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**University of Oregon**

**Center for Community Arts  
and Cultural Policy**

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**Concept Paper**

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Arts and Administration Program  
School of Architecture and Allied Arts**

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# University of Oregon

## Center for Community Arts and Cultural Policy

Concept paper revised February 25, 2005  
Arts and Administration Program

### Executive Summary

Faculty in the Arts and Administration Program are making plans for the revitalization of the University of Oregon Institute for Community Arts Studies (ICAS) during the 2004-05 academic year, aiming to re-launch the Institute as the Center for Community Arts and Cultural Policy (CCACP) in October 2005. With research foci in the interdisciplinary fields of community arts, cultural heritage, and cultural policy, CCACP will sustain and strengthen arts and culture throughout the American West through research, policy, education, and community engagement.

### History and Background

The University of Oregon's Institute for Community Arts Studies (ICAS) was established in 1965 by a founding gift from the Lila Wallace Foundation as a research and public service organization within the School of Architecture and Allied Arts. ICAS exists to promote and implement research, professional education, and community programs concerned with public participation, appreciation, and understanding of the arts. Toward this end, ICAS has supported such statewide research projects as the Community Arts Study Program (1966-1968), and the Study of Arts Education in the Community (1984-1986). In 1995, the Institute established a renewed focus on community arts and cultural policy, in collaboration with the newly formed arts management graduate degree of the Arts and Administration Program (AAD). *ICAS On-line*, which consists of an electronic forum for discussion and dissemination of current community arts and cultural policy issues, *Culturework*, a periodic broadside, as well as an Institute archive, were created. Opportunities now exist to re-envision ICAS as the Center for Community Arts and Cultural Policy (CCACP) – an interdisciplinary, regional research and development center dedicated to sustaining and strengthening the arts, culture, and heritage sectors of the West.

### The Need for Regional Cultural Sector Research in the American West

With an interest in and commitment to cultural resource development throughout the American West, the CCACP will focus initially on the Pacific Northwest region. The Pacific Northwest of North America is comprised of the major urban centers of Portland, Seattle, and Vancouver – in addition to innumerable, diverse communities throughout the vast geographic area of Oregon, Washington, Idaho, and British Columbia. Although cultural policy centers exist in the Midwest, South, and Northeast, no academic research centers with a focus on regional arts and cultural policy and heritage issues currently exists in the West. The Center might be modeled after cultural policy research centers currently flourishing at Princeton, Vanderbilt, George Mason University, Carnegie-Mellon University and the University of Chicago, and successful academic community arts initiatives at the Office for Community Arts Partnerships at Columbia College, the Community Arts Network at Virginia Tech, and the Arts of Citizen Program at the University of Michigan.

## *Proposed Structure and Activities of the Center*

### **Mission Statement**

**The University of Oregon Center for Community Arts and Cultural Policy (CCACP) sustains and strengthens arts, culture and heritage in the American West through research, policy, education, and community engagement.**

In its main objective to foster civic engagement and cultural resource development in the American West, the CCACP will, through research and education, support policymakers and cultural sector professionals to:

- Cultivate public participation in the arts
- Foster creative activities
- Preserve cultural heritage
- Develop sustainable community cultural development

Center faculty, students, and affiliate members will conduct and disseminate policy-relevant research, and create and provide professional development opportunities to address the needs of current and future leaders in a broadly-defined cultural sector.

### **Activities in Research, Education, and Community Engagement**

*Please see the attached CCACP organizational schematic.*

CCACP's activities will focus on three broad areas of activity: Community Arts, Cultural Heritage, and Cultural Policy. Within each area, research interest groups will continue to reflect the original mission of ICAS: to promote and implement research, professional education, and community programs concerned with public participation, appreciation, and understanding of the arts. Areas of activity will include research, educational initiatives, and community engagement determined by the research and academic missions of each respective research interest group.

## *Main Areas of Activity*

### **Community Arts**

*(Please see the attached proposed initiative.)*

Initially, CCACP will work in conjunction with state and regional partners to develop research agendas and related policy priorities in community arts<sup>1</sup> in Oregon in each of the four Community Arts areas: Arts in Education (AIE), Community Youth Arts (CYA), Civic Engagement/Community Cultural Development, and Intermedia. Community arts emphasizes the potential participation of all citizens in performance or exhibition focused arts groups and organizations that are community-based and cultural democratic in orientation. With state arts budgets reduced by 40%, schools and arts organizations in Oregon struggle to maintain their arts education, and community partnership programs. The impact of the loss of sustainable funding and programmatic structures for schools and community organizations impacts youth development, access to arts and cultural resources for all citizens, education, and knowledge of cultural heritage across the state. CCACP proposes to work in alliance with state and local agencies to create sustainable structures for community arts and arts education funding and program development.

