b>	<b>ArtWell</b> Philadelphia 2016351405-ENT	Quality: <u>34</u>	Access: <u>33</u>	Management: <u>27</u>	<b>Total Assessment</b> \$678,957	<b>94</b>

## Fiscal Year 2016-2017 ENTRY TRACK

<b>22</b>	<b>Pennsylvania Public Radio Associates, Inc./Echoes</b> Chester 2016347195-ENT	Quality: <u>30</u> Access: <u>30</u> Management: <u>23</u>	<b>Income Total Cash</b> \$845,061	<b>Total Assessment</b> 83
<b>23</b>	<b>Philadelphia Public Access Corporation</b> Philadelphia 2016351842-ENT	Quality: <u>30</u> Access: <u>30</u> Management: <u>24</u>	<b>Income Total Cash</b> \$845,061	<b>Total Assessment</b> 84
<b>24</b>	<b>Ned Smith Center for Nature and Art</b> Dauphin 2016347383-ENT	Quality: <u>30</u> Access: <u>30</u> Management: <u>25</u>	<b>Income Total Cash</b> \$995,683	<b>Total Assessment</b> 85
<b>25</b>	<b>Community Foundation of Western PA and NE Ohio</b> Mercer 2016354266-ENT	Quality: <u>29</u> Access: <u>27</u> Management: <u>19</u>	<b>Income Total Cash</b> \$1,023,552	<b>Total Assessment</b> 75
<b>26</b>	<b>Touchstone Center for Crafts</b> Fayette 2016354276-ENT	Quality: <u>31</u> Access: <u>26</u> Management: <u>21</u>	<b>Income Total Cash</b> \$1,043,150	<b>Total Assessment</b> 78
<b>27</b>	<b>The Ware Center</b> Lancaster 2016349259-ENT	Quality: <u>30</u> Access: <u>27</u> Management: <u>22</u>	<b>Income Total Cash</b> \$1,351,205	<b>Total Assessment</b> 79
<b>28</b>	<b>Westmoreland Cultural Trust</b> Westmoreland 2016354277-ENT	Quality: <u>28</u> Access: <u>23</u> Management: <u>21</u>	<b>Income Total Cash</b> \$4,705,188	<b>Total Assessment</b> 72
<b>29</b>	<b>Lehigh Valley Charter High School for the Arts</b> Northampton 2016351632-ENT	Quality: <u>30</u> Access: <u>30</u> Management: <u>25</u>	<b>Income Total Cash</b> \$6,151,462	<b>Total Assessment</b> 85





## MEMO

**DATE:** June 9, 2016  
**TO:** PCA Council Members  
**FROM:** Matthew Serio, Program Director  
**CC:** Philip Horn, Executive Director  
**RE:** Recommendations for Entry Track Transitions

**MESSAGE:**

**Recommendations for the AOAP Track:**

This year, PCA staff recommends ten applicants to be transitioned to the AOAP Track. Those organizations/programs that received above an 80 in their assessment total and were successfully funded in Entry Track for more two years will submit a full application at the next AOAP discipline application.

The following organizations, which have only been in Entry for two years or less, will transition but complete an Entry Track application next year:

- Ned Smith Center for Nature and Art – Local Arts
- University City Arts League – Local Arts
- DreamWrights Youth and Family Theatre - Theatre
- Philadelphia Clef Club of Jazz & Performing Arts Inc. – Local Arts
- Arthur Ross Gallery – University of Pennsylvania – Art Museums
- CultureWorks Greater Philadelphia – Arts Service

<b>Application</b>	<b>Organization Name</b>	<b>Panel</b>	<b>County</b>	<b>Next Full App. in AOAP</b>
2016354261-ENT	Miller Center - Reading Area Community College	Presenting	Berks	2018-19
2016347383-ENT	Ned Smith Center for Nature and Art	Local Arts	Dauphin	2018-19
2016347334-ENT	University City Arts League	Local Arts	Philadelphia	2018-19
2016347265-ENT	DreamWrights Youth and Family Theatre	Theatre	York	2019-20
2016351842-ENT	Philadelphia Public Access Corporation	Media	Philadelphia	2018-19
2016347195-ENT	PA Public Radio Associates, Inc./Echoes	Media	Chester	2018-19
2016354273-ENT	Philadelphia Clef Club of Jazz & Performing Arts, Inc.	Local Arts	Philadelphia	2018-19
2016354262-ENT	Arthur Ross Gallery - University of PA	Art Museums	Philadelphia	2019-20
2016351457-ENT	Philadelphia Gay Men's Chorus (PGMC)	Music	Philadelphia	2018-19
2016354269-ENT	CultureWorks Greater Philadelphia	Arts Service	Philadelphia	2019-20





## MEMO

**DATE:** June 9, 2016  
**TO:** PCA Council Members  
**FROM:** Charon Battles, Deputy Director for Programs  
**CC:** Philip Horn, Executive Director  
**RE:** Recommendations for the Preserving Diverse Cultures Division

### MESSAGE:

**Panel Chair:** None  
**Program Director:** Charon Battles  
**Number of applications:** 28

Preserving Diverse Cultures (PDC) supports the creation, development and stabilization of organizations, programs and projects whose mission and artistic work are deeply rooted in and reflective of the African American, Asian American, Hispanic/Latino, and Native American (ALNAH) perspectives. The applicant's programs and staff are representative of those communities.

The only change in the Funding Programs is all applicants must be a nonprofit organization with tax exempt status or apply through a sponsoring nonprofit organization with tax exempt status. That had a small impact on the number of applications submitted, but PCA staff and consultants worked with applicants to assist with the transition.

The 2015-16 Community Based Engagement Projects grants produced the following projects in Allentown, Chester, Erie, Philadelphia, and Pittsburgh.

**Regalo Cultural Festival in Arts Park** – Allentown  
**African American Storytelling Festival, training workshops, and conference** – Philadelphia  
**Journey to Sanctuary Multi-media exhibition** – Philadelphia  
**Colombian Independence Day Celebration** - Pittsburgh  
**"One Day in Chester"** Festival –Chester  
**North Allegheny African American Arts Fest** – Philadelphia  
**Multidisciplinary UnoWE Parade and Puppet Making Workshops** – Erie  
**Latino Organizational Networking Workshops & Festival** - Pittsburgh

**Summary of the Preserving Diverse Cultures Division (PDC) Advisory Panel Meeting:**

**PRESERVING DIVERSE CULTURES (PDC) STATISTICS**

	<b>FY15</b>	<b>FY16</b>
Number of applications received:	32	28
Number of applications recommended for funding:	22	26
Total amount requested:	\$295,750	\$241,000
Total amount recommended:	\$227,000	\$225,500
<b>TOTAL FOR PRESERVING DIVERSE CULTURES:</b>	<b>\$297,000</b>	<b>\$275,500*</b>

\*(Includes technical assistance, professional development conferences, research and the PDC website/publications.)

The PDC Panel met on Monday, May 23 and Tuesday, May 24 and reviewed twenty-seven requests for funding. One Intermediate Level application was returned because it did not meet the eligibility requirements. The panel evaluated nineteen Strategies for Success applications and eight Community Based Engagement Letters of Determination. They recommended funding nineteen Strategies for Success applications (7 Basic, 10 Intermediate, and 1 Advanced). Seven Community Based Engagement Letters of Determination were recommended to submit a full application in October.

Funding is recommended for ALNAH communities in Chester, Erie, Lancaster, Philadelphia, Pittsburgh, Pottstown and Reading.

**General panel observations about the field:**

The panel found the review criteria and rating scale to be a good evaluation tool. Their discussions focused on the commitment of the designated community as defined by the applicant, financial management, determining authenticity, debt, and recommending what is requested in the Community Based Engagement Project (CBEP) Letters of Determination.

They evaluated each application to determine if they were misrepresenting or falsifying the art form or culture being preserved. They felt the burden of presentation was the responsibility of the applicant. They questioned what the applicant was trying to preserve and if it fit the mission of the organization or program. They discussed the validity of funding a program that might be viewed as an insult to the community they are serving. This was particularly evident in the review of the CBEP Letters of Determination.

They also questioned how to determine if an applicant was ready to move to the next level from CBEP to Strategies for Success. They agreed it was up to the applicant to demonstrate readiness in the application based on the eligibility criteria.

They discussed ownership of culturally based programming. The discussion focused on the need for the organization to self-define and to demonstrate that

commitment to culture through their mission. They agreed the panel ultimately has to trust the applicant's decision based on authenticity, truth and mission as demonstrated in the application.

### **Innovation/Achievements in the Field:**

Throughout their review the panel noted several applicants that showed remarkable achievement in their work samples, outreach or management. Those showing outstanding work samples reflective of their mission and programming are Three Aksha, Photography Without Borders, Images of the Motherland, and the Mexican Cultural Center. They felt the Mexican Cultural Center had both a quality work sample and outreach programs into all facets of the Mexican Community. And finally they recognized the remarkable job in management the Kun-Yang Lin/Dancers is achieving.

### **Innovation**

**Three Aksha** – Innovative video showing the dancers performing in Philadelphia's public squares utilizing the iconic landmarks as the backdrop.

**Photography Without Borders** – Quality work sample showing their Shutterbugs Program (John B. Stetson Charter School in North Philadelphia and Cali and Medellin, Colombia) that teaches history of photography and their pinhole photographs taken with recycled objects.

**Images of the Motherland** – Multi-faceted "Living History Heritage Project" materials that range from DVD's to books and teaching materials distributed free of charge.

**Mexican Cultural Center** – Promotional video is a visual summary of their "Mexican Independence Day Festival", " Mexican Week", and "Day of the Dead" signature programs.

### **Achievement**

**Kun-Yang Lin/Dancers** – The fourteen year old organization is a model for organizational development with their diversified revenue stream, strategic plan, board of directors focused on sustainability and a four month operating reserve.

**Policy or Panel Process Recommendations:** The following points are recommended by the panel to assist the applicant in selecting the right funding opportunity.

Community Based Engagement Projects Letters of Determination should be required to show three points. First, the committee members must identify the affiliations in the community. Second, the partner organizations must show the roles in the project either as mentors or part of production team. Third, year 2 and subsequent requests must show the results from past years' budgets, i.e., what is an in-kind or cash contribution.

The panel recommended the evaluation bullet point be reflected in both the quality and management criteria.

Finally, the panel felt the applicant must show evidence their financial statements have undergone some type of review whether it is an audit, internal review or compilation. This discussion evolved from one applicant showing considerable debt. They reluctantly recommended no funding.

**Staff Observations:**

Similar to last year the panel again raised the bar of what each community is capable of producing in programming reflective of and serving its needs. They were easily able to navigate between the traditional and the contemporary organizations/programs.

## 2016 Preserving Diverse Cultures Division Panel

		A	B	C	D
			Gender	Ethnicity	Region
1	<b>Lynn Johnson</b>	AmeriMasala, Founding Director	M	B or AA	NW
2	<b>Gloria Merrick</b>	Latino Hispanic American Community Center, Executive Director	F	H or L	C
3	<b>Hye-Jung Park</b>	Scribe Video Center, Associate Director & Program Manager	F	A	SE
4	<b>Dana Payne</b>	African American Jazz Preservation Society of Pittsburgh, Managing Director	F	B or AA	SW
5	<b>Charles Stonewall</b>	Photographer	M	B or AA	NE

## Preserving Diverse Cultures 2016 - 2017 Funding Recommendations

APPL. #	Organization Name	Request Amount	Rec Assmnt Total	Program Rec. Amount	Technical Assistance Rec. Amount	Total Final Rec. Award
<b>Strategies for Success-Basic Level</b>						
2016375582-BAS	African American Jazz Preservation Society of Pittsburgh	\$ 7,000	Withdrawn			
2016374920-BAS	International Ballet Exchange/Mamadele Productions	\$ 7,000	87	\$4,500	\$2,500	\$7,000
2016375105-BAS	Women's Coalition for Empowerment, Inc.	\$ 7,000	86	\$4,500	\$2,500	\$7,000
2016376185-BAS	LIFE	\$ 7,000	80	\$4,500	\$2,500	\$7,000
2016377709-BAS	Greater Philadelphia Film Office/Korean Cultural Foundation	\$ 7,000	80	\$4,500	\$2,500	\$7,000
2016376870-BAS	Handz On	\$ 7,000	73	\$4,500	\$2,500	\$7,000
2016371037-BAS	St Daniel's Ray of Hope Community Development Corporation	\$ 7,000	72	\$4,500	\$2,500	\$7,000
2016374925-BAS	Keepers of the Culture	\$ 7,000	67	\$4,500	\$2,500	\$7,000
<b>SUBTOTAL for BASIC - 8 Applications</b>		<b>\$ 56,000</b>				<b>\$49,000</b>
<b>Strategies for Success-Intermediate Level</b>						
2016378005-INT	Photography Without Borders	\$ 12,500	95	\$10,000	\$2,500	\$12,500
2016379644-INT	The Mexican Cultural Center	\$ 12,500	92	\$10,000	\$2,500	\$12,500
2016374444-INT	Three Aksha	\$ 12,500	87	\$10,000	\$2,500	\$12,500
2016373392-INT	Collaborative Cataloging Japan	\$ 12,500	83	\$10,000	\$2,500	\$12,500
2016374158-INT	Images of the Motherland	\$ 12,500	83	\$10,000	\$2,500	\$12,500
2016375542-INT	Usiloquy Dance Designs	\$ 12,500	83	\$10,000	\$2,500	\$12,500
2016375520-INT	Legacy Arts Project, Inc.	\$ 12,500	81	\$10,000	\$2,500	\$12,500
2016374991-INT	Twelve Gates Arts	\$ 12,500	80	\$10,000	\$2,500	\$12,500
2016375485-INT	W.O.R.X.	\$ 12,500	70	\$7,500	\$2,500	\$10,000
2016376471-INT	The Georgia E. Gregory Interdomination Music School	\$ 12,500	69	\$10,000	\$2,500	\$12,500
2016378006-INT	Norris Square Neighborhood Center	\$ 12,500	50	\$0	\$0	\$0

