



PRESERVING DIVERSE CULTURES

The Pennsylvania Council on the Arts (PCA) diversifies its geographic and cultural reach through its nationally-recognized **Preserving Diverse Cultures (PDC) Division**, which supports the development of organizations whose mission is deeply rooted in and reflective of the African American, Latino, Native American, Asian American and Hispanic (ALNAH) perspectives. The Division fosters organizational stability, expands arts and cultural programming in ALNAH communities, and supports the training of capable administrators of ALNAH organizations.

The PCA is the largest single source of funding and professional and organizational development for ALNAH arts and community organizations in the state, delivering arts services to some of **Pennsylvania's most vulnerable** communities and citizens. Even in a robust economy, ALNAH organizations face significant challenges in accessing earned income and contributed income from private funders. State funding and its leverage in attracting private support is critical to their survival and success.

The **Strategies for Success** program supports ALNAH organizations in four specific areas: Community Development Projects, Organizational Development, Leadership; and Networking. These focus areas were established through a PCA staff assessment of the state of the ALNAH community in Pennsylvania in conjunction with extensive research of the programs and practices used by relevant national service organizations and other state arts agencies. Participation in the Strategies for Success program is based on three levels of development: Basic Level, Intermediate Level and Advanced Level.

An RFP is currently being developed to study funding to diverse communities. PCA staff is in conversation with other states arts agencies, municipalities, and private foundations to identify potential partners in this research. Several have indicated an interest in this study to better understand and serve their diverse populations.

Recently, the Division launched **Community-Based Engagement Project Support Grants**, a new pilot program designed to engage ALNAH communities in the development and implementation of community-based arts and culture projects. Community projects may include but are not limited to: exhibitions, performances, festivals, artist-in-community residencies, and murals that positively impact and engage the community.

Through a series of community meetings in cities throughout the state, individual artists, colleges, churches, community development corporations, and other community organizations have expressed significant interest in the pilot program. A variety of **organizations, such as St. Daniel's Ray of Hope Community Development Corporation** (Chester County), the Georgia E. Gregory Interdenominational School of Music (Philadelphia County), and Crispus Attucks (Lancaster County) have already submitted grant applications for FY2015-16.

EXAMPLES OF STRATEGIES FOR SUCCESS-FUNDED PROGRAMS

The Philadelphia Dance Company (PHILADANCO) in Philadelphia County received an \$18,487 grant for FY2014-15, and is a Strategies for Success program graduate.

PHILADANCO is one of the nation's preeminent dance organizations, maintaining a robust touring schedule, employing a company of dancers, and performing to audiences around the world. Its support for new choreography and mentoring young dancers and choreographers is unprecedented and its Instruction and Training Program has earned national recognition for providing world-class dance instruction to low-income individuals at little or no cost. In FY2011-12 it had 20 FTE and employed over 30 independent contractors. Total attendance exceeded 50,000 – 8,500 of which were 18 or under. It has a budget of over \$1,600,000.

Manchester Craftsmen's Guild (MCG) in Allegheny County received a grant of \$37,712 for FY2014-15, and is another graduate of the Strategies for Success program. A nationally-acclaimed local arts organization on Pittsburgh's North Side, MCG has 32 full-time staff, 4 part-time and 17 independent contractors. It employs the visual, studio, and performing arts, and enterprise to: educate and inspire inner-city youth to become productive citizens; preserve, present and promote jazz to stimulate intercultural understanding, appreciation, and enhancement of quality of life; and, promote cultural discovery and empathy by connecting diverse, accomplished artists to young people and their communities. Over 8,000 children and youth benefit each year. MCG's teaching artists worked with over 40 teachers and 760 students in arts education programming that received national recognition as a model of arts education.

Theatre for Transformation (TFT) in Lancaster County is currently an Intermediate Level organization and received a Strategies for Success grant of \$10,000 for FY2013-14. Founded in 1997, TFT tours original historical theatre productions that invite audiences to start conversations about race, embrace humanity and celebrate diversity. Through plays, workshops and showcases, the organization aims to re-shape how we understand our history and our local communities. TFT has traveled to over 100 schools, colleges, faith communities and community centers to present plays about African American history.

Coro LatinoAmericano Pittsburgh (COROLA) in Allegheny County received a Strategies for Success grant of \$10,000 for FY2013-14. COROLA, which is currently an Intermediate Level organization, was founded in 1997 to share Latin American culture via choral singing with the Pittsburgh community. Approximately half of its members are immigrants from Latin America, while others are U.S. nationals interested in Latin American languages, culture, music and traditions. COROLA's main goal is educational outreach, actively seeking to perform in schools, colleges and other institutions as an advocate of cultural and diversity education.