CCACP Associate Director Dr. Lori Hager will foster partnerships with regional, state and local agencies, and UO academic departments, to develop programs, initiate research in arts education and community arts in Oregon, organize professional development opportunities, and leverage funding in the following areas:

- **Arts in Education**

Work in partnership with other UO departments and state arts agencies to develop collaborative workshops for professional development in arts education (both during and after school), curriculum education and research, and state arts education initiatives.

- **Community Youth Arts**

Research, program development, and classroom enhancement in the area of nonschool-based arts learning. Partnership development with community organizations to respond to the need for sustainable structures for arts participation in community settings, To develop, study, and promote the promise of arts and nonarts coalitions in alignment with national programmatic and research agendas in out of school time learning.

- **Intermedia (Digital Archiving)**

This will initially involve website development to coordinate internship and practicum activities in AAD, to showcase digital portfolios, and to organize professional development opportunities. Long range plans include a "Voice of

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<sup>1</sup> Community Arts refers to arts learning and arts participation with a focus on lifelong and multi-generational community engagement with the formal and informal arts, and in rural and urban centers. CCACP functions from a broad definition of the community arts, which includes traditional forms of arts in education, which take place during school hours and are linked to mandated curriculum and state arts standards; community youth arts which take place in community centers, parks and recreation programs, extension programs, and other venues where youth gather for the purposes of recreation and development; and lifelong learning in which community organizations and arts and culture groups work together for community change.

the Field” digital archive of community arts leaders, and the development of digital documentary processes for arts events, and for classroom enhancement Partners will be sought with other UO departments and campus communities, as well as related national and international arts organizations involved in digital archiving and professional preparation.

#### **Community Cultural Engagement**

To develop programs, partnerships and courses which link arts and community engagement in efforts to raise awareness of community efforts and to work toward joint problem-solving. Partnerships will be sought with PPPM Center for Community, Service Learning, Historic Preservation, and community and civic agencies.

## **Cultural Policy**

The growth of scholarship and public interest in the creativity-based economy has developed concurrently with the North American arts and culture sector’s increasing interest in economic impact studies and cultural development studies on national, regional, state or provincial, and local levels. Further, abundant evidence exists as to the personal, social and economic importance of public participation in the arts and culture sector. Cultural policy has broadened from its traditional focus on the so-called fine arts to include the commercial arts, applied arts, amateur arts, and heritage sectors. As new public policy priorities initiated by city planners across North America change the way public participation is defined, interdisciplinary research is needed to illuminate the workings of the cultural sector infrastructure and institutions. An urgent need also exists for developing systematic educational approaches for current and future leaders in cultural administration so that they will have the capacity to identify, develop, and promote the public value of the arts and culture sector.

CCACP Associate Director Dr. Patricia Dewey will foster partnerships with local, regional, national, and international cultural policy scholars and specialists to develop long-term research initiatives in the areas of international cultural policy and cultural development. She will conduct research, organize professional development opportunities, and leverage funding in the following areas:

- **International Cultural Policy**  
Current projects are studies on European Union cultural policy and comparative U.S./Canada cultural policy. A future focus will likely be on comparative Pacific Rim cultural policy.
- **Cultural Development**  
Current project pertains to cultural development in the Pacific Northwest. A future focus will likely be on the impact of regional arts councils in the United States on cultural development.

## Cultural Heritage

CCACP Associate Director Dr. Kingston Heath will coordinate research, workshops, symposia, field schools, the dissemination of information, and funding in the following areas:

- **Public Education**  
Specific initiatives include development of an urban field school and public workshops pertaining to cultural heritage.
- **Vernacular Architecture**  
An initial major study is underway on vernacular architecture of the Western region.
- **Environmental and Cultural Sustainability**

## Initial Center Action Steps and Priorities

CCACP Director Dr. Doug Blandy will coordinate specific **immediate action steps (2004-2005)** to develop the infrastructure in order to implement initial research foci. These steps include:

- Continue electronic publication of *Culturework*, to provide short and accessible practitioner-oriented information on culture, the arts, education, and community.
- Introduce a new *Occasional Paper Series*, to provide journal-length scholarship on the cultural sector; this may become an online journal in the future.
- Develop a plan for future workshops, symposia, or think tanks focused on the priority research areas of the Center.
- Explore the possibility for establishing a visiting scholars program.
- Explore the possibility to develop symposia and guest scholar accommodations at the John Yeon House and the Shire.
- Explore opportunities for collaboration with professional associations and develop a process for encouraging affiliate membership.
- Explore opportunities for local partnership and academic collaboration.
- Determine university, school, and department commitment to website development and publicity.
- Develop an external fundraising plan.