<b>SUBTOTAL for INTERMEDIATE - 11 Applications</b>		\$ 137,500			\$122,500
<b>Strategies for Success-Advanced Level</b>					
2016374174-ADV	Kun-Yang Lin/Dancers	\$ 20,000	93		\$20,000
<b>SUBTOTAL for ADVANCED - 1 Application</b>					\$20,000
<b>Community Based Engagement Projects</b>					
2016001-CBEP	Barrio Alegria	\$ 3,500	Y		\$3,500
2016002-CBEP	Centro Cultural Latinos Unidos, Inc	\$ 3,000	Y		\$3,000
2016004-CBEP	Settlement Music School	\$ 3,500	Y		\$3,500
2016005-CBEP	Thankful Baptist Church	\$ 3,500	Y		\$3,500
2016006-CBEP	The Kama-Sahlor Group	\$ 3,500	Y		\$3,500
2016008-CBEP	Community 4 Change	\$ 3,500	Y		\$3,500
2016003-CBEP	Family Survival	\$ 3,500	PENDING		\$3,500
2016007-CBEP	The National Association of Korean Schools Mid-Atlantic Chapter	\$ 3,500	NO		\$0
<b>SUBTOTAL for COMMUNITY BASED ENGAGEMENT PROJECTS - 8 Applications</b>					\$24,000
<b>Recommendation to Support Mexican Cultural Center Letter of Appeal</b>					
2015318126-INT	The Mexican Cultural Center	\$ 10,000			\$10,000
<b>SUBTOTAL for Mexican Cultural Center Appeal</b>					\$10,000





## MEMO

**DATE:** June 29, 2016  
**TO:** PCA Council Members  
**FROM:** Charon Battles, Deputy Director for Programs  
**CC:** Philip Horn, Executive Director  
**RE:** Report on Community Engagement Projects

### MESSAGE:

Fiscal year 2015-16 year one of the pilot received twelve Letters of Determination (LoD). Eight LoD's were recommended for support by the panel and approved for funding at the January 2016 Council meeting. Those projects were designed to address challenges the ALNAH communities are facing. The successful projects clearly articulated a sound plan, impact in the community, broad community engagement and a unified management structure outlining partner organizations and collaborating artists:

**Regalo Cultural Festival in Arts Park** – A one day festival celebrating the Colombian, Dominican, Mexican, and Puerto Rican histories, arts and cultures. Puertorrican Cultural Preservation Inc., Hispanic American League of Artists, El Grupo Folkorico Mexicano Xochiquetzal, members of the Colombian community and the Allentown Art Museum formed the first joint collaboration of Lehigh Valley Latino communities producing “regalo” (gift) Latino cultural celebrations. The collaboration has created a logo to market the festival.

**African American Storytelling Festival, training workshops, and conference** – A twenty-nine week youth development program mentoring twenty-five African American youth (ages 12 – 18) in the art of storytelling and its use as a viable and creative outlet in understanding and addressing the social issues plaguing their community. The program culminates with the youth participating and performing at the National Association of Black Storytellers Festival and Conference in Philadelphia in November. The Keepers of the Culture, WPEB 88.1 FM, and Face Forward will partner with community volunteers and student interns to develop, implement and evaluate the project.

**“The Journey to Sanctuary” Multimedia Exhibition** – An interactive exhibition illustrating the second African American migration to Philadelphia. The exhibition will include photographs, video and community arts education storytelling workshops. Mother Bethel Richard Allen Museum is the first site of the exhibition. Community partners in the exhibition are Mother Bethel Foundation, Scribe Video Center, University of Pennsylvania, Free Library of Philadelphia, Delaware Valley

AME churches and the Germantown Historic Society. The project will be coordinated by Julie Rainbow, literary artist and photographer.

**Colombian Independence Day Celebration** – The 8<sup>th</sup> Annual Colombia Independence Day Celebration will feature Grupo Zafarrancho and Grupo Besame from Colombia. Additionally Colombia en Pittsburgh will present artists from Venezuela, Peru and Puerto Rico. The Community Based Engagement Grant gave the community the opportunity to present artists from Colombia. The goal is to create spaces for dialogue and learning about Colombia.

**“One Day in Chester”** – A one day festival designed to honor Chester’s rich past heritage, and highlight the current arts and cultural community in the growing cultural district. The Nia Center, Chester Arts Alive, Pennsylvania Humanities Council, Widener University, City of Chester, The Artists Warehouse, Gas & Electric Arts and African American community artists began planning for the citywide one day event in 2015. The idea was developed in partnership with the Pennsylvania Humanities Council. The Community Based Engagement Grant allowed the community to implement the ideas generated at the March meeting. The Humanities Council guided the planning phase and produced the Chester Made marketing concept. Recently the project was awarded a \$10,000 grant from the National Endowment for the Arts.

**North Allegheny African American Arts Fest** – A one day community festival founded by the Georgia E. Gregory Interdenominational School of Music and Thankful Baptist Church to showcase the positive attributes of the North Philadelphia artists, organizations, churches, community members and businesses. This is a community often negatively branded by criminal activity. The festival provided a unique opportunity for the Nicetown-Tioga groups and organizations to gain much needed visibility for their members, missions, goals, and programs.

**AmeriMasala Multidisciplinary Parade and Puppet Making Workshops** – A week long free and open to the public giant puppet making workshop lead by Sara Peattie of Boston’s Puppeteers Cooperative. The project will culminate with an UnoWE parade lead by Si Si Na Na West African drum and dance ensemble. The goal is to create a vehicle for community participation. Community partners in the project are Trinity Center, Neighborhood Art House, St. John After-School Program, and Citizens Against Racism in Erie and members of the Erie Latino community.

**“#SomosFamilia [We Are Family]” Latino Organizational Strategic Planning Workshops & Festival** – A series of six week strategic planning workshops identifying commonalities and creating a marketing/promotional plan showing the diverse Latino community in Pittsburgh and surrounding regions. The series will culminate with a collaborative event showcasing the Latino artists, communities and organizations. Community partners are Latin American Cultural Union, Café con Leche, COESA Brazilian Organization, Braddock Library-Art Lending & Graphic Studio, Center for Latin American Studies at Pitt, Colombia en Pittsburgh, Circulo Juvenil de Cultura, Latino Family Center, Young Men and Women’s African Heritage Association, Casa San Jose, Venezuela in Pittsburgh and local Latino performance artists and businesses.





## MEMO

**DATE:** July 5, 2016  
**TO:** PCA Council Members  
**FROM:** Philip Horn, Executive Director  
**CC:**  
**RE:** Recommendation to support the appeal by Mexican Cultural Center

**MESSAGE:**

As Program Director for the Preserving Diverse Cultures Division, Charon Battles reviewed the appeal.

Because Ms. Battles is also Deputy Director for Programs, Heather Doughty reviewed the appeal for Senior Staff and made her recommendation to support the appeal.

After discussing this with both Charon and Heather, I concur with Ms. Doughty's recommendation to support the appeal.

Because the budget was delayed, it was not possible to review the appeal in time to make a grant in the 2015–2016 fiscal year. We are recommending that funding in the amount of \$10,000 be provided in addition to any funding for the Mexican Cultural Center in 2016–2017. The amount is \$10,000 and this is reflected in the recommendations for funding for the Strategies for Success Program and the PCA's proposed grants budget.

**Appellant:** Mexican Cultural Center

**Date Received:** February 25, 2016

**Application Number:** 2015318126-INT

Summary of Project: **For support for 3<sup>rd</sup> year Strategies for Success– Intermediate Level for Program Manager (2<sup>nd</sup> year), program funds and consultant funds to hire Veronica Castillo-Perez.**

***Panel Score & Summary of PDC Panel Comments:***

**TOTAL SCORE: 75**

**COMMENTS:** The panel was correct in questioning the specific project the program funds were supporting and the organizational development work the consultant would focus on in year three. Additionally, the application lacked detail.

***Summary of Appellant’s Grounds for Appeal:***

1. Misinterpretation of the work sample submitted as proof of programming and target community served.
2. Misinterpretation of the programs implemented by the Mexican Cultural Center to further its mission.

***Summary of Program Director’s Assessment of Appeal:***

Although the application lacked specificity in the types of programs, community organizations and artists served the scores reflected in each criterion merited a higher grant amount. The application did request support for the Project Manager’s Staff Position and I concur with the request to augment the grant to include the staff position and a portion of the program funds. I have seen marked improvement in the organization’s communication and performance since the implementation of paid staff positions. The Center’s executive director position is an in-kind donation from the Mexican Consulate.

Date Reviewed: March 22, 2016

***Summary of Senior Staff Review of Appeal:***

I concur with the Program Director’s assessment that the scores reflected in each criterion merited a higher grant amount recommendation.

<u>INT Applicant</u>	<u>Score</u>	<u>Program</u>	<u>T/A</u>	<u>Total</u>
5849-INT	96	\$10,000	\$2,500	\$12,500

6500-INT	88	\$10,000	\$2,500	\$12,500
7713-INT	86	\$10,000	\$2,500	\$12,500
7276-INT	82	\$10,000	\$2,500	\$12,500
7601-INT	82	\$10,000	\$2,500	\$12,500
<b>8126-INT (MCC)</b>	<b>75</b>	<b>\$0</b>	<b>\$2,500</b>	<b>\$2,500</b>
7625-INT	70	\$10,000	\$2,500	\$12,500
8359-INT	70	\$2,500	\$2,500	\$5,000
9464-INT	67	\$7,500	\$2,500	\$10,000
9247-INT	65	\$5,000	\$2,500	\$7,500
6866-INT	65	\$5,000	\$2,500	\$7,500
9779-INT	65	\$0	\$2,500	\$2,500

By ignoring its own numerical assessment relative to other applicants and relying too heavily on one video work sample submitted by the Center in forming its recommendation and omitting consideration of other photographic work sample materials (which went unmentioned in comments) and narrative details, the panel was in error

Date Review Completed: June 27, 2016

Recommendation: \$10,000





## MEMO

**DATE:** July 6, 2016  
**TO:** PCA Council Members  
**FROM:** Charon Battles, Deputy for Programs  
**CC:** Philip Horn, Executive Director  
**RE:** Recommendations for Folk and Traditional Arts Apprenticeships

**MESSAGE:**

The Folk and Traditional Arts Master and Apprenticeships panel will meet on July 19. We will deliver the recommendations to you as soon as these are available.

We changed the schedule for the apprenticeships to coincide with our other programs which allows the apprenticeship to begin sooner. The delay in last year's budget forced us to postpone the application deadline and the panel meeting.





## MEMO

**DATE:** May 31, 2016  
**TO:** PCA Council Members  
**FROM:** Caroline Savage, Program Director  
**CC:** Philip Horn, Executive Director  
**RE:** AOAP Art Museums Advisory Review Panel

### MESSAGE:

**Panel Chair:** Jeffrey A. Parks  
**Program Director:** Caroline Savage  
**Number of applications:** 25

### Summary of AOAP Art Museums Panel Meeting:

Art Museums AOAP Program supports organizations and programs that exhibit, preserve, and interpret visual material through exhibitions, residencies, publications, commissions, public art works, conservation, documentation, services to the field, education, and public programs.

The AOAP Art Museums Panel convened on May 16 & 17, 2016 to review twenty-five applicants with a range of budget sizes from \$330,556 to \$89,100,454. Seventeen applicants had budgets over \$1,000,000; of that group four had budgets over \$10,000,000.

### Innovation in the Field:

The panel noted three organizations:

#### Erie Art Museum

- *Old Songs, New Opportunities (OSNO)* is a collaborative program partnering with social service non-profits and childcare providers to empower recent-refugees with training so they can work in childcare settings, using their traditional African songs and dances to enliven and improve early childhood.
- *Kids as Curators*, in its twelfth year, partners with three schools annually to teach children to use their own collections as the art objects for an exhibition. The K-12 students select the objects, categorize and curate, assisting with designing promotion materials and tours of the exhibition.

#### Everhart Art Museum

- "Social friend/fundraising" events enable young adults to experience activities as a corollary to a current exhibit. Examples are the *Story Slam*

@ Everhart, where the Everhart collaborated with Story Slam Scranton in examining graffiti "Writing on the Wall." The events have become instant sell-outs and are a permanent component of each exhibition.

### **Carnegie Museum of Art**

- The ACCESS/EBT card discount program enables adults and children who qualify for state assistance to visit the museum for \$1, with up to four visitors per card. In 2014, this program enabled CMOA to reach nearly 13,300 visitors.
- The successful monthly *Mobile Membership Program*, which enables people to pay for memberships in monthly installments; \$6.25 for individuals and \$12.50 for families, per month. The members can pull up the card on their mobile device or simply present a photo ID at the admissions desk. One thousand people have signed up since January 2015; over 80% are new members, are slightly younger than the overall membership population and are buying premium memberships (\$20.83 per month.)