Pasion y Arte in Philadelphia County received a Strategies for Success grant of \$20,000 for FY13-14. Pasion y Arte, currently an Advanced Level organization, brings the flamenco tradition to its audiences. The organization received tax exempt status in 2006 and presented small monthly performances to audiences of about 100. It was selected in 2010 to perform in the Philadelphia Fringe-Live Arts Festival and was reaching audiences of over 4,000. In 2012, Pasion y Arte presented the *First Philadelphia Flamenco Festival*. PCA support has enabled the company to engage a marketing professional to develop a plan that includes social media, Spanish speaking radio stations, feature stories, and print advertisement.



**Preserving Diverse Cultures
Organizational Development Boot Camp**

KEYNOTE ADDRESS AND MASTER CLASS

BY

**THE WONDER TWINS BILLY AND BOBBY MCCLAIN
FRIDAY, AUGUST 1, 2014**

**Crowne Plaza—23 South 2nd Street—Harrisburg, PA
8:00 am – 3:00 pm**

Welcome - Introductions:

Philip Horn, Executive Director, PA Council on the Arts;
Randall Rosenbaum , Executive Director, Rhode Island Council on the Arts,
Larry Moore, Program Director, Dauphin County Parks and Recreation Director

Keynote Address – The Wonder Twins

WORKSHOPS

Grant writing (Charon Battles)
Work Samples/Documentation (Elena Calderón Patiño)
Networking Lunch
Multicultural Arts Leadership/Governance (Anne Edmunds)

(Workshop is a component of the Strategies for Success Program, all past and current participants are given first choice, remaining openings *Free & open to the public on a first come basis up to 25 people*)



Skype Screen - Welcome & Introductions

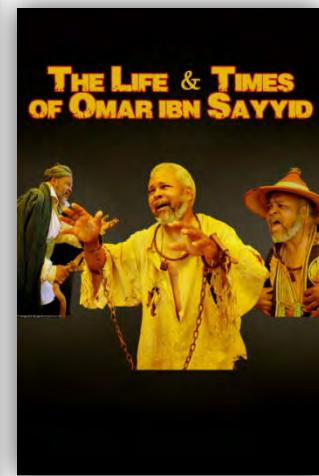
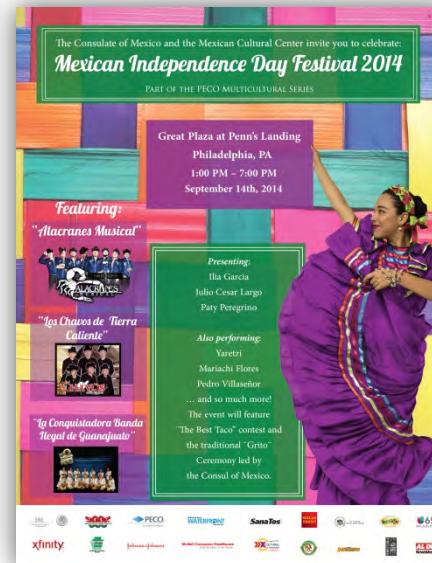
Organizational Development Boot
Camp Partners

Rhode Island Council on the Arts
Dauphin County Department of Parks & Recreation
Jump Street

PDC Organizational Development Boot Camp

PA Attendees

- Danzante
 - Handz On!
 - La Puerta Abierta
 - Pasion y Arte
 - Mexican Cultural Center
 - Images of the Motherland
 - Ollin Yoliztli Calmecac
 - Camara Arts



PDC Organizational Development Boot Camp

Rhode Island Attendees

- The Puerto Rican Institute for the Arts and Advocacy, Inc. (PRIAA)
- Educational Center for Arts & Sciences
- The Argentinean Association of Rhode Island
- Quiqueya en Accion, Inc.
- Oasis International
- Tomaquag Museum
- RPM VOICES of Rhode Island





Boot Camp Stats

25 from Pennsylvania - 14 from Rhode Island



Data is from 15 evaluations forms received from Pennsylvania participants.

- ❖ Majority of participants identified themselves as both artists and administrators
- ❖ 16 Apply and Receive funding from other PCA Programs:
 - AOAP
 - PPA - Project Stream, Program Stream
 - Partnerships/Divisions - PDC Arts in Education Folk Arts Apprenticeships





Boot Camp Summary

- Collaboration between PCA and RISCA,
- Workshops shared through Skype,
- Approximately 45 participants from Pennsylvania, Rhode Island, Massachusetts.



Additional comments or suggestions

What was the most valuable/useful aspect of the Boot Camp?

- Positive view of hip hop,
- Networking with a diverse group of artists and program administrators,
- Connection to Rhode Island – shows what two states can share together,
- Sharing stories,
- My organization isn't alone with transition challenges.

Did you learn something that will help you to plan?

- Board Management – Engagement and Accountability,
- Grant writing Do's , Do's and More Do's,
- Different Funding Streams and Application Process.

Suggestions for the Next Boot Camp

- Different levels of workshops matched with levels of experience,
- Do a Facebook Page,
- More speakers from the performing arts world,
- Develop a roster of organizations and market to presenters,
- Please keep organizing the Boot Camps.