**Priority educational activities** that CCACP will emphasize in its first five years are:

- Design and implement professional development programs and activities in cooperation with regional, state, province, and local arts councils, agencies, and organizations.
- Develop an infrastructure and tools for on-line education in cultural policy, community arts, and arts administration.
- Initiate plans to introduce educational workshops and a lecture series.
- Initiate plans for potential future professional development institutes.

## **Proposed Establishment and Launch of the Center**

The Center for Community Arts and Cultural Policy will be closely affiliated with the University of Oregon Arts and Administration Program and Historic Preservation Program. Faculty Members will come from the University of Oregon. External scholars and practitioners will be invited to become Affiliate Members of the CCRP. Immediate structural considerations might include:

- Implementing one Director and three Associate Director positions
- Creating a Steering Committee for the CCACP
- Implementing Graduate Research Assistantships to support CCACP programs and research
- Exploring UO start-up funding support to support Center's infrastructure development

## **External Funding Priorities for the Center (2004-05 Planning Phase)**

No new faculty or administrative staff will be required to initiate the CCACP. Existing UO and AAA funding programs and guest speaker programs might be explored to assist with Center start-up initiatives. It is recognized that internal funding to develop the Center would need to be pursued in conjunction with external sources. Initially, funds would be designated toward the following priority areas to assist with the start-up in the first year of operation:

1. Invest in basic CCACP infrastructure and administration
  - Buy-time compensation (courseload reduction?) for directors
  - Administrative GTF position
  - Publication and dissemination of informational materials
  - Travel expenses to cultivate participation
  - New website
  - Office/resources space
2. Plan and develop funding for October 2005 Center launch during the 31<sup>st</sup> annual Conference on Social Theory, Politics and the Arts (STP&A), to be hosted by the Arts and Administration Program at the University of Oregon. Potential external funding prospects will be invited to attend specific events associated with this conference and the launch of the Center.
3. Initiate, with Community Partners such as the Oregon Arts Commission, Lane Arts Council, and the UO Music Education Program, a Community Arts/Education Summit for Spring 2006.
4. Create several Graduate Research Assistant positions to assist key faculty members and to increase the visibility of the Center.
5. Cultivate external funding for specific research initiatives. Since many of our potential funding targets are private foundations, we will follow UO Corporate and Foundations Relations protocols in initiating contact with potential donors. We also recognize that individual donors may have a strong interest in funding various CCACP programs and initiatives and, in particular we will attempt to identify and cultivate such individuals residing in the Portland, Bend, Salem, Eugene, and Ashland regions of Oregon.

Professional Development in Arts Teaching Initiative  
Center for Community Arts and Cultural Policy

This initiative represents a partnership between the University of Oregon Arts and Administration Program, the UO College of Education, the Lane Arts Council, and the Jordan Schnitzer Museum of Art to build on and expand existing programs and services in arts professional development for arts educators, teaching artists, and administrators. This initiative recognizes major national trends striving to increase the basic competency level of out-of-school time staff and teaching artists in programs that link schools, universities, and arts organizations in providing quality arts experiences for the nation's youth.

Building on the history of the Arts Administration Program in Arts Education, and the significant services that the Lane Arts Council and JSMA provide in arts education, this initiative strives to offer workshops and a certificate series that will be a collaborative effort between the Arts Administration Program, CCACP, and Continuing Education.

We plan to offer a range of services to three sectors:

1. Pre-service teachers, artists, and administrators
2. In-Service arts educators and teaching artists
3. Arts Education, Administrative, and recreation leadership

This will be done through a 2-year certificate series, similar to the very successful AAD Event Management Certificate program, and one-day professional development workshops and multi-day workshop series. Course topics will include:

- Arts teaching methodologies
- Curriculum Development (by discipline areas)
- Arts teaching practicum
- Program evaluation and accountability
- Education Program administration
- Teaching special needs students
- Theory and Programs

Toward this end, planning and partnership agreements are in process. The three-year plan is as follows:

Academic year

- |                    |   |
|--------------------|---|
| Year 1 (2004-2005) | Partnership meetings and planning<br>Needs Assessments (surveys and focus groups), begin Spring 2005<br>"State of Arts Education in Lane County" research, begin summer 2005<br>Roundtable 1, Summer 2005 (15 participants) |
| Year 2 (2005-2006) | Workshop series begin, Fall 2005<br>Program Evaluation begins<br>Roundtable 2, Winter 2005 (30 participants)<br>Spring Youth Arts Summit (80 participants)  |
| Year 3 (2006-2007) | Certificate series begun<br>Workshops continue  |



Program Evaluation continues

Research sites identified for longitudinal studies and course development

Discussions with key partners have already begun, and a series of forums have been established throughout Spring 2005 to establish the guidelines and parameters of this initiative. As well, Dr. Hager will begin a comprehensive research project this summer to document and assess arts education opportunities in Lane County (the first of its kind since the 1980s). This research will help lay the framework for leveraging future funding, and building programs. Additionally, each roundtable and the summit will be documented and evaluated.