### **Panel Process Recommendations:**

- During the Art Museum vs. Cultural, Historical and Humanities-based museum discussion, the panel needed more guidance when evaluating museums whose mission includes other disciplines (history, science, natural history, for example) and arts.
- The Panel singled out PAFA's work sample attachments as exemplary because they used PowerPoint to organize the images for exhibition, marketing, outreach, media coverage, etc. in one document. (See Attachment).
- Want to see organizational charts for all organizations.
- Want to see description of Capital Campaign goal and results as well as income/expenses so they can see the impact and relationship to the overall budget.

### **Staff: (Staff impressions)**

- The Panel did not like downloading the work sample images and then, having to open separate files for review. PAFA's application was an exemplary example
- The Panel struggled with museums that were clearly art focused and others that were more arts and culture focused, combining art, history, and/or science. The program descriptions varied in consistencies, when the arts activities were integrated with other disciplines: humanities, history or science programming.
- The panel was very positive about the Art Museums in general, especially the Philadelphia Museum of Art, the Erie Art Museum, the Barnes, Philadelphia Academy of Fine Arts and the Carnegie Museum of Art, Warhol for the sheer magnitude of their arts programming, the high standards for staff qualifications and performance evaluation, and their adaptive capacity to incorporate technology to serve the community locally and globally.

## Attachment

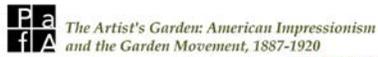
The image below is from a pdf from PAFA which is composed of 26 slides, saved as a PDF.



Curator: Anna O. Marley, Ph.D., Curator of Historical American Art  
**Historic Landmark Building Galleries**  
**The Pennsylvania Academy of the Fine Arts**



February 13, 2015 - May 24, 2015  
 Historic Landmark Building Galleries, The Pennsylvania Academy of the Fine Arts



February 13, 2015 - May 24, 2015



**TOTAL Attendance** (exhibition and related events): **23,290**

Public participation in *Artist's Garden*-related activities:

- 2,357 students toured exhibition (46 tours)
- 2,084 students reached at 74 in-class sessions
- 484 adults on 24 exhibition tours
- 1,896 attendees at 25 Traveling Lectures in community locales
- 1,241 people reached at 11 community art workshops
- 568 attendees at 22 events at PAFA (lectures, workshops, performances)
- 275 attendance at 21 Student Docent training sessions
- 79 attendees at 2 events, at Barnes Foundation and Stenton

Historic Landmark Building Galleries, The Pennsylvania Academy of the Fine Arts

## 2016 AOAP Art Museum Panel

		A				B	C	D
						Gender	Ethnicity	Region
<b>1</b>	<b>Dejay Duckett</b> Associate Director, Arthur Ross Gallery University of Pennsylvania, Philadelphia				F	B or AA	SE	
<b>2</b>	<b>Phillip Earenfight</b> Director, Trout Gallery, Dickinson College, Carlisle				M	W	C	
<b>3</b>	<b>Gina Evans</b> Director of Development, Children's Museum of Pittsburgh, Pittsburgh				F	W	W	
<b>4</b>	<b>Thora Jacobson</b> Executive Director, the Philadelphia Art Alliance, Philadelphia				F	W	SE	
<b>5</b>	<b>Sarah Minneart</b> Deputy Director, Carnegie Museum of Art, Pittsburgh				F	W	W	
<b>6</b>	<b>John Vanco</b> Director, Erie Art Museum, Erie				M	W	NW	

## Fiscal Year 2016-2017 Arts Organizations and Arts Programs (AOAP) Art Museums

*Report sorted by Income Total Cash*

<b>1</b>	<b>Bucks County Historical Society</b> Bucks 2016349048-AOP	Quality: <u>24</u>	Income Total Cash <u>23</u>	Access: <u>20</u>	Management: <u>20</u>	Total Assessment <b>67</b>
<b>2</b>	<b>National Liberty Museum</b> Philadelphia 2016351804-AOP	Quality: <u>20</u>	Income Total Cash <u>20</u>	Access: <u>20</u>	Management: <u>14</u>	Total Assessment <b>54</b>
<b>3</b>	<b>Samek Art Museum</b> Union 2016351779-AOP	Quality: <u>24</u>	Income Total Cash <u>20</u>	Access: <u>20</u>	Management: <u>16</u>	Total Assessment <b>60</b>
<b>4</b>	<b>Susquehanna Art Museum</b> Dauphin 2016349515-AOP	Quality: <u>18</u>	Income Total Cash <u>16</u>	Access: <u>16</u>	Management: <u>9</u>	Total Assessment <b>43</b>
<b>5</b>	<b>La Salle University Art Museum</b> Philadelphia 2016353499-AOP	Quality: <u>25</u>	Income Total Cash <u>25</u>	Access: <u>25</u>	Management: <u>20</u>	Total Assessment <b>70</b>
<b>6</b>	<b>Philip and Muriel Berman Museum of Art</b> Montgomery 2016351975-AOP	Quality: <u>24</u>	Income Total Cash <u>16</u>	Access: <u>16</u>	Management: <u>13</u>	Total Assessment <b>53</b>
<b>7</b>	<b>Everhart Museum of Natural History, Science &amp; Art</b> Lackawanna 2016346690-AOP	Quality: <u>23</u>	Income Total Cash <u>23</u>	Access: <u>23</u>	Management: <u>18</u>	Total Assessment <b>64</b>

## Fiscal Year 2015-2016 Arts Organizations and Arts Programs (AOAP) Art Museums

<b>8</b>	<b>Demuth Foundation</b> Lancaster 2016356841-AOP	Quality: <u>25</u>	Access: <u>23</u>	Management: <u>18</u>	<b>Total Assessment</b> \$961,482	<b>66</b>
<b>9</b>	<b>Southern Alleghenies Museum of Art</b> Cambria 2016353651-AOP	Quality: <u>20</u>	Access: <u>22</u>	Management: <u>15</u>	<b>Total Assessment</b> \$1,031,683	<b>57</b>
<b>10</b>	<b>The Rosenbach of the Free Library of Philadelphia</b> Philadelphia 2016354200-AOP	Quality: <u>28</u>	Access: <u>20</u>	Management: <u>20</u>	<b>Total Assessment</b> \$1,790,418	<b>68</b>
<b>11</b>	<b>The Mattress Factory, Ltd.</b> Allegheny 2016350320-AOP	Quality: <u>30</u>	Access: <u>30</u>	Management: <u>25</u>	<b>Total Assessment</b> \$1,938,904	<b>85</b>
<b>12</b>	<b>Erie Art Museum</b> Erie 2016346742-AOP	Quality: <u>30</u>	Access: <u>31</u>	Management: <u>25</u>	<b>Total Assessment</b> \$2,025,197	<b>86</b>
<b>13</b>	<b>Westmoreland Museum of American Art</b> Westmoreland 2016357102-AOP	Quality: <u>27</u>	Access: <u>27</u>	Management: <u>22</u>	<b>Total Assessment</b> \$2,146,234	<b>76</b>
<b>14</b>	<b>Palmer Museum of Art</b> Centre 2016345938-AOP	Quality: <u>27</u>	Access: <u>25</u>	Management: <u>19</u>	<b>Total Assessment</b> \$2,711,116	<b>71</b>

**Fiscal Year 2015-2016  
Arts Organizations and Arts Programs (AOAP)  
Art Museums**

<b>15</b>	<b>Foundation for the Reading Public Museum</b> Berks 2016345996-AOP	Quality: <u>23</u>	<b>Income Total Cash</b> Access: <u>25</u>	<b>\$3,127,022</b> Management: <u>19</u>	<b>Total Assessment</b>	<b>67</b>
<b>16</b>	<b>Woodmere Art Museum, Inc.</b> Philadelphia 2016349797-AOP	Quality: <u>26</u>	<b>Income Total Cash</b> Access: <u>27</u>	<b>\$3,481,671</b> Management: <u>22</u>	<b>Total Assessment</b>	<b>75</b>
<b>17</b>	<b>James A. Michener Art Museum</b> Bucks 2016347071-AOP	Quality: <u>25</u>	<b>Income Total Cash</b> Access: <u>25</u>	<b>\$3,993,045</b> Management: <u>19</u>	<b>Total Assessment</b>	<b>69</b>
<b>18</b>	<b>Association for Public Art</b> Philadelphia 2016348773-AOP	Quality: <u>28</u>	<b>Income Total Cash</b> Access: <u>25</u>	<b>\$4,817,709</b> Management: <u>22</u>	<b>Total Assessment</b>	<b>75</b>
<b>19</b>	<b>Allentown Art Museum</b> Lehigh 2016351982-AOP	Quality: <u>25</u>	<b>Income Total Cash</b> Access: <u>22</u>	<b>\$4,865,720</b> Management: <u>17</u>	<b>Total Assessment</b>	<b>64</b>
<b>20</b>	<b>Brandywine River Museum of Art</b> Delaware 2016349607-AOP	Quality: <u>26</u>	<b>Income Total Cash</b> Access: <u>22</u>	<b>\$5,870,547</b> Management: <u>18</u>	<b>Total Assessment</b>	<b>66</b>
<b>21</b>	<b>Andy Warhol Museum, The</b> Allegheny 2016352001-AOP	Quality: <u>30</u>	<b>Income Total Cash</b> Access: <u>30</u>	<b>\$7,245,490</b> Management: <u>23</u>	<b>Total Assessment</b>	<b>83</b>

**Fiscal Year 2015-2016**  
**Arts Organizations and Arts Programs (AOAP)**  
**Art Museums**

22	<b>Carnegie Museums of Pittsburgh/Carnegie Museum of Art</b> Allegheny 2016354212-AOP	Quality: <u>30</u> Access: <u>28</u> Management: <u>24</u>	<b>Income Total Cash</b> \$16,216,026	<b>Total Assessment</b> 82
23	<b>Pennsylvania Academy of the Fine Arts</b> Philadelphia 2016346183-AOP	Quality: <u>27</u> Access: <u>25</u> Management: <u>20</u>	<b>Income Total Cash</b> \$24,765,743	<b>Total Assessment</b> 72
24	<b>Barnes Foundation</b> Philadelphia 2016352019-AOP	Quality: <u>31</u> Access: <u>25</u> Management: <u>21</u>	<b>Income Total Cash</b> \$45,092,808	<b>Total Assessment</b> 77
25	<b>Philadelphia Museum of Art</b> Philadelphia 2016346261-AOP	Quality: <u>33</u> Access: <u>30</u> Management: <u>27</u>	<b>Income Total Cash</b> \$89,100,454	<b>Total Assessment</b> 90
26		Quality: _____ Access: _____ Management: _____	<b>Income Total Cash</b> _____	<b>Total Assessment</b> _____
27		Quality: _____ Access: _____ Management: _____	<b>Income Total Cash</b> _____	<b>Total Assessment</b> _____
28		Quality: _____ Access: _____ Management: _____	<b>Income Total Cash</b> _____	<b>Total Assessment</b> _____



# MEMO

**DATE:** May 31, 2016  
**TO:** PCA Council Members  
**FROM:** Caroline Savage, Program Director  
**CC:** Philip Horn, Executive Director  
**RE:** AOAP Arts Education Organizations Advisory Review Panel

**MESSAGE:**

**Panel Chair:** None  
**Program Director:** Caroline Savage  
**Number of applications:** 21

**Summary of AOAP Arts Education Organizations Panel Meeting:**

The Arts Education Organizations Program supports organizations and programs whose primary mission and activities involve arts education or arts in education and that include a public participation component.

The AOAP Arts Education Organizations Panel convened on April 6, 2016 to review applicants with a range of budget sizes from \$248,386 to \$7,836,803.

**Innovation/Achievements in the Field:** The panel noted three organizations:

**Innovation**

**Children’s Museum of Pittsburgh**

- *MAKESHOP®*, 1800 sq. ft. exhibit space, provides meaningful and sustained “making” experiences that integrate digital technology and DIY “maker” creative elements. Staffed by Teaching Artists, they activate the space through specialized activities, such as stop-motion animation, building cities with recycled materials, 3d design challenges.
- The *Mobile MAKESHOP®* is a recent initiative located at three Pennsylvania satellite sites with the goal of developing authentic open-ended learning creative making experiences.

**Musicopia**

- The *MAD BEATZ drumline* (9-12 graders from Kensington Creative Arts High School) performs at community events, coaches other drumlines, enabling not only the development of music skills, but encouraging respect, teamwork, desire to graduate and leadership.

- *Gift of Music Instrument Donation* allows Musicopia to collect, repair and place donated instruments in schools for students who are eager to play but do not have the resources to rent or buy instruments. They have placed over 2,500 instruments in the past 13 years, including 400 in the past year.

## **Achievement**

### **Settlement Music School (SMS)**

- Provides \$2,000,000 in financial aid to eliminate barriers to anyone who would like to attend the school.
- *Kaleidoscope Preschool Arts Enrichment Program (KAL)* which uses arts integrated curriculum to foster “school readiness skills” is located at all SMS branches and two shelters where 88% of the students qualify for free tuition because they are 100% below the poverty guidelines or have an Individual Education Plan (IEP) based upon special needs.

