Education & Community Engagement Constituency Sessions

Constituency Liaison: Najean Lee, nlee@americanorchestras.org

Friday, June 11

1:00–2:00 PM EDT    EdCE Social Hour

As the first week of Conference wraps up, this will be a time for interested EdCE registrants to gather informally over coffee and food of their choice. Discussion topics can include unexpected silver linings from the past year or trading thoughts on the week’s Conference content.

Monday, June 14

1:00–2:00 PM EDT    Partnering Effectively (*joint session with Musicians*)

How can orchestral EdCE staff and musicians partner most effectively for the benefit of the community and furthering mission? In this session we’ll discuss what motivates musicians to get involved and what qualities make for the most effective educational and community engagement programs.

Panelists: 2021 Ford Musician Awardees (TBA)
Facilitator: Pam Blaine, Chief of Education & Community Engagement, Houston Symphony

2:00–2:30 PM EDT    Break

2:30–4:00 PM EDT    Meaningful Metrics

Identifying and capturing meaningful data for education and community engagement (EdCE) programming has never been easy. The shift to digital over the last year opened up both challenges and possibilities. Rather than default to reporting the number of views and clicks on a website, orchestra staff have sought to find new and more compelling ways to convey the impact and quality of their programs. In this interactive session, evaluation experts from the highly-regarded consultancy WolfBrown will challenge participants to rethink reporting based on their work with cultural organizations across the U. S. Community and education staff from three orchestras will answer this...
challenge by sharing new or evolving approaches to internal and external reporting. In small and whole group discussions, participants will discuss how these approaches might contribute to their own current and future efforts to communicate impact.

**Speakers:** Dr. Dennie Palmer Wolf, Principal Researcher, WolfBrown and Kathleen Hill, Senior Associate of Research and Outreach, WolfBrown

**Thursday, June 17**

1:00–2:30 PM EDT  **Modified Roundtables**

Topics and format to be announced.