Possible External Funding Sources (All have an emphasis on partnership development and program sustainability, research-informed practice, and have a tradition of funding research-based program and policy development in the arts, youth, and the community.

Funding will be sought in the following key areas:

Out of School time research and program development

Professional Development in the Arts

Research in professional preparation for arts teaching and administration

#### Wallace Foundation

Numerous programs in out-of-school time research and development, ventures in leadership of professional development, as well as community arts in higher education.

#### Annenberg Foundation

The Annenberg Foundation focuses on four major program areas: education and youth, arts and culture, community and civic, and health. They have funded substantial programs in professional leadership and research in program improvement for in-school and out-of-school time arts projects.

#### U.S. Department of Education

Professional Development for Arts Educators

21<sup>st</sup> Century Community Learning Centers (out of school time programming and research)

#### John F. Kennedy Center

Partners in Education Initiatives

Assists arts and cultural organizations throughout the nation develop and/or expand educational partnerships with their local school systems. The purpose of the partnerships is the establishment or expansion of professional development programs in the arts for all teachers.

#### Dana Foundation

Professional Development in the Arts

The Dana Foundation has extended its longtime interest in education to support innovative professional development programs leading to improved teaching of the performing arts in public schools. They are interested primarily in training for in-school arts specialists and professional artists who teach in the schools.

#### National Endowment for the Arts

Summer Institutes Initiatives for connecting arts teachers and scholars

#### Charlotte Martin Foundation (Pacific NW)

Arts and Youth

Teacher Development

# **Initial Fundraising Plan for Cultural Policy Initiatives (Patricia Dewey)**

## **Patricia Dewey's Current Fundraising Status:**

Amounts secured to date for CCACP-related research = \$13,400

Amounts of grant applications currently under review = \$21,261

## **Overview of Research Agenda**

My research focuses on three interrelated thematic areas: *arts administration education*, *international cultural policy*, and *cultural development*. Specific research interests include comparative cultural policy and administration (especially North America, Europe, and Australia), the role of the arts sector in regional cultural development (concentrating on the Pacific Northwest and Central Europe), international organizations as a vehicle for policy transfer in the cultural sector, cultural diplomacy, international training in cultural policy and administration, and professional development in arts administration.

## *Current Research Projects*

### **Cultural Development in the Pacific Northwest, 2004-present**

An applied research project involving comparative case studies of Portland, Oregon; Seattle, Washington; and Vancouver, British Columbia, to be completed in three phases. First, extensive research will be conducted into current process of community cultural development and their relationship to advancement and sustainability of the arts and culture sector, as well as to the creative sector as a whole. Second, it will be necessary to infer public policy implications from the research and to work closely with local, state, and national arts agencies as well as independent arts organizations in formulating strategic action steps to encourage increased public participation in the arts. Third, the project will turn to development and implementation of both formal higher education and professional development approaches and programs to enhance the capacities of current and future leaders in arts administration.

### *Conferences*

Conference Chair, 31<sup>st</sup> Annual International Conference on Social Theory, Politics and the Arts (STP&A). Eugene, Oregon, October 6-8, 2005. Conference theme is "cultural development".

"Researching the Cultural Dimension of Economic Development in the Pacific Northwest." Presented at the 30<sup>th</sup> Annual Conference on Social Theory, Politics and the Arts (STP&A). Arlington, Virginia, October 7-9, 2004.

"The Cultural Dimension of Economic Development in the Pacific Northwest: A Conceptual Framework." Presented at the Association of Cultural Economics International Conference (ACEI). Chicago, Illinois: June 2-5, 2004.

### *Funding*

#### *Targeted potential funding sources:*

- Wallace Foundation
- National Endowment for the Humanities (Education Programs Division, Challenge Grant?)
- Association for Canadian Studies in the United States
- Collins Foundation
- Individual Donors

#### *Grant applications currently under review:*

- Oregon Community Foundation (\$16,261)
- Oregon Council for the Humanities (\$5,000)

*Grants received:*

- University of Oregon New Faculty Research Award, Summer 2005. (\$5,000)
- Fellow, International Canadian Summer Institute, July 2005 (\$2,000, indirect)
- University of Oregon External Grant Application Pilot Program (\$1,500)
- Dean's Award, University of Oregon School of Architecture and Allied Arts Faculty Development Research and Creative Work Awards, 2004-2005. (\$4,500)

**European Union Cultural Policy, 2005- present**

This study explores development of a supranational model of cultural policy, addressing a gap in comparative cultural policy scholarship that is based on nation-state models. Conference papers/panels, several journal articles, and a special issue of the *Journal of Arts Management, Law and Society* (guest editor, summer 2007), are anticipated outcomes of this project, 2005-2007.