### **Policy or Panel Process Recommendations:**

- The panel felt the eGrant was easy to use, but the panel book was essential to take written notes.
- The videos that are submitted are too long (should be under 5 minutes) and document general information about the programming, teaching, performance, and exhibition.
- The panel expressed concerns with “nested” programs in colleges/universities. They felt the programs have a safety net from the parent organization. How can one evaluate the management among the applicants within a college or university and stand-alone organizations? They felt it was not a level playing field.
- Needed more details about qualifications of instructors; program educational goals, objectives; evaluation of goals with specific “hard” and “soft” measurement of outcomes. Most organizations listed their goals, but weren’t consistent in evaluating outcomes and impact.
- F&S Report didn’t always correlate with the narrative or add up correctly when comparing CDP (Data Arts) and PCA F&S. It’s confusing to try to reconcile data with narrative.

### **Staff: (Staff impressions)**

The Panel focused on the goals of the educational programming and their assessment and evaluation. They struggled with the quality of the organization and effectiveness of educational programming, especially in the evaluation of the educational programming’s outcomes. How do the organizations measure success? What are the tools? They would like to see more work samples that show a balance between the WHAT of the organization and the HOW. The emphasis in images seemed to be more on Access/community engagement. The panel felt that a concise video about the organizational activities would have helped, rather than a real time single performances.

## 2016 AOAP Arts Education Organizations Panel

	A	B	C	D
		Gender	Ethnicity	Region
1	<b>William Hubler</b> CEO, Chinese Cultural & Arts Institute, Harrisburg	M	W	C
2	<b>Annette Monnier</b> Executive Director, University City Arts League, Philadelphia	F	W	SE
3	<b>Christyan Seay</b> Musician, Board Member, Capital Area Music Association. Harrisburg	M	B or AA	C
4	<b>Rand Whipple</b> Director, Box of Light, Scranton	M	W	NE
5	<b>Erica Willis</b> Founder and Executive Director of Living In Fulfilled Excellence (LIFE), Erie	F	B or AA	NW

**Fiscal Year 2016-2017**  
**Arts Organizations and Arts Programs (AOAP)**  
**Arts Education Organizations**  
*Report sorted by Income Total Cash*

<b>1</b>	<b>Big Picture Alliance</b> Philadelphia 2016356972-AOP	Quality: <u>27</u>	<b>Income Total Cash</b>	\$210,057	Access: <u>29</u>	Management: <u>15</u>	<b>Total Assessment</b>	<b>71</b>
<b>2</b>	<b>Afro-American Music Institute</b> Allegheny 2016356989-AOP	Quality: <u>21</u>	<b>Income Total Cash</b>	\$234,424	Access: <u>25</u>	Management: <u>17</u>	<b>Total Assessment</b>	<b>63</b>
<b>3</b>	<b>Seton Hill University</b> Westmoreland 2016348794-AOP	Quality: <u>19</u>	<b>Income Total Cash</b>	\$248,386	Access: <u>13</u>	Management: <u>10</u>	<b>Total Assessment</b>	<b>42</b>
<b>4</b>	<b>Young Audiences of Eastern Pennsylvania</b> Out of State 2016347055-AOP	Quality: <u>23</u>	<b>Income Total Cash</b>	\$260,714	Access: <u>20</u>	Management: <u>9</u>	<b>Total Assessment</b>	<b>52</b>
<b>5</b>	<b>Arts in Schools Collaborative</b> Philadelphia 2016347348-AOP	Quality: <u>30</u>	<b>Income Total Cash</b>	\$282,472	Access: <u>30</u>	Management: <u>25</u>	<b>Total Assessment</b>	<b>85</b>
<b>6</b>	<b>LiveConnections</b> Philadelphia 2016355605-AOP	Quality: <u>28</u>	<b>Income Total Cash</b>	\$290,120	Access: <u>28</u>	Management: <u>23</u>	<b>Total Assessment</b>	<b>79</b>
<b>7</b>	<b>Wolf Performing Arts Center</b> Montgomery 2016349389-AOP	Quality: <u>25</u>	<b>Income Total Cash</b>	\$362,461	Access: <u>25</u>	Management: <u>21</u>	<b>Total Assessment</b>	<b>71</b>

**Fiscal Year 2015-2016**  
**Arts Organizations and Arts Programs (AOAP)**  
**Arts Education Organizations**

<b>8</b>	<b>Cumberland Valley School of Music</b> Franklin 2016347340-AOP	Quality: <u>20</u>	Income Total Cash	Access: <u>20</u>	\$496,156	Management: <u>15</u>	<b>Total Assessment</b>	<b>55</b>
<b>9</b>	<b>Arts Education Collaborative</b> Allegheny 2016346688-AOP	Quality: <u>30</u>	Income Total Cash	Access: <u>26</u>	\$518,431	Management: <u>23</u>	<b>Total Assessment</b>	<b>79</b>
<b>10</b>	<b>Main Line School Night Arts Programs</b> Delaware 2016355912-AOP	Quality: <u>24</u>	Income Total Cash	Access: <u>20</u>	\$586,928	Management: <u>17</u>	<b>Total Assessment</b>	<b>61</b>
<b>11</b>	<b>Philadelphia Young Playwrights</b> Philadelphia 2016352002-AOP	Quality: <u>28</u>	Income Total Cash	Access: <u>27</u>	\$707,014	Management: <u>22</u>	<b>Total Assessment</b>	<b>77</b>
<b>12</b>	<b>Community Music School of Collegeville</b> Montgomery 2016346991-AOP	Quality: <u>27</u>	Income Total Cash	Access: <u>27</u>	\$716,579	Management: <u>25</u>	<b>Total Assessment</b>	<b>79</b>
<b>13</b>	<b>Temple University Music Preparatory Division</b> Philadelphia 2016354945-AOP	Quality: <u>26</u>	Income Total Cash	Access: <u>25</u>	\$781,918	Management: <u>18</u>	<b>Total Assessment</b>	<b>69</b>
<b>14</b>	<b>Musicopia, Inc.</b> Philadelphia 2016349729-AOP	Quality: <u>31</u>	Income Total Cash	Access: <u>31</u>	\$805,622	Management: <u>27</u>	<b>Total Assessment</b>	<b>89</b>

**Fiscal Year 2015-2016  
Arts Organizations and Arts Programs (AOAP)  
Arts Education Organizations**

<b>15</b>	<b>Community Conservatory of Music Bucks</b> 2016356977-AOP	Quality: <u>22</u>	Income Total Cash	Access: <u>22</u>	Management: <u>12</u>	<b>Total Assessment</b>	<b>56</b>
			\$854,634				
<b>16</b>	<b>Commonwealth Youthchoirs Philadelphia</b> 2016355018-AOP	Quality: <u>28</u>	Income Total Cash	Access: <u>27</u>	Management: <u>23</u>	<b>Total Assessment</b>	<b>78</b>
			\$924,877				
<b>17</b>	<b>Studio Incamminati Philadelphia</b> 2016347036-AOP	Quality: <u>30</u>	Income Total Cash	Access: <u>28</u>	Management: <u>24</u>	<b>Total Assessment</b>	<b>82</b>
			\$972,077				
<b>18</b>	<b>Baum School of Art Lehigh</b> 2016348982-AOP	Quality: <u>29</u>	Income Total Cash	Access: <u>30</u>	Management: <u>22</u>	<b>Total Assessment</b>	<b>81</b>
			\$1,015,163				
<b>19</b>	<b>Philadelphia Arts in Education Partnership Philadelphia</b> 2016350298-AOP	Quality: <u>27</u>	Income Total Cash	Access: <u>30</u>	Management: <u>20</u>	<b>Total Assessment</b>	<b>77</b>
			\$1,381,324				
<b>20</b>	<b>Children's Museum of Pittsburgh Allegheny</b> 2016357880-AOP	Quality: <u>30</u>	Income Total Cash	Access: <u>30</u>	Management: <u>25</u>	<b>Total Assessment</b>	<b>85</b>
			\$7,721,089				
<b>21</b>	<b>Settlement Music School Philadelphia</b> 2016349811-AOP	Quality: <u>33</u>	Income Total Cash	Access: <u>30</u>	Management: <u>26</u>	<b>Total Assessment</b>	<b>89</b>
			\$7,836,803				



## MEMO

**DATE:** May 31, 2016  
**TO:** PCA Council Members  
**FROM:** Caroline Savage, Program Director  
**CC:** Philip Horn, Executive Director  
**RE:** AOAP Arts Service Organization Advisory Review Panel

### MESSAGE:

**Panel Chair:** None  
**Program Director:** Caroline Savage  
**Number of applications:** 20

### Summary of AOAP Arts Service Organizations Arts Panel Meeting:

Arts Service Organizations Program supports organizations and programs whose primary mission is to provide services to Pennsylvania arts organizations and artists.

The AOAP Arts Service Panel convened on April 7, 2016 to review applicants with budgets from \$47,019 to \$2,950,736. The twenty applicants provide services to either individual artists, organizations and/or the general public in their self-defined region. Three organizations provide state-wide services: New Music USA, Pennsylvania Presenters and Citizens for the Arts in Pennsylvania. Seven of the applicants are PPA Partners: Arts Council of Erie, Bradford County Arts Council, Cultural Alliance of York, Greater Philadelphia Cultural Alliance, Greater Pittsburgh Arts Council, Lehigh Valley Arts Council and Pennsylvania Rural Arts Alliance.

### Innovation/Achievements in the Field:

The panel noted four organizations:

#### inLIQUID

- inLiquid Art for the Cash Poor (AFTCP,) held annually in June, is a signature networking program providing artists with a venue to sell their work. The work is priced under \$200, available to be viewed and purchased by the public in a live event at the Crane Arts building in Philadelphia.

#### Lehigh Valley Arts Council (LVAC)

- The panel applauded LVAC's yearlong celebration of the 25th Anniversary of the Americans with Disabilities Act through the lens of the arts. The website [www.ArtsandAccess.org](http://www.ArtsandAccess.org) now resides on the LVAC website and provides the

public with a central calendar of disability-friendly events, in addition to local, state and national resources and archival information.

### **Culture Alliance of York**

- Excellent *2015 Impact Arts and Culture Conference* which expanded to three days of programming, including a *Creative Aging Pre-Conference* in partnership with healthcare administrators, the main day conference at York College of Pennsylvania, and *Big Idea Saturday* that brought together change-makers to foster new ideas at 20+ labs and workshops throughout downtown York.

### **Pennsylvania Rural Arts Alliance (PRAA)**

- PRAA participated in a free, comprehensive *Tactical Technology Training Workshop* presented by Idealware, which enabled them to create an action plan and technology 'road map' to guide service efforts across their twelve county region. They were awarded funds to implement their plan to manage their infrastructure, promote arts programming, and communicate to members.

### **Policy or Panel Process Recommendations:**

- Found evaluating the very late Non-Profit Finance Fund application difficult
- They liked having the panel book to take written notes
- Viewing work samples online prior to meeting was essential
- Would have liked a live webinar orientation to ask questions
- Narrative in application often too repetitive, redundant and confusing
- Total revenue and expenses in PCA F&S Report needs to show surplus or deficit.

### **Staff: (Staff impressions)**

It was a relatively straightforward review process. However, the statewide service organizations did not fare well; their review numbers placed them between marginal and good. Additionally, Bradford County Arts Council seems to be more multidisciplinary and may be better reviewed in Local Arts.

## 2016 AOAP Arts Service Panel

		A				B		C		D	
						Gender		Ethnicity		Region	
1	<b>Heather Adams</b>	Executive Director, Berks County TV, Reading				F		W		NE	
2	<b>Nicholas Gigante</b>	Vice- President, Development, Pittsburgh Cultural Trust, Pittsburgh				M		W		W	
3	<b>Kelly Kuwabara</b>	Director, Development, Allen's Lane Art Center, Philadelphia				F		A		SE	
4	<b>Eileen McMonagle</b>	Executive Director, Historic Yellow Springs , Chester Springs				F		W		SE	
5	<b>Tina Sell</b>	Director, Education, Susquehanna Art Museum, Harrisburg				F		A		C	



**Fiscal Year 2016-2017**  
**Arts Organizations and Arts Programs (AOAP)**  
**Arts Service Organizations**  
*Report sorted by Income Total Cash*

<b>1</b>	<b>New Music USA</b> Out of State 2016353742-AOP	Quality: <u>22</u>	Income Total Cash	\$47,019	Management: <u>17</u>	<b>Total Assessment</b>	<b>57</b>
<b>2</b>	<b>Pennsylvania Presenters</b> Lehigh 2016346364-AOP	Quality: <u>23</u>	Income Total Cash	\$63,021	Management: <u>17</u>	<b>Total Assessment</b>	<b>63</b>
<b>3</b>	<b>Citizens for the Arts in Pennsylvania</b> Dauphin 2016360076-AOP	Quality: <u>25</u>	Income Total Cash	\$87,860	Management: <u>13</u>	<b>Total Assessment</b>	<b>55</b>
<b>4</b>	<b>Pennsylvania Rural Arts Alliance</b> Cambria 2016351733-AOP	Quality: <u>20</u>	Income Total Cash	\$123,464	Management: <u>14</u>	<b>Total Assessment</b>	<b>53</b>
<b>5</b>	<b>Lehigh Valley Arts Council, Inc</b> Lehigh 2016350562-AOP	Quality: <u>26</u>	Income Total Cash	\$205,803	Management: <u>19</u>	<b>Total Assessment</b>	<b>71</b>
<b>6</b>	<b>Pennsylvania Guild of Craftsmen</b> Lancaster 2016347694-AOP	Quality: <u>18</u>	Income Total Cash	\$290,560	Management: <u>16</u>	<b>Total Assessment</b>	<b>55</b>
<b>7</b>	<b>International Association of Performing Arts for Young People (IPAY)</b> Philadelphia 2016356570-ENT	Quality: <u>24</u>	Income Total Cash	\$306,866	Management: <u>19</u>	<b>Total Assessment</b>	<b>63</b>

