ACCM Convening 2020 Schedule and Agenda

When: Tuesday, April 14, 2020
Location: The Atrium 916, 7300 Folsom Blvd, Sacramento, CA 95826
Convening Cost: $95 CFTA & CAA members, $110 non-members (includes lunch)
Award Ceremony and Party: $20 additional fee

Special hotel rates available for all attendees.
Become a CFTA member today and save an additional $15 off of membership ticket!

About the Convening Venue, Atrium 916
The Atrium, a non-profit creative innovation center for sustainability, is located in Sacramento, CA near the Cal State University Sacramento campus and about four miles from the Capitol. The Atrium is a hub where creatives collaborate, find community and innovate towards an Omni-considerate future for all beings and their respective environments. The Atrium is a gallery, co-working, incubator, maker and event space focused on building tomorrow’s creatives and the green economy. Convening attendees are encouraged to participate in art making opportunities including painting a community mural on the wall.

As a center focused on sustainability, the Atrium does not consent to the use of single-use plastic or disposable containers, and ask organizers to do their best to produce a zero waste event and recommend the use of re-usable items. Convening attendees are invited to bring their own reusable beverage containers, should they desire, but there will be reusable water bottles available for sale and dish ware available for meals.

Summary
ACCM 2020 Convening

The fragility of the arts sector, business models and systems has been revealed by recent California Supreme Court decisions such as Dynamex and AB5 legislation. The ACCM convening will provide a cross-sector opportunity to discuss, analyze and share ideas. We will focus on how to strengthen the arts, culture and creative industries including arts education as we adapt and address environmental changes. All conversations will happen through the lens of funding, best practices, organizational sustainability and careers in the arts. The convening will examine what methods of advocacy and lobbying are needed with tracks for both beginning advocates and more advanced policy wonks as well as professional development for artists and arts leaders. We will together learn how the field can implement successful strategies and policies so we can all successfully shift old practices and thrive.

Schedule
All panelists and moderators to be announced shortly.
Tuesday, April 14, 2020

9 – 10am: Registration, breakfast snacks, networking, art making activities

10am -Noon: Opening Plenary: The State of the Arts: California

The opening plenary will be an overview of the state of the arts in California. As we set off on a new decade, with new funding, new leadership and new energy, a distinguished cross-sector panel of arts leaders and thinkers will keynote an open discussion on what is ahead for the arts community in the new year and beyond. We live in an era of new ideas, merging trends and yet, some stubborn challenges, and our panel will navigate the conversation that will then be further examined and developed by the “hive mind” of all participants with plenty of opportunity for questions and answers.

Some questions for the facilitated conversation to address are:

- What is the current landscape for the arts and arts education in CA?
- What are the current funding and sustainability practices for non-profits arts org?
- What’s working, what’s not? What’s changed?
- What are our compensation practices/systems for arts and culture workers? Who do they benefit?
- What is the role of the public sector in the arts industry sustainability? Is it effective – what more do we need to be sustainable?
- Role of private funding? Why have some foundations shifted their focus away from the arts? Do we need to do a better job advocating for our industry?
- What are successful earned revenue models?
- What are some new business models for the arts?
- Have Creative Placemaking practices and cultural districts benefited community development and strengthened the arts impact narrative?
- Rural and Urban – how is it different or similar? How can we learn from each other and support one another?

Noon- 12:45pm: Lunch (provided with registration fee)

Breakout Sessions

Track 1-Advocacy 101

12:45-1:45pm: Advocacy 101
Advocacy vs Lobbying: Do’s and Don’ts for non-profits
Government 101: State: Appropriations process, legislation, annual schedule, when should you show up, send letters etc? What are the best advocacy resources in CA.
Current legislation/policy, State and Federal that impacts the arts
AB5, Arts Ed policy framework and more, Cultural Districts
Training: tips for meeting with your elected official

2:00-3:00pm Workshop: PART 1:  
How to be an effective arts advocate  
(designed for cohorts, individual organizations and individuals)

Ten steps to building an effective advocacy campaign.
What is the behavior or action you want to change? What are you asking for?
Building your case: data/data resources, compelling storytelling, key messaging/marketing campaigns on a budget.

How to make the case for municipal funding, local funding mechanisms?
Effective advocacy campaigns: Case study (measure E?)

3:15-4:15pm: Part 2: Advocacy Workshop
Walk out with a draft action plan for your cohort, organization or individual.

4:30-5:30pm: Get out and Vote! Election 2020
How can you be an effective voice for the arts and arts education? Sample candidate questions. What can, and should our public officials do for the arts? What are successful Public Funding models for state and municipal funding you could propose or advocate for with your elected officials? Census and why it matters. Who is up for election in CA for the state legislature etc

Track 2: For the Policy Wonk: Advanced Advocacy

12:45-1:45pm: What is a common arts and culture policy agenda for all sectors? Panel discussion. A blueprint for wellness that emphasizes arts and culture? Overall public funding strategy for the arts? How do we work together to see increased investment in the arts?

2:00-3:00pm: Topic: Artists and arts organizations displacement: housing, the rising costs of rent for arts orgs. What are policies, legislation and practices to offset this trend? Urban and rural perspectives too.

3:15-4:15m Cultural equity; Now that the board and organizational policies have been written what is next? What is the State doing to support cultural equity? How do Cultural Districts fit into this framework? Do we need a resolution to support cultural equity from the legislative body for CA? Have we seen implementation of cultural equity and what difference has it made?

or

3:15-4:15pm: Arts Education in California: What is the landscape, funding and legislation to support arts education statewide. What are local control advocacy best practices? What are the statewide arts
education policy initiatives and advocacy campaign? Presented by California Alliance for Arts Education and Create CA.

4:30-5:30pm: Climate change, disaster preparedness, where does the arts sector fit into this timely conversation, legislation and policy decisions?

or

4:30-5:30pm: Arts and homelessness, mental health and wellness. Where does the arts sector fit into this timely conversation, legislation and policy decisions?

Track 3: Professional Development workshops for arts organizations and artists

12:45-1:45pm: Going beyond the DEI policy. Implementation and best practices
How to build a professional, creative and inclusive organizational culture? Include Best practices examples.

2:00pm-3:00pm: Resources for accessibility and inclusion: how do you design your programs and what are the resources for this? Translation, closed captioning, architecture (ADA compliance) etc. Best practices examples.

3:15-4:15pm Professional Development; Human Resources and Employment Law – what you need to know about HR and Employment Law, insurance, payroll taxes, employee manuals; Transitioning workers from independent contractors to employees, employee management and more. For artists, establishing your own business. Options to remain independent contractors in light of Dynamex and AB5.

4:30-5:30pm Fiscal Management for non-profit arts organization and artists. Budget development, business planning, sustainability analysis. Learn practical tips and tools to be fiscally sound.

6pm-9pm Art Party!
Reception, performances, vendors, food trucks, art making and awards.

7:30-8pm Awards Presentation
ACCM 2020 Awards Ceremony
Student Voices Campaign Winner
Legislative Leadership Awards
Arts champion awards:
Urban (Northern and Southern)
Rural (Northern and Southern)

Wednesday, April 15, 2020 Advocacy Day at the Capitol - FREE
9:30am – 11:30am Registration, speakers, performances etc
11:30 – Noon Break for lunch
Noon – 4pm Legislative meetings

Partnership opportunities for individuals, artists and organizations as well as Sponsorship opportunities are available now - there are no barriers to participate.

Contact us for more info.