*Funding*

*Targeted potential funding sources:*

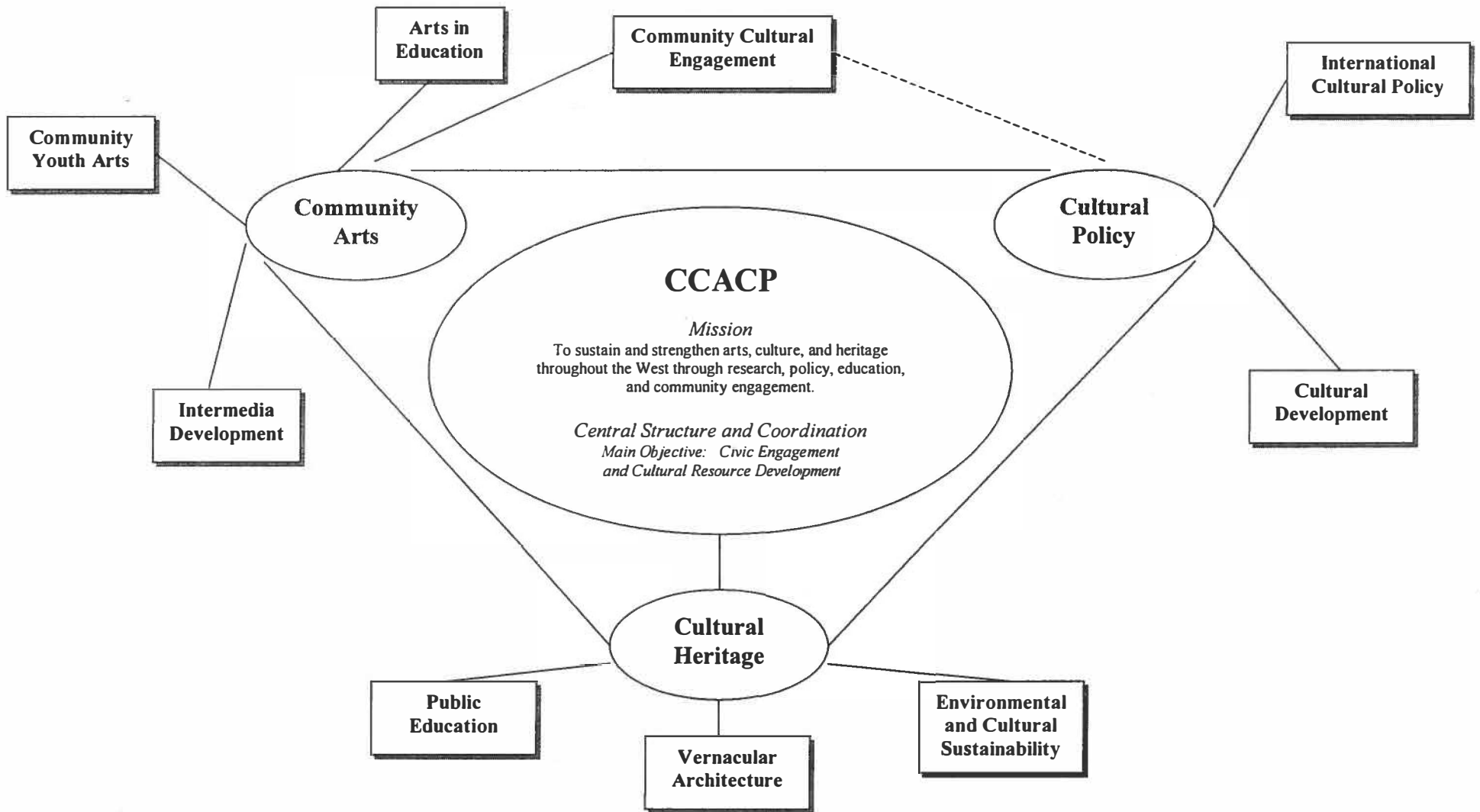
- Fulbright European Union Affairs Research Grant (for fall 2006)
- University of Oregon Summer Research Award
- NSF? SSRC? ACLS? IREX? NEH?
- European funding sources, such as European Cultural Foundation?

**Details on Targeted External Fundraising Sources**

- **AAA Dean's Award** (summer 2004) \$4,500  
Received as seed grant for research on cultural development in the Pacific Northwest. Also supported conceptualization process for CCACP.
- **New Faculty Research Grant** (summer 2005) \$4,000 salary support and \$1,000 flexible Support for project on cultural development in the Pacific Northwest, which will buy my time away from teaching to conduct research-related regional travel.
- **International Canadian Summer Institute** (July 2005) approx. \$2,000 indirect  
Indirect support for my participation in this two-week summer program for junior faculty comes from the Association for Canadian Studies in the United States (ACSUS) and the UO Canadian Studies Committee. Institute sessions focus on Canadian public policy issues and US-Canada relations, providing crucial background information for future research on comparative US-Canadian cultural policy as well as the Canadian component of cultural development in the Pacific Northwest.
- **AAA Foreign Conference Travel Grant** (2004-2005) \$400  
Partial reimbursement for travel to Berlin and Amsterdam, November 2004, to participate in conferences pertinent to my research on EU cultural policy.
- **Oregon Council for the Humanities** (summer 2005) \$5,000 and \$1,500  
Grant application submitted December 2004 to cover research travel to Portland, Seattle, and Vancouver in summer 2005. While I realize there is significant competition for this grant, I have received the transfer of \$1,500 for the UO pilot program for external funding proposals through submission of this grant application.

- **Oregon Community Foundation** (2005-2006) requesting \$16,261  
The grant application (January 2005) introduces the CCACP and requests funding for an Oregon Cultural Development Internship project – a joint applied research project with a graduate student to conduct a program evaluation of the Oregon Cultural Trust. A sub-project for Phase One of Cultural Development in the Pacific Northwest.
- **Fulbright Research Grant** (will apply in fall 2005) amount TBD  
I will apply for a Fulbright junior faculty research grant on European Union affairs to conduct research on my European Union Cultural Policy project in fall 2006. I am beginning various searches to identify supplementary funding opportunities for this project.
- **Wallace Foundation** (long-term target) amount TBD  
We are beginning a relationship-building phase with the Wallace Foundation and encouraging their arts program director, Rory McPherson, to participate in the STP&A conference.
- **Association for Canadian Studies in the United States** (long-term target)  
Potential future funding for Canadian (comparative) dimensions of cultural policy and cultural development research.
- **Collins Foundation** (long-term target)  
Relationship-building phase. Introductory informational meeting with programs director, Cynthia Addams, in December 2004.
- *Other potential external funding targets:*  
Meyer Memorial Trust  
Lannon Foundation  
Samuel S. Johnson Foundation  
Lamb Foundation  
Union Pacific Foundation

# Schematic of Proposed Structure and Initiatives of the Center for Community Arts and Cultural Policy (2004-2005)



# 31<sup>st</sup> Annual International Conference on Social Theory, Politics and the Arts (STP&A)

To be hosted by the Arts and Administration Program  
School of Architecture and Allied Arts  
University of Oregon  
October 6-8, 2005  
Patricia Dewey, Conference Chair

*Conference Theme: Cultural Development*

## Overview

The conference on Social Theory, Politics and the Arts (STP&A) is an international and inter-disciplinary gathering of researchers, policy makers and practitioners that highlights current and conceptual issues in the development of cultural policy, theory, and arts administration practices in the U.S. and abroad. The conference welcomes participation from a broad range of disciplines, including, but not limited to, sociology, political science, management, economics, law, arts education, history and art history, and museum studies, as well as more applied policy and management perspectives.

STP&A is arguably the most significant North American-based conference in the fields of cultural policy and sociology of the arts; participants in the conference are leading scholars in the field from throughout the United States and abroad. The conference is closely linked with the *Journal of Arts Management, Law, and Society*, which is the main academic journal in our field that is published in the U.S. We expect roughly 70-80 participants to come from diverse geographic areas, along with significant local and regional representation, to comprise probably in the 100-130 range total. The conference theme for the 2005 STP&A will be cultural development – and it is anticipated that the conference will include multiple sessions on cultural development as the topic pertains to research initiatives of the Center for Community Arts and Cultural Policy – but paper submissions on a wide range of topics are being encouraged.

## Schedule of Events

### Thursday, October 6

- Reception at the Jordan Schnitzer Museum of Art at the University of Oregon

### Friday, October 7

- Parallel sessions throughout the day in the Erb Memorial Union ballroom wing
- In the evening, a community arts Artwalk in downtown Eugene, organized in cooperation with the Lane Arts Council

### Saturday, October 8

- Parallel sessions throughout the day in the Erb Memorial Union ballroom wing
- In the evening, a formal conference dinner in the ballroom

Additional events may be scheduled prior to or immediately following those on the above-listed dates.

## **Attachment A**

### **External Funding Priorities for the Center for Community Arts and Cultural Policy**

No new faculty or administrative staff will be required to initiate the CCACP. Existing UO and AAA funding programs and guest speaker programs might be explored to assist with Center start-up initiatives. It is recognized that internal funding to develop the Center would need to be pursued in conjunction with external sources. Initially, funds would be designated toward the following priority areas to assist with the start-up in the first year of operation:

1. Invest in basic CCACP infrastructure and administration
  - Buy-time compensation (courseload reduction) for directors
  - Administrative GTF position or several student-wage positions
  - Publication and dissemination of informational materials
  - Travel expenses to cultivate participation
  - New website
  - Office/resources space
2. Plan and develop funding for October 2005 Center launch during the 31<sup>st</sup> annual Conference on Social Theory, Politics and the Arts (STP&A), to be hosted by the Arts and Administration Program at the University of Oregon. Potential external funding prospects will be invited to attend specific events associated with this conference and the launch of the Center.
3. Initiate, with Community Partners such as the Oregon Arts Commission, Lane Arts Council, and the UO Music Education Program, a Community Arts/Education Summit for Spring 2006.
4. Create several Graduate Research Assistant positions to assist key faculty members and to increase the visibility of the Center.
5. Cultivate external funding for specific research initiatives. Since many of our potential funding targets are private foundations, we will follow UO Corporate and Foundations Relations protocols in initiating contact with potential donors. We also recognize that individual donors may have a strong interest in funding various CCACP programs and initiatives and, in particular we will attempt to identify and cultivate such individuals residing in the Portland, Bend, Salem, Eugene, and Ashland regions of Oregon. We can offer numerous naming opportunities that may be of considerable interest to individual donors, in particular (e.g., a named "fellow" to be a long-term administrative GTF position, research fellowships, or specific programmatic activities). We would appreciate as much development assistance as possible in identifying and cultivating potential individual, corporate, and foundation donors in addition to public agency and other governmental funding sources.

It is anticipated that external funding proposals will be project-specific, rather than focusing on developing administrative resources for the Center infrastructure. However, Center administrative overhead expenses will be included as a percentage of the each budget proposal submitted for a grant. A special fundraising focus will be on acquiring external funds to support a .49 GTF position after the Center's start-up phase.

The following pages provide an overview of fundraising initiatives already underway.



# Initial Fundraising Plan for Cultural Policy Initiatives (Patricia Dewey)

## Patricia Dewey's Current Fundraising Status:

Amounts secured to date for CCACP-related research = \$14,900

Amounts of grant applications currently under review = \$16,261

## Overview of Research Agenda

My research focuses on three interrelated thematic areas: *arts administration education*, *international cultural policy*, and *cultural development*. Specific research interests include comparative cultural policy and administration (especially North America, Europe, and Australia), the role of the arts sector in regional cultural development (concentrating on the Pacific Northwest and Central Europe), international organizations as a vehicle for policy transfer in the cultural sector, cultural diplomacy, international training in cultural policy and administration, and professional development in arts administration.

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An applied research project involving comparative case studies of Portland, Oregon; Seattle, Washington; and Vancouver, British Columbia, to be completed in three phases. First, extensive research will be conducted into current process of community cultural development and their relationship to advancement and sustainability of the arts and culture sector, as well as to the creative sector as a whole. Second, it will be necessary to infer public policy implications from the research and to work closely with local, state, and national arts agencies as well as independent arts organizations in formulating strategic action steps to encourage increased public participation in the arts. Third, the project will turn to development and implementation of both formal higher education and professional development approaches and programs to enhance the capacities of current and future leaders in arts administration.

### *Conferences*

Conference Chair, 31<sup>st</sup> Annual International Conference on Social Theory, Politics and the Arts (STP&A). Eugene, Oregon, October 6-8, 2005. Conference theme is "cultural development".

"Researching the Cultural Dimension of Economic Development in the Pacific Northwest." Presented at the 30<sup>th</sup> Annual Conference on Social Theory, Politics and the Arts (STP&A). Arlington, Virginia, October 7-9, 2004.

"The Cultural Dimension of Economic Development in the Pacific Northwest: A Conceptual Framework." Presented at the Association of Cultural Economics International Conference (ACEI). Chicago, Illinois: June 2-5, 2004.

### *Funding*

#### *Targeted potential funding sources:*

Wallace Foundation  
Louise T. Blouin Foundation  
National Endowment for the Humanities (Education Programs Division, Challenge Grant?)  
Association for Canadian Studies in the United States  
Collins Foundation  
Individual Donors

#### *Grant applications currently under review:*

Oregon Community Foundation (\$16,261)  
Oregon Council for the Humanities (\$5,000)

*Grants received:*

- University of Oregon New Faculty Research Award, Summer 2005. (\$5,000)
- Fellow, International Canadian Summer Institute, July 2005 (\$2,000, indirect)
- University of Oregon External Grant Application Pilot Program (\$1,500) and technology workshop (\$1,500)
- Dean's Award, University of Oregon School of Architecture and Allied Arts Faculty Development Research and Creative Work Awards, 2004-2005. (\$4,500)

**European Union Cultural Policy, 2005- present**

This study explores development of a supranational model of cultural policy, addressing a gap in comparative cultural policy scholarship that is based on nation-state models. Conference papers/panels, several journal articles, and a special issue of the *Journal of Arts Management, Law and Society* (guest editor, summer 2007), are anticipated outcomes of this project, 2005-2007.

*Funding*

*Targeted potential funding sources:*

Fulbright European Union Affairs Research Grant (for fall 2006)  
University of Oregon Summer Research Award  
NSF? SSRC? ACLS? IREX? NEH?  
European funding sources, such as European Cultural Foundation?

**Details on Targeted External Fundraising Sources**

- **AAA Dean's Award** (summer 2004) \$4,500  
Received as seed grant for research on cultural development in the Pacific Northwest. Also supported conceptualization process for CCACP.
- **New Faculty Research Award** (summer 2005) \$4,000 salary support + \$1,000 flexible  
Support for project on cultural development in the Pacific Northwest, which will buy my time away from teaching to conduct research-related regional travel.  
Also, \$1,500 professional development grant for participating in a summer 2005 technology workshop.
- **International Canadian Summer Institute** (July 2005) approx. \$2,000 indirect  
Indirect support for my participation in this two-week summer program for junior faculty comes from the Association for Canadian Studies in the United States (ACSUS) and the UO Canadian Studies Committee. Institute sessions focus on Canadian public policy issues and US-Canada relations, providing crucial background information for future research on comparative US-Canadian cultural policy as well as the Canadian component of cultural development in the Pacific Northwest.
- **AAA Foreign Conference Travel Grant** (2004-2005) \$400  
Partial reimbursement for travel to Berlin and Amsterdam, November 2004, to participate in conferences pertinent to my research on EU cultural policy.
- **Oregon Council for the Humanities** (summer 2005) \$5,000 and \$1,500  
Grant application submitted December 2004 to cover research travel to Portland, Seattle, and Vancouver in summer 2005. I did not receive the grant, but I have received the transfer of \$1,500 for the UO pilot program for external funding proposals through submission of this grant application.

- **Oregon Community Foundation** (2005-2006) requesting \$16,261  
The grant application (January 2005) introduces the CCACP and requests funding for an Oregon Cultural Development Internship project – a joint applied research project with a graduate student to conduct a program evaluation of the Oregon Cultural Trust. A sub-project for Phase One of Cultural Development in the Pacific Northwest.
- **Fulbright Research Grant** (will apply in fall 2005) amount TBD  
I will apply for a Fulbright junior faculty research grant on European Union affairs to conduct research on my European Union Cultural Policy project in fall 2006. I am beginning various searches to identify supplementary funding opportunities for this project.
- **Wallace Foundation** (long-term target) amount TBD  
We are beginning a relationship-building phase with the Wallace Foundation and encouraging their arts program director, Rory McPherson, to participate in the STP&A conference.
- **Association for Canadian Studies in the United States** (long-term target)  
Potential future funding for Canadian (comparative) dimensions of cultural policy and cultural development research.
- **Louise T. Blouin Foundation** (long-term target)  
New foundation with focus on cultural development and research. Requires additional research and extensive cultivation.
- **Collins Foundation** (long-term target)  
Relationship-building phase. Introductory informational meeting with programs director, Cynthia Addams, in December 2004.
- *Other potential external funding targets:*  
Meyer Memorial Trust  
Lannon Foundation  
Samuel S. Johnson Foundation  
Lamb Foundation  
Union Pacific Foundation

## **Attachment B**

### **UO Center for Community Arts and Cultural Policy**

#### **Launch: October 6, 2005**

#### **Event Concept and Planning**

Prepared by Patricia Dewey (May 9, 2005)

#### **Overview**

The Center for Community Arts and Cultural Policy will be officially “launched” at the opening reception for the 31<sup>st</sup> annual international conference on Social Theory, Politics and the Arts (STP&A). The opening reception will take place from 5:30 to 7:30 p.m. at the UO Jordan Schnitzer Museum of Art.

#### **Planning Considerations**

In current planning, the launch will take place “to” our key academic constituents – participants in the STP&A conference. Representatives from all of the university-based cultural policy and community arts research centers in the U.S. will be present at the conference, as will several significant research partners such as arts councils and agencies, and organizations such as Americans for the Arts. At present, planning focuses on communicating and celebrating this launch with this internal group.

The second planning consideration – that is, how the launch of CCACP might be leveraged as an instrument for advancing external relations – has not yet been explored. We have neither the human nor financial resources to coordinate this second