**Fiscal Year 2015-2016  
Arts Organizations and Arts Programs (AOAP)  
Arts Service Organizations**

<b>8</b>	<b>InLiquid COM INCORPORATED</b> Philadelphia 2016346735-AOP	Quality: <u>30</u>	Income Total Cash	Access: <u>29</u>	\$325,179	Management: <u>20</u>	<b>Total Assessment</b>	<b>79</b>
<b>9</b>	<b>Jeanne Ruddy &amp; Dancers, Inc. The Performance Garage</b> Philadelphia 2016352103-AOP	Quality: <u>28</u>	Income Total Cash	Access: <u>28</u>	\$476,365	Management: <u>24</u>	<b>Total Assessment</b>	<b>80</b>
<b>10</b>	<b>The Center for Emerging Visual Artists</b> Philadelphia 2016356945-AOP	Quality: <u>30</u>	Income Total Cash	Access: <u>30</u>	\$486,111	Management: <u>25</u>	<b>Total Assessment</b>	<b>85</b>
<b>11</b>	<b>Cultural Enrichment Fund</b> Dauphin 2016356815-AOP	Quality: <u>26</u>	Income Total Cash	Access: <u>25</u>	\$517,128	Management: <u>25</u>	<b>Total Assessment</b>	<b>76</b>
<b>12</b>	<b>CultureWorks Greater Philadelphia</b> Philadelphia 2016354269-ENT	Quality: <u>29</u>	Income Total Cash	Access: <u>28</u>	\$601,446	Management: <u>24</u>	<b>Total Assessment</b>	<b>81</b>
<b>13</b>	<b>Art-Reach</b> Philadelphia 2016346880-AOP	Quality: <u>30</u>	Income Total Cash	Access: <u>32</u>	\$619,448	Management: <u>15</u>	<b>Total Assessment</b>	<b>77</b>
<b>14</b>	<b>Arts + Business Council of Greater Philadelphia</b> Philadelphia 2016351615-AOP	Quality: <u>25</u>	Income Total Cash	Access: <u>22</u>	\$829,090	Management: <u>20</u>	<b>Total Assessment</b>	<b>67</b>

**Fiscal Year 2015-2016  
Arts Organizations and Arts Programs (AOAP)  
Arts Service Organizations**

<b>15</b>	<b>Arts Council of Erie</b> Erie 2016357686-AOP	Quality: <u>27</u>	Income Total Cash	Access: <u>27</u>	\$1,012,517	Management: <u>20</u>	<b>Total Assessment</b>	<b>74</b>
<b>16</b>	<b>Reading Musical Foundation</b> Berks 2016353834-AOP	Quality: <u>29</u>	Income Total Cash	Access: <u>29</u>	\$1,273,951	Management: <u>25</u>	<b>Total Assessment</b>	<b>83</b>
<b>17</b>	<b>Greater Pittsburgh Arts Council</b> Allegheny 2016355811-AOP	Quality: <u>30</u>	Income Total Cash	Access: <u>31</u>	\$1,507,468	Management: <u>24</u>	<b>Total Assessment</b>	<b>85</b>
<b>18</b>	<b>Bradford County Regional Arts Council</b> Bradford 2016345790-AOP	Quality: <u>26</u>	Income Total Cash	Access: <u>29</u>	\$1,531,878	Management: <u>20</u>	<b>Total Assessment</b>	<b>75</b>
<b>19</b>	<b>The Cultural Alliance of York County</b> York 2016349117-AOP	Quality: <u>28</u>	Income Total Cash	Access: <u>28</u>	\$1,746,247	Management: <u>25</u>	<b>Total Assessment</b>	<b>81</b>
<b>20</b>	<b>Greater Philadelphia Cultural Alliance</b> Philadelphia 2016347574-AOP	Quality: <u>33</u>	Income Total Cash	Access: <u>30</u>	\$2,733,954	Management: <u>28</u>	<b>Total Assessment</b>	<b>91</b>
<b>21</b>	<b>Conservation Center for Art &amp; Historic Artifacts</b> Philadelphia 2016351358-AOP	Quality: <u>30</u>	Income Total Cash	Access: <u>27</u>	\$2,950,736	Management: <u>25</u>	<b>Total Assessment</b>	<b>82</b>



## MEMO

**DATE:** June 1, 2016  
**TO:** PCA Council Members  
**FROM:** Charon Battles, Deputy Director for Programs  
**CC:** Philip Horn, Executive Director  
**RE:** Recommendation of Assessment Numbers for 2016-17 Full Applications for AOAP Dance

### MESSAGE:

**Panel Chair:** None  
**Program Director:** Charon Battles  
**Number of applications:** 17

### Summary of the AOAP Dance Advisory Panel Meeting:

The Dance Program supports dance organizations, dance programs, companies, and ongoing dance programs whose primary purpose is public performance. Support for dance schools, civic ballets, training institutions, and nonprofessional dance companies is restricted to projects that engage guest teachers and choreographers.

The Dance Panel was convened on March 15 and 16, 2016. The meeting was expanded to two days (beginning at noon on the first day) to accommodate the increased number of applications. Eight applicants transitioned from the PPA Program Stream to the AOAP Dance Program. The panel reviewed applications from the state's two largest professional ballet companies in Philadelphia and Pittsburgh, the modern and contemporary small dance companies, and the pre-professional dance training companies. Their budgets ranged from \$143,640 to \$14,863,719.

### Innovation/Achievements in the Field:

The panel noted four applicants they felt added new approaches to dance and reached new audiences.

**The Koresh Dance Company "Come Together Dance Festival"** is a one week showcase of local dance companies from the region. Each showcase features different companies. In conjunction with the festival, master classes are scheduled at the Koresh Dance Studios for the general public. Additionally, free classes are offered to the participants in the showcases taught by the faculty of the participating companies.

**Attack Theatre Accessibility Opportunity for Deaf or Hearing Impaired Audiences** was created by partnering with Hearcorp, a local production company,

to develop and install a system of transducers (a device that transforms one form of energy to another) in a section of the seating bank allowing the chairs to vibrate in unison with the music providing a fuller production experience.

Both the **Central Pennsylvania Youth Ballet** and the **Shirley Rock School for Dance Education** were noted by the panel as nationally recognized organizations operating exceptional training programs and performance experiences.

**Policy or Panel Process Recommendations:**

The panel found the review process was made easier by the attention to detail and the information provided for their review. They appreciated the opportunity to view the work samples and marketing materials online. The combination of video, photographs and marketing samples assisted the panel in determining the applicant's proficiency in serving their audiences and participants. It is important to note the photographs are not a required Dance Program work sample.

The panel recommended the agency add a check box for the Dance Program that allows the applicant to select either the professional or non-professional category.

Additionally, they preferred the video work sample that wasn't a slick promotional piece and showed a range of excerpts for soloists as well as ensemble pieces.

**Staff Observations:**

The panel was a diverse group of dance professionals representing a broad spectrum of ages, dance techniques/styles, gender and geography. Their rich discussions provided great insight into the future challenges facing the dance world today. They ended the meeting by commenting on the wealth of diverse dance companies and performance opportunities in the Commonwealth.

This was one of the best dance panels I have worked with in my twenty-six years at the Council. Their thoughtful comments revealed the growth of the field as well as the areas needing more professional development.

## 2016 AOAP Dance Panel

		A		B	C	D
				Gender	Ethnicity	Region
1	<b>Nicholas Ade</b> Central Pennsylvania Youth Ballet, Executive Director			M	W	C
2	<b>Gwendolyn Bye</b> Dancefusion, Artistic Director			F	W	SE
3	<b>David Gray</b> Pennsylvania Ballet, Executive Director			M	W	SE
4	<b>Elba Hevia y Vaca</b> Pasion y Arte, Artistic Director			F	H or L	SE
5	<b>Ayisha Morgan-Lee</b> Hill Dance Academy Theatre, Director			F	B or AA	SW

## Fiscal Year 2016-2017 Arts Organizations and Arts Programs (AOAP) **Dance**

*Report sorted by Income Total Cash*

<b>1</b>	<b>Kun-Yang Lin/Dancers</b> Philadelphia 2016346344-AOP	Quality: <u>28</u>	Income Total Cash <u>25</u>	Access: <u>25</u>	Management: <u>20</u>	Total Assessment <u>20</u>	<b>73</b>
<b>2</b>	<b>Ballet Guild of the Lehigh Valley</b> Northampton 2016353618-AOP	Quality: <u>18</u>	Income Total Cash <u>20</u>	Access: <u>20</u>	Management: <u>15</u>	Total Assessment <u>15</u>	<b>53</b>
<b>3</b>	<b>Dancefusion</b> Philadelphia 2016355284-AOP	Quality: <u>25</u>	Income Total Cash <u>22</u>	Access: <u>22</u>	Management: <u>25</u>	Total Assessment <u>25</u>	<b>72</b>
<b>4</b>	<b>Pittsburgh Youth Ballet Company</b> Washington 2016359033-AOP	Quality: <u>24</u>	Income Total Cash <u>17</u>	Access: <u>17</u>	Management: <u>13</u>	Total Assessment <u>13</u>	<b>54</b>
<b>5</b>	<b>Headlong Dance Theater</b> Philadelphia 2016353825-AOP	Quality: <u>18</u>	Income Total Cash <u>19</u>	Access: <u>19</u>	Management: <u>15</u>	Total Assessment <u>15</u>	<b>52</b>
<b>6</b>	<b>Ballet Theatre of Scranton</b> Lackawanna 2016354545-AOP	Quality: <u>18</u>	Income Total Cash <u>18</u>	Access: <u>18</u>	Management: <u>15</u>	Total Assessment <u>15</u>	<b>51</b>
<b>7</b>	<b>Brandywine Ballet Company</b> Chester 2016349091-AOP	Quality: <u>23</u>	Income Total Cash <u>18</u>	Access: <u>18</u>	Management: <u>16</u>	Total Assessment <u>16</u>	<b>57</b>

## Fiscal Year 2015-2016 Arts Organizations and Arts Programs (AOAP) Dance

<b>8</b>	<b>Pennsylvania Regional Ballet</b> Cumberland 2016346995-AOP	Quality: <u>25</u>	Income Total Cash <u>25</u>	Access: <u>25</u>	Management: <u>23</u>	Total Assessment \$433,240	<b>73</b>
<b>9</b>	<b>Attack Theatre Incorporated</b> Allegheny 2016350737-AOP	Quality: <u>31</u>	Income Total Cash <u>31</u>	Access: <u>30</u>	Management: <u>25</u>	Total Assessment \$547,622	<b>86</b>
<b>10</b>	<b>Greater York Center for Dance Education</b> York 2016350995-AOP	Quality: <u>22</u>	Income Total Cash <u>22</u>	Access: <u>25</u>	Management: <u>15</u>	Total Assessment \$550,200	<b>62</b>
<b>11</b>	<b>BalletX</b> Philadelphia 2016347582-AOP	Quality: <u>32</u>	Income Total Cash <u>32</u>	Access: <u>31</u>	Management: <u>26</u>	Total Assessment \$793,790	<b>89</b>
<b>12</b>	<b>Koresh Dance Company</b> Philadelphia 2016349556-AOP	Quality: <u>30</u>	Income Total Cash <u>30</u>	Access: <u>27</u>	Management: <u>15</u>	Total Assessment \$933,731	<b>72</b>
<b>13</b>	<b>The Philadelphia Dance Company</b> Philadelphia 2016354552-AOP	Quality: <u>33</u>	Income Total Cash <u>33</u>	Access: <u>31</u>	Management: <u>22</u>	Total Assessment \$1,303,894	<b>86</b>
<b>14</b>	<b>Central Pennsylvania Youth Ballet</b> Cumberland 2016347180-AOP	Quality: <u>32</u>	Income Total Cash <u>32</u>	Access: <u>26</u>	Management: <u>26</u>	Total Assessment \$3,171,991	<b>84</b>

## Fiscal Year 2015-2016 Arts Organizations and Arts Programs (AOAP) Dance

15	<b>The Rock School for Dance Education</b> Philadelphia 2016348959-AOP	Quality: <u>28</u>	Access: <u>28</u>	Management: <u>20</u>	Total Assessment \$5,085,438	76
16	<b>Pittsburgh Ballet Theatre, Inc.</b> Allegheny 2016351751-AOP	Quality: <u>31</u>	Access: <u>30</u>	Management: <u>27</u>	Total Assessment \$8,289,045	88
17	<b>Pennsylvania Ballet</b> Philadelphia 2016350892-AOP	Quality: <u>33</u>	Access: <u>28</u>	Management: <u>27</u>	Total Assessment \$9,557,492	88
18	<b>Income Total Cash</b> Quality: _____ Access: _____ Management: _____					<b>Total Assessment</b>
19	<b>Income Total Cash</b> Quality: _____ Access: _____ Management: _____					<b>Total Assessment</b>
20	<b>Income Total Cash</b> Quality: _____ Access: _____ Management: _____					<b>Total Assessment</b>
21	<b>Income Total Cash</b> Quality: _____ Access: _____ Management: _____					<b>Total Assessment</b>



## MEMO

**DATE:** May 31, 2016  
**TO:** PCA Council Members  
**FROM:** Caroline Savage, Program Director  
**CC:** Philip Horn, Executive Director  
**RE:** AOAP Folk and Traditional Arts Advisory Review Panel

### MESSAGE:

**Panel Chair:** None  
**Program Director:** Caroline Savage  
**Number of applications:** 4

### **Summary of AOAP Folk and Traditional Arts Panel Meeting (Cyber Panel):**

The Folk and Traditional Arts Program supports organizations and programs that work to sustain and preserve folk and traditional arts rooted in ethnic, religious, linguistic, occupational, or regional groups. These arts are shaped and shared within families, neighborhoods, and communities and are often passed down from one generation to another.

The AOAP Folk Arts Panel convened on March 11, 2016 to review applicants with budgets over \$200,000 with a range of budget sizes from \$202,113 to \$382,033. Applicants were: Al-Bustan Seeds of Culture in Philadelphia, Asian Americans United in Philadelphia, the Philadelphia Folklore Project in Philadelphia; and the Chinese Cultural and Arts Institute in Harrisburg.

**Innovation/Achievements in the Field:** The panel noted three organizations:

#### **Innovation**

#### **Philadelphia Folklore Project (PFP) and Asian Americans United (AAU)**

AAU and PFP work in collaboration with the *Folk Arts Cultural Treasures Charter School (FACTS)* in Philadelphia to plan, resource, implement and evaluate the folk arts education program at *FACTS*.

#### **Achievement**

**Al-Bustan Seeds of Culture**, first time applicants to AOAP, they were impressive with their traditional arts, culture and education programming and their ability to grow through collaborations and strategic social media posts. Their marketing uses social media, including Facebook and YouTube very well. They have over 3,200

likes for their Facebook page and over 100 videos on their YouTube channel, featuring poetry, traditional art and traditional music performances.

**Philadelphia Folklore Project** received a multi-year award from Barra Foundation for excellence in leadership. The panel assessed management as progressive and proactive exemplifying adaptive programming and leadership.

**Policy or Panel Process Recommendations:**

- They expressed support for having the hardcopy panel book to take written notes as well as access to the work samples online prior to meeting.
- The panel discussed how much organizations must focus on or emphasize folk and traditional arts programming and preservation to be reviewed solely by Folklorists and Folk artists.
- They would have liked a live webinar orientation to ask questions.

**Staff: (Staff impressions)**

This panel meeting was a webinar so we were communicating via the phone and computer. We had no technical problems showing work samples and attachments. The panel was prepared and clearly able to assess the five organizations carefully and thoughtfully. However, the Panel still struggles with the Folk and Traditional Arts AOAP definition and how the applicants, specifically Asian Americans United, differ from the Local Arts field: their question is: "If an organization's mission is not entirely about Folk and Traditional Arts but community focused, should they be more properly placed in Local Arts?"

## 2016 AOAP Folk and Traditional Arts Panel

	A	B	C	D
		Gender	Ethnicity	Region
1	<b>Marcene Glover</b> BottleWorks/Arts on Third, Folk Arts Consultant	F	W	SW
2	<b>Diana Meng</b> Chinese Cultural & Arts Institute, Folk Artist; Apprenticeship Recipient	F	A	C
3	<b>Thomas Owens</b> Folklorist, Philadelphia	M	W	SE

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**Fiscal Year 2016-2017**  
**Arts Organizations and Arts Programs (AOAP)**  
**Folk and Traditional Arts**  
*Report sorted by Income Total Cash*

<b>1</b>	<b>Asian Americans United, Inc.</b> Philadelphia 2016355065-AOP	Quality: <u>34</u>	Income Total Cash	\$202,113	Access: <u>33</u>	Management: <u>27</u>	<b>Total Assessment</b>	<b>94</b>
<b>2</b>	<b>Chinese Cultural &amp; Arts Institute</b> Dauphin 2016350262-AOP	Quality: <u>35</u>	Income Total Cash	\$205,834	Access: <u>27</u>	Management: <u>22</u>	<b>Total Assessment</b>	<b>84</b>
<b>3</b>	<b>Al-Bustan Seeds of Culture</b> Philadelphia 2016357271-AOP	Quality: <u>34</u>	Income Total Cash	\$348,059	Access: <u>35</u>	Management: <u>28</u>	<b>Total Assessment</b>	<b>97</b>
<b>4</b>	<b>Philadelphia Folklore Project</b> Philadelphia 2016347343-AOP	Quality: <u>35</u>	Income Total Cash	\$382,033	Access: <u>35</u>	Management: <u>30</u>	<b>Total Assessment</b>	<b>100</b>
<b>5</b>			<b>Income Total Cash</b>				<b>Total Assessment</b>	
		Quality: _____			Access: _____	Management: _____		
<b>6</b>			<b>Income Total Cash</b>				<b>Total Assessment</b>	
		Quality: _____			Access: _____	Management: _____		
<b>7</b>			<b>Income Total Cash</b>				<b>Total Assessment</b>	
		Quality: _____			Access: _____	Management: _____		



## MEMO

**DATE:** May 31, 2016  
**TO:** PCA Council Members  
**FROM:** Caroline Savage, Program Director  
**CC:** Philip Horn, Executive Director  
**RE:** AOAP Literature Advisory Review Panel

### MESSAGE:

**Panel Chair:** None  
**Program Director:** Caroline Savage  
**Number of applications:** 5

### Summary of AOAP Literature Panel Meeting (Cyber Panel):

The Literature Program supports literary organizations and programs, publications, readings, and other related activities that deliver programs and services to the public.

The AOAP Literature Panel convened on March 22, 2016 to review applications with a range of budget sizes from \$334,660 to \$882,760. Applicants were: American Poetry Review in Philadelphia; the Stadler Center for Poetry, Bucknell University in Lewisburg; Creative Nonfiction in Pittsburgh; the Gettysburg Review, Gettysburg College in Gettysburg; and Pittsburgh Arts and Lectures in Pittsburgh.

**Innovation/Achievements in the Field:** The panel noted two organizations.

#### Pittsburgh Arts and Lectures

- *The Monday Night Lecture Series* is stellar, often includes Pulitzer Prize-winners, represents a wide range of topics, and includes a diversity of men and women, a range of ages, as well as ethnic and racial diversity
- *Authors on Tour* is a new program for FY 2015-16 in partnership with the Carnegie Library of Pittsburgh, featuring ten lectures by authors on tour with a newly released book.

#### Bucknell University, Stadler Center for Poetry

- *The Poetry Path* is the Stadler Center for Poetry's public art project in the Lewisburg community. Inaugurated in August 2012, the Poetry Path is a walking tour of Lewisburg that features poems that resonate with culturally significant community sites. Users may download an app that provides a

recording of each poem recited by the poet, as well as further information on the poem and poet, a map of the Path with real-time navigation. Stadler regularly schedules tours of the Path for school classes and other local groups, all at no cost to the group.

**Panel Recommendations:**

- All the right materials were in the application packet.
- The panel felt the eGrant was easy to use, but they also liked having the panel book to take written notes.

**Staff: (Staff impressions)**

This panel meeting was a webinar so we were communicating via the phone and computer. The panelists were all qualified and I appreciated their knowledge of the literary genres: fiction, nonfiction, poetry. Having a Palestinian reviewer who is a scholar and a poet brought a global perspective to the meeting.

## 2016 AOAP Literature Panel

	A		B	C	D
			Gender	Ethnicity	Region
1	<b>Sascha Feinstein</b> Lycoming College, Brilliant Corners		M	W	NE
2	<b>Gary Fincke</b> Susquehanna University, Director, Writer's Institute		M	W	C
3	<b>Ahmad Almallah</b> Palestinian Classics Scholar, Penn; Poet		M	A	SE

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## Fiscal Year 2016-2017 Arts Organizations and Arts Programs (AOAP) Literature

*Report sorted by Income Total Cash*

<b>1</b>	<b>Stadler Center for Poetry Union</b> 2016346805-AOP	Quality: <u>32</u> Access: <u>30</u>	<b>Income Total Cash</b> \$334,660	Management: <u>26</u>	<b>Total Assessment</b> 88
<b>2</b>	<b>Creative Nonfiction Foundation Allegheny</b> 2016352107-AOP	Quality: <u>26</u> Access: <u>25</u>	<b>Income Total Cash</b> \$352,923	Management: <u>20</u>	<b>Total Assessment</b> 71
<b>3</b>	<b>World Poetry Inc. Philadelphia</b> 2016355351-AOP	Quality: <u>30</u> Access: <u>20</u>	<b>Income Total Cash</b> \$364,029	Management: <u>10</u>	<b>Total Assessment</b> 60
<b>4</b>	<b>The Gettysburg Review Adams</b> 2016362849-AOP	Quality: <u>30</u> Access: <u>20</u>	<b>Income Total Cash</b> \$515,320	Management: <u>18</u>	<b>Total Assessment</b> 68
<b>5</b>	<b>Pittsburgh Arts &amp; Lectures Allegheny</b> 2016346504-AOP	Quality: <u>30</u> Access: <u>30</u>	<b>Income Total Cash</b> \$882,760	Management: <u>29</u>	<b>Total Assessment</b> 89
<b>6</b>			<b>Income Total Cash</b>		<b>Total Assessment</b>
		Quality: _____		Access: _____	Management: _____
<b>7</b>			<b>Income Total Cash</b>		<b>Total Assessment</b>
		Quality: _____		Access: _____	Management: _____



## MEMO

**DATE:** June 9, 2016  
**TO:** PCA Council Members  
**FROM:** Matthew Serio, Program Director  
**CC:** Philip Horn, Executive Director  
**RE:** AOAP Theatre Advisory Review Panel

### MESSAGE:

**Panel Chair:** None  
**Program Director:** Matthew Serio  
**Number of applications:** 48

### Summary of AOAP Theatre Panel Meeting:

The Theatre Panel met on Monday, April 4 and Tuesday, April 5, 2016, and reviewed 48 applications with budgets over \$200,000. Grantees in the AOAP Theatre discipline include organizations and programs that create, produce, and present plays and new theatre forms for public performance. Their budgets range from around \$178,000 to over \$16 million.

### Innovation/Achievements in the Field:

- **Stage Right** has a unique program designed specifically for home schooled youth who are not accustomed to working in groups.
- **Muhlenberg Summer Music Theatre** has earned recognition for their accessibility programming from the Lehigh Valley Arts Council, the Lehigh Valley Partnership for a Disability Friendly Community, and the Center for Vision Loss. The programs they have been recognized for include performances with: open captioning, audio-description, sensory-friendly shows and workshops, and large-print and Braille playbills.
- **Quantum Theatre** is well-known for its environmental productions, made in sites chosen to make them most meaningful. These settings reflect Pittsburgh's character, history and architecture, and are as different from one another as a grand museum, an abandoned industrial site, a modern office tower, a beloved City lake, or a waterless indoor swimming pool.

### Policy or Panel Process Recommendations:

- Panelists felt the Financial & Statistical Report should include a three-year range so that it is easier to visualize the stability of the organization.

- E-Reviewer needs to be improved; there are too many issues with video quality and files not being able to be accessed.
- It should be a requirement for all theatre organizations to submit a short video sample.
- The panel discussed the issue of college programs being reviewed in the same panel as stand-alone organizations. Panelists felt that it is unfair since the colleges and universities have a larger organization to fall back on financially and managerially.

**Staff:** The Theatre panelists were extremely thorough in their scoring and recording their notes leading up to the panel meeting which made the review of the applications move quickly and smoothly. I look forward to having them return for other panel meetings.

## 2016 AOAP Theatre Panel

	A				B	C	D
					Gender	Ethnicity	Region
1	<b>Zachary Covington</b> Barrow-Civic Theatre				M	W	NW
2	<b>Ryan Ferrebee</b> City Theatre Company				M	W	SW
3	<b>Van Kaplan</b> Civic Light Opera Association of Pittsburgh				M	W	SW
4	<b>LaNesha Miller-White</b> Painted Bride Art Center				F	B or AA	SE
5	<b>Valerie Reinhardt</b> Pennsylvania Youth Theatre				F	W	NE
6	<b>Lewis Silverman</b> Oyster Mill Playhouse				M	W	SC

## Fiscal Year 2016-2017 Arts Organizations and Arts Programs (AOAP) Theatre

*Report sorted by Income Total Cash*

<b>1</b>	<b>Quintessence Theatre Group, Inc</b> Philadelphia 2016356457-AOP	Quality: <u>25</u>	Income Total Cash <u>20</u>	Access: <u>20</u>	Management: <u>20</u>	Total Assessment <u>20</u>	<b>65</b>
<b>2</b>	<b>PlayPenn, Inc.</b> Philadelphia 2016346454-AOP	Quality: <u>30</u>	Income Total Cash <u>25</u>	Access: <u>25</u>	Management: <u>24</u>	Total Assessment <u>24</u>	<b>79</b>
<b>3</b>	<b>Academy Theatre Foundation</b> Crawford 2016355041-AOP	Quality: <u>14</u>	Income Total Cash <u>20</u>	Access: <u>20</u>	Management: <u>14</u>	Total Assessment <u>14</u>	<b>48</b>
<b>4</b>	<b>Community Theatre League</b> Lycoming 2016346911-AOP	Quality: <u>20</u>	Income Total Cash <u>20</u>	Access: <u>20</u>	Management: <u>17</u>	Total Assessment <u>17</u>	<b>57</b>
<b>5</b>	<b>Millbrook Playhouse, Inc.</b> Clinton 2016349289-AOP	Quality: <u>25</u>	Income Total Cash <u>27</u>	Access: <u>27</u>	Management: <u>27</u>	Total Assessment <u>27</u>	<b>79</b>
<b>6</b>	<b>New Paradise Laboratories</b> Philadelphia 2016351555-AOP	Quality: <u>24</u>	Income Total Cash <u>19</u>	Access: <u>19</u>	Management: <u>17</u>	Total Assessment <u>17</u>	<b>60</b>
<b>7</b>	<b>Muhlenberg College</b> Lehigh 2016357229-AOP	Quality: <u>25</u>	Income Total Cash <u>28</u>	Access: <u>28</u>	Management: <u>20</u>	Total Assessment <u>20</u>	<b>73</b>

## Fiscal Year 2016-2017 Arts Organizations and Arts Programs (AOAP) Theatre

<b>8</b>	<b>Touchstone Theatre</b> Northampton 2016349241-AOP	Quality: <u>23</u>	Income Total Cash Access: <u>28</u>	\$338,237	Management: <u>25</u>	<b>Total Assessment</b> <b>76</b>
<b>9</b>	<b>Squonk Opera, Inc.</b> Allegheny 2016351015-AOP	Quality: <u>30</u>	Income Total Cash Access: <u>30</u>	\$362,406	Management: <u>24</u>	<b>Total Assessment</b> <b>84</b>
<b>10</b>	<b>Gamut Theatre Group</b> Dauphin 2016347597-AOP	Quality: <u>22</u>	Income Total Cash Access: <u>22</u>	\$389,788	Management: <u>13</u>	<b>Total Assessment</b> <b>57</b>
<b>11</b>	<b>Open Stage of Harrisburg</b> Dauphin 2016345802-AOP	Quality: <u>30</u>	Income Total Cash Access: <u>30</u>	\$414,103	Management: <u>25</u>	<b>Total Assessment</b> <b>85</b>
<b>12</b>	<b>Theatre Exile</b> Philadelphia 2016352012-AOP	Quality: <u>25</u>	Income Total Cash Access: <u>24</u>	\$426,891	Management: <u>20</u>	<b>Total Assessment</b> <b>69</b>
<b>13</b>	<b>Montgomery Theater, Inc.</b> Montgomery 2016356252-AOP	Quality: <u>24</u>	Income Total Cash Access: <u>25</u>	\$435,349	Management: <u>23</u>	<b>Total Assessment</b> <b>72</b>
<b>14</b>	<b>Penn State Centre Stage</b> Centre 2016347339-AOP	Quality: <u>19</u>	Income Total Cash Access: <u>17</u>	\$447,015	Management: <u>15</u>	<b>Total Assessment</b> <b>51</b>

## Fiscal Year 2016-2017 Arts Organizations and Arts Programs (AOAP) Theatre

<b>15</b>	<b>Theatre Horizon</b> Montgomery 2016346972-AOP	Quality: <u>30</u>	Access: <u>32</u>	Management: <u>25</u>	<b>Total Assessment</b> \$452,671	<b>87</b>
<b>16</b>	<b>Stage Right!, Inc.</b> Westmoreland 2016361554-AOP	Quality: <u>20</u>	Access: <u>30</u>	Management: <u>20</u>	<b>Total Assessment</b> \$468,284	<b>70</b>
<b>17</b>	<b>Harrisburg Community Theatre d/b/a Theatre</b> Harrisburg Dauphin 2016356812-AOP	Quality: <u>20</u>	Access: <u>13</u>	Management: <u>13</u>	<b>Total Assessment</b> \$481,402	<b>46</b>
<b>18</b>	<b>Steel River Playhouse Inc</b> Montgomery 2016356974-AOP	Quality: <u>13</u>	Access: <u>19</u>	Management: <u>8</u>	<b>Total Assessment</b> \$605,101	<b>40</b>
<b>19</b>	<b>The Philadelphia Shakespeare Theatre</b> Philadelphia 2016346864-AOP	Quality: <u>24</u>	Access: <u>15</u>	Management: <u>20</u>	<b>Total Assessment</b> \$619,611	<b>59</b>
<b>20</b>	<b>Enchantment Theatre Company</b> Philadelphia 2016351621-AOP	Quality: <u>25</u>	Access: <u>25</u>	Management: <u>25</u>	<b>Total Assessment</b> \$640,909	<b>75</b>
<b>21</b>	<b>Hedgerow Theatre</b> Delaware 2016351625-AOP	Quality: <u>18</u>	Access: <u>13</u>	Management: <u>9</u>	<b>Total Assessment</b> \$642,266	<b>40</b>

## Fiscal Year 2016-2017 Arts Organizations and Arts Programs (AOAP) Theatre

22	<b>Pennsylvania Youth Theatre</b> Northampton 2016361553-AOP	Quality: <u>27</u>	Income Total Cash Access: <u>28</u>	\$667,672	Management: <u>24</u>	Total Assessment <b>79</b>
23	<b>Quantum Theatre, Inc.</b> Allegheny 2016346523-AOP	Quality: <u>30</u>	Income Total Cash Access: <u>30</u>	\$669,209	Management: <u>28</u>	Total Assessment <b>88</b>
24	<b>Act II Playhouse, Ltd.</b> Montgomery 2016356832-AOP	Quality: <u>22</u>	Income Total Cash Access: <u>20</u>	\$738,768	Management: <u>21</u>	Total Assessment <b>63</b>
25	<b>Gretna Theatre</b> Lebanon 2016357183-AOP	Quality: <u>21</u>	Income Total Cash Access: <u>20</u>	\$742,496	Management: <u>15</u>	Total Assessment <b>56</b>
26	<b>InterAct Theatre Company</b> Philadelphia 2016353869-AOP	Quality: <u>30</u>	Income Total Cash Access: <u>30</u>	\$769,442	Management: <u>25</u>	Total Assessment <b>85</b>
27	<b>Pig Iron Theatre Company</b> Philadelphia 2016351696-AOP	Quality: <u>30</u>	Income Total Cash Access: <u>25</u>	\$794,983	Management: <u>28</u>	Total Assessment <b>83</b>
28	<b>Mountain Playhouse</b> Somerset 2016346726-AOP	Quality: <u>23</u>	Income Total Cash Access: <u>25</u>	\$811,347	Management: <u>18</u>	Total Assessment <b>66</b>

## Fiscal Year 2016-2017 Arts Organizations and Arts Programs (AOAP) Theatre

29	Organization	Income Total Cash	Lead Evaluator	Second Evaluator	Pages
	Lantern Theater Company Philadelphia 2016349001--AOP	Quality: <u>30</u> Access: <u>24</u> Income Total Cash	\$869,451	Total Assessment Management: <u>26</u>	80
30	Bloomsburg Theatre Ensemble, Inc. Columbia 2016351987--AOP	Quality: <u>25</u> Access: <u>28</u> Income Total Cash	\$883,020	Total Assessment Management: <u>20</u>	73
31	1812 Productions Inc. Philadelphia 2016349089--AOP	Quality: <u>23</u> Access: <u>25</u> Income Total Cash	\$923,830	Total Assessment Management: <u>22</u>	70
32	Civic Theatre of Allentown PA Lehigh 2016350981--AOP	Quality: <u>20</u> Access: <u>24</u> Income Total Cash	\$932,559	Total Assessment Management: <u>25</u>	69
33	Pittsburgh Irish & Classical Theatre, Inc. Allegheny 2016349019--AOP	Quality: <u>19</u> Access: <u>15</u> Income Total Cash	\$1,107,729	Total Assessment Management: <u>10</u>	44
34	Pittsburgh Musical Theater Allegheny 2016354645--AOP	Quality: <u>25</u> Access: <u>29</u> Income Total Cash	\$1,126,961	Total Assessment Management: <u>22</u>	76
35	Erie Civic Theatre Association Erie 2016348919--AOP	Quality: <u>29</u> Access: <u>30</u> Income Total Cash	\$1,169,707	Total Assessment Management: <u>25</u>	84

## Fiscal Year 2016-2017 Arts Organizations and Arts Programs (AOAP) Theatre

<b>36</b>	<b>New Freedom Theatre, Inc.</b> Philadelphia 2016358531-AOP	Quality: <u>23</u>	Income Total Cash Access: <u>25</u>	\$1,257,762	Management: <u>12</u>	<b>Total Assessment</b> <b>60</b>
<b>37</b>	<b>Media Theatre for the Performing Arts</b> Delaware 2016355993-AOP	Quality: <u>27</u>	Income Total Cash Access: <u>25</u>	\$1,586,439	Management: <u>18</u>	<b>Total Assessment</b> <b>70</b>
<b>38</b>	<b>Pennsylvania Shakespeare Festival at DeSales University</b> Lehigh 2016346696-AOP	Quality: <u>30</u>	Income Total Cash Access: <u>28</u>	\$1,853,108	Management: <u>25</u>	<b>Total Assessment</b> <b>83</b>
<b>39</b>	<b>Bristol Riverside Theater</b> Bucks 2016346614-AOP	Quality: <u>24</u>	Income Total Cash Access: <u>24</u>	\$2,063,492	Management: <u>25</u>	<b>Total Assessment</b> <b>73</b>
<b>40</b>	<b>City Theatre Company, Inc.</b> Allegheny 2016349379-AOP	Quality: <u>30</u>	Income Total Cash Access: <u>32</u>	\$3,041,946	Management: <u>19</u>	<b>Total Assessment</b> <b>81</b>
<b>41</b>	<b>Wilma Theater</b> Philadelphia 2016351436-AOP	Quality: <u>30</u>	Income Total Cash Access: <u>30</u>	\$3,524,568	Management: <u>25</u>	<b>Total Assessment</b> <b>85</b>
<b>42</b>	<b>Philadelphia Theatre Company</b> Philadelphia 2016346559-AOP	Quality: <u>31</u>	Income Total Cash Access: <u>32</u>	\$4,567,101	Management: <u>25</u>	<b>Total Assessment</b> <b>88</b>

## Fiscal Year 2016-2017 Arts Organizations and Arts Programs (AOAP) Theatre

<b>43</b>	<b>Fulton Opera House Foundation</b> Lancaster 2016345941-AOP	Quality: <u>28</u> Access: <u>30</u>	<b>Income Total Cash</b> \$4,679,567	<b>Total Assessment</b> Management: <u>22</u>	<b>80</b>
<b>44</b>	<b>The People's Light &amp; Theatre Company</b> Chester 2016346512-AOP	Quality: <u>29</u> Access: <u>26</u>	<b>Income Total Cash</b> \$5,921,597	<b>Total Assessment</b> Management: <u>27</u>	<b>82</b>
<b>45</b>	<b>Arden Theatre Company</b> Philadelphia 2016345932-AOP	Quality: <u>33</u> Access: <u>32</u>	<b>Income Total Cash</b> \$6,154,759	<b>Total Assessment</b> Management: <u>29</u>	<b>94</b>
<b>46</b>	<b>Pittsburgh Public Theater Corporation</b> Allegheny 2016351744-AOP	Quality: <u>32</u> Access: <u>32</u>	<b>Income Total Cash</b> \$6,808,528	<b>Total Assessment</b> Management: <u>29</u>	<b>93</b>
<b>47</b>	<b>Civic Light Opera Assoc. of Pittsburgh</b> Allegheny 2016346976-AOP	Quality: <u>33</u> Access: <u>32</u>	<b>Income Total Cash</b> \$11,427,695	<b>Total Assessment</b> Management: <u>29</u>	<b>94</b>
<b>48</b>	<b>Walnut Street Theatre</b> Philadelphia 2016346647-AOP	Quality: <u>32</u> Access: <u>34</u>	<b>Income Total Cash</b> \$16,572,671	<b>Total Assessment</b> Management: <u>28</u>	<b>94</b>





## MEMO

**DATE:** July 6, 2016  
**TO:** PCA Council Members  
**FROM:** Amy Gabriele, Deputy Director for Administration  
**CC:** Philip Horn, Executive Director  
**RE:** Proposed Grants Budget for 2016-2017

**MESSAGE:**

The following pages detail the PCA 2016-2017 budget proposal. Further details of many line items are in other areas of this Council book.

The PCA grants budget is \$9,590,000. This is the same budget as 2015-2016. All National Endowment for the Arts (federal) funding is proposed to be allocated to the PCA's administrative budget.

A	F	H	I	J	K
<b>Pennsylvania Council on the Arts Grants Budgets</b>					
1					
4		<b>2015-2016 Actual July 2016</b>	<b>2016-2017 Draft Proposal July 2016</b>	<b>2016-2017 Grantee(s)/Notes</b>	<b>16-17 Grant Year</b>
5	<b>REVENUE</b>	12% increase	0% increase		
6	State	\$9,590,000	\$9,590,000		
7	Federal/NEA	\$43,230			
8	<b>Revenue TOTAL</b>	<b>\$9,633,230</b>	<b>\$9,590,000</b>		
9					
10	<b>EXPENSES</b>				
11	<b>Responsive Funding</b>				
12	Arts Organizations & Arts Programs Track/	5% increase	1% decrease	Funding Formula Grantees-AOAP and PPA	
13	Pennsylvania Partners in the Arts Program	\$5,940,533	\$5,875,541	Program Stream	September 1, 2016-August 31, 2017
14	Pennsylvania Partners in the Arts (PPA)				
15	Project Stream Grants (16-17)	\$550,000	\$650,000	13 PPA Partners	September 1, 2017-August 31, 2018
16	Administration	\$361,500	\$375,000	13 PPA Partners	
18	Entry Track	\$115,002	\$125,000	Entry Track Grantees	September 1, 2016-August 31, 2017
19	<b>TOTAL</b>	<b>\$6,967,035</b>	<b>\$7,025,541</b>		
20					
21	<b>Arts in Education (AIE)</b>				
22	Residencies				
23	Partner	\$531,055	\$511,553	14 AIE Partners	September 1, 2016-August 31, 2017
24	Non-Partner Multi	\$44,498	\$44,555	3 non-partners and 1 included in partner allocation	September 1, 2016-August 31, 2017
25	Long Term/TAP	\$209,425	\$318,407	Long Term and TAP Grantees including Veterans Homes	September 1, 2016-August 31, 2017
26	Partnership				
27	Administration	\$864,209	\$860,289	14 AIE Partners; Poetry Out Loud	September 1, 2016-August 31, 2017
30	Teaching Artist Certification Program	\$21,000	\$11,155	University of the Arts	September 1, 2015-February 2018
31	<b>TOTAL</b>	<b>\$1,670,187</b>	<b>\$1,745,959</b>		
32					
33	<b>Preserving Diverse Cultures</b>				
34	Strategies for Success				
35	Community Based Projects	\$28,000	\$24,000	Community Based Projects Grantees	January 1, 2017-December 31, 2017
36	Basic Level	\$49,000	\$49,000	Basic Level Grantees	September 1, 2016-August 31, 2017
37	Intermediate Level	\$110,000	\$132,500	Intermediate Level Grantees and Appeal	September 1, 2016-August 31, 2017
38	Advanced Level	\$40,000	\$20,000	Advanced Level Grantees	September 1, 2016-August 31, 2017
39	Projects				
40					
41	Conferences/Convenings/Outreach	\$40,000	\$40,000	National Guild for Community Arts Education	September 1, 2016-August 31, 2017
42	Technical Assistance		\$10,000	TBD	January 1, 2017-December 31, 2017
43	<b>TOTAL</b>	<b>\$267,000</b>	<b>\$275,500</b>		
44					
45	<b>Folk &amp; Traditional Arts</b>				
46	Regional Infrastructure	\$73,000	\$73,000	Includes 7 regional partners	
47	Services	\$55,000	\$55,000		
48	Apprenticeships	\$55,000	\$55,000		
49	<b>TOTAL</b>	<b>\$183,000</b>	<b>\$183,000</b>	Jump Street, Inc.	September 1, 2016-August 31, 2017

	A	F	H	I	J	K
4		<b>2015-2016 Actual July 2016</b>	<b>2016-2017 Draft Proposal July 2016</b>	<b>2016-2017 Grantee(s)/Notes</b>		
50					16-17 Grant Year	
51	<b>Statewide Conferences</b>					
52	Creative Aging: Intergenerational Arts	\$5,000	\$5,000	Cultural Alliance of York County	September 1, 2016-August 31, 2017	
53	Leadership Exchange in Arts and Disability in Pittsburgh	\$10,000		Greater Pittsburgh Arts Council	September 1, 2016-August 31, 2017	
54	National Guild for Community Arts Education Conference in Philadelphia	\$10,000		National Guild for Community Arts Education	September 1, 2016-August 31, 2017	
55	Pennsylvania Arts Education Association	\$2,500	\$2,500	Pennsylvania Arts Education Association	September 1, 2016-August 31, 2017	
56	Pennsylvania Music Educators Association	\$2,500	\$2,500	Pennsylvania Music Educators Association	September 1, 2016-August 31, 2017	
57	Pennsylvania Parent Teacher Association	\$5,000	\$5,000	Pennsylvania Parent Teacher Association	September 1, 2016-August 31, 2017	
58	Pennsylvania Presenters	\$5,000	\$5,000	Pennsylvania Presenters	September 1, 2016-August 31, 2017	
59	<b>TOTAL</b>	<b>\$40,000</b>	<b>\$20,000</b>			
60						
61	<b>Other</b>					
62	Accessibility Statewide Services					
63	Arts and Economic Prosperity Report	\$50,000		Citizens for the Arts in Pennsylvania	January 1, 2017-December 31, 2017	
64	Cultural Data Project	\$50,000	\$50,000	Cultural Data Project	September 1, 2016-August 31, 2017	
67	Marketing Initiative	\$50,000	\$100,000	Americans for the Arts	January 1, 2017-December 31, 2017	
68	Mid-Atlantic Arts Foundation	\$80,000	\$80,000	Mid-Atlantic Arts Foundation	September 1, 2016-August 31, 2017	
69	Arts Midwest-Chile Culture Exchange/Building Public Will	\$45,000	\$0	Arts Midwest	January 1, 2017-December 31, 2017	
70	Professional Development & Consulting	\$171,008	\$50,000	Citizens for the Arts in Pennsylvania	January 1, 2017-December 31, 2017	
72	Statewide Services	\$60,000	\$60,000	Citizens for the Arts in Pennsylvania	September 1, 2016-August 31, 2017	
73	<b>TOTAL</b>	<b>\$506,008</b>	<b>\$340,000</b>			
74						
75	<b>Expenses TOTAL</b>	<b>\$9,633,230</b>	<b>\$9,590,000</b>			
76	<b>BALANCE</b>	\$0	\$0			



# MEMO

**DATE:** July 1, 2016  
**TO:** PCA Council Members  
**FROM:** Amy Gabriele, Deputy Director for Administration  
**CC:** Philip Horn, Executive Director  
**RE:** Proposed Parameters for the AOAP and PPA Program Stream Funding Formula

## **MESSAGE:**

The PCA's funding formula is a means to implement a set of Council approved parameters that govern the awarding of funds to Arts organizations and Arts Programs (AOAP) Track and Pennsylvania Partners in the Arts (PPA) Program Stream applicants.

The AOAP Track is for organizations that have an average fiscal size over \$200,000. Organizations under a \$200,000 fiscal size apply to a PPA Partner in the Program Stream. The data collected includes assessment totals from the PCA and Partner panels that are combined and used by the PCA in the funding formula. The results (grants) are determined by the formula set by the Council then sent to the partners for distribution to their applicants.

## **Objectives:**

- To provide stable, ongoing support to arts organizations and arts programs in the state.
- To create and maintain parity with funding amounts between organizations of similar fiscal size and similar panel assessment totals (normalized totals).
- Responsive funding (unless there are dire circumstances) is guaranteed.
- Provide a review for our Council that allows them to:
  - ✓ Review options/scenarios for funding parameters
  - ✓ Change the options (flexibility)

## **The following parameters are proposed to apply to all 3 options:**

- ✓ Awards should not be more than 25% of an organization's average fiscal size.
- ✓ Minimum award in AOAP and PPA Program Stream is \$2,000 unless \$2,000 is more than 25% of the applicant's average fiscal size.
- ✓ Grants for applicants with raw assessments of 40 or less will receive a 30% decrease over the previous year.
- ✓ No award is decreased more than XX% unless the normalized total is

- 40 or less.
- ✓ Largest grant made is \$200,000.
- ✓ Using Assessment Totals from last two years to determine a portion of the grant allocation.

**OPTION #1 of Proposed Parameters:**

- ✓ No decreases more than 20% from the previous year unless the normalized total is 40 or less.

**OPTION #2 of Proposed Parameters:**

- ✓ No decreases more than 15% from the previous year unless the normalized total is 40 or less.

**OPTION #3 of Proposed Parameters:**

- ✓ No decreases more than 10% from the previous year unless the normalized total is 40 or less.

A complete illustration of these options will follow under separate cover.



## MEMO

**DATE:** June 6, 2016  
**TO:** PCA Council Members  
**FROM:** Norah Johnson, Director of New Projects & Capabilities  
**CC:** Philip Horn, Executive Director  
**RE:** Progress Report on Marketing Initiative

### MESSAGE:

April 2016 marked the launch of Phase 1 of a multi-year capacity building initiative focused on arts marketing and audience engagement developed by Americans for the Arts (AFTA) for Pennsylvania-based arts organizations. The initiative aims to equip participants with the necessary skills to adapt to Pennsylvania's changing audience demographics, respond creatively to shifting economic models, and ultimately broaden and deepen their relationships with new audiences.

Philip Horn, PCA Executive Director, and Ruby Lopez Harper, AFTA's Director of Local Arts, presented the preliminary project concept to attendees at the May 2016 PA Presenters Conference to field questions and gauge interest. Session attendees were engaged and intrigued.

The Phase 1 schedule and related deliverables follow below:

#### April 2016

- AFTA begins production of *The Expert's Guide to Marketing the Arts 2.0*

#### Mid-June 2016

- Issue initial invitations to prospective advisory committee members. The advisory group will be composed of state-level and national-level arts marketing leaders.
- Complete build out of initial questions for survey of PA-based organizations; compile initial distribution list of target recipients. The survey will assess organizations' interests, readiness, current marketing aptitude, existing resources for marketing, how much time is currently devoted to marketing, and basic organizational characteristics. Survey results will help inform further development of the initiative's curriculum.

#### End of June 2016

- Circulate first draft of needs and interest assessment survey for review by PCA and other stakeholders.
- Complete first draft of selection criteria and application form; outline of application process; distribute to PCA staff and advisors for feedback.

**July 2016**

- AFTA (via TBD audience surveying firm) to deploy needs and interests assessment survey; conduct additional interviews (qualitative component), as needed or identified.

**August 2016**

- Analyze results of needs and interests assessment survey.
- AFTA to finalize list of cohorts to approach about participating in the first round training scheduled to take place in 2017.
- Finalize selection criteria, application materials, and process.

**September 2016**

- Draft syllabus for first round of training scheduled to begin in 2017.
- Create draft evaluation plan and metrics; distribute to PCA and other stakeholders for feedback.
- Invite potential community partners to participate in the first round of training.
- Finalize work plan for deploying application in each of the partner communities.

**October 2016**

- Complete/publish *The Expert's Guide to Marketing the Arts 2.0*.
- Begin design/web upload work on training interface and materials.
- Finalize evaluation plan and metrics.

**November 2016**

- Complete work training interface and materials.
- National Arts Marketing Program (NAMP) annual conference – November 11 – 13, Austin, TX

**December 2016/January 2017**

- Deploy baseline Marketing and Communications self-audit (evaluation component).





## MEMO

**DATE:** July 5, 2016  
**TO:** PCA Council Members  
**FROM:** Philip Horn, Executive Director  
**CC:**  
**RE:** Delay start of Picture Pennsylvania

**MESSAGE:**

Without an increase in grants funding and with the departure of Caroline Savage, who was lead staff on this effort, we are delaying the reintroduction of this program.

Once we have a state budget and can confirm the funding level for both the PCA's grants program and the PCA's administrative budget, we will consider when to re-start this program.





## MEMO

**DATE:** July 5, 2016  
**TO:** PCA Council Members  
**FROM:** Philip Horn, Executive Director  
**CC:**  
**RE:** Using Assessment Totals to Advise Applicants  
& Very Low Assessment Totals

### MESSAGE:

We want to continue the very good discussions from the round tables about using the assessment totals to better inform applicants about the review of their application to the PCA.

I believe there is consensus that we use only the normalized assessment totals and not the raw scores to communicate with applicants. The staff will use the raw assessment totals in conversation with any applicants that contact us about the review of their application.

The suggestion was made that we inform each applicants about the percentile their assessment total represents. We may also want to consider placing a list of assessment totals on the PCA website, each identified with the application number so the name of the applicant is not attached to their assessment total.

It is likely that providing this information will motivate applicants to contact us who otherwise might not communicate with us.

For applicants with very low assessment totals, proposed to be a total of 40 or less. We recommend changing the definition from below 50 to below 40 based on the criterial chart. The PCA will take the initiative to contact these applicants to discuss their application and their current circumstance. The PCA will not process any grant for payment if we believe the applicant is unable to use the grant to maintain its programs and services.

We found only one applicant that had an assessment total of 40 or less from two separate panels. From a historical perspective in fiscal year 2012-13 five applicants fell at or below a total assessment of 40 points. Two applicants were in the AOAP Track and three in the PPA Program Stream.

In the 2013 -14 fiscal year eight grantees in the AOAP (3) and PPA Program Stream (5) scored a total of 40 or less.

The 2016-17 fiscal year seven assessment total recommendations were 40 or less in the AOAP Track (2) and PPA Program Stream (5).

The criteria chart is attached. According to our rankings a total of 40 (25 for Quality; 25 for Access; and 10 for Management represents "Adequate" on our scale.

Descriptor	Quality of Artistic	Access to the Arts	Management
Exemplary	35	35	30
↕	34	34	29
↕	33	33	28
↕	32	32	27
↕	31	31	26
Superior	30	30	25
↕	29	29	24
↕	28	28	23
↕	27	27	22
↕	26	26	21
Very Good	25	25	20
↕	24	24	19
↕	23	23	18
↕	22	22	17
↕	21	21	16
Good	20	20	15
↕	19	19	14
↕	18	18	13
↕	17	17	12
↕	16	16	11
Acceptable	15	15	10
↕	14	14	9
↕	13	13	8
↕	12	12	7
↕	11	11	6
Marginal	10	10	5
↕	9	9	4
↕	8	8	3
↕	7	7	2
↕	6	6	1
↕	5	5	0
↕	4	4	Unacceptable
↕	3	3	
↕	2	2	
↕	1	1	
Unacceptable	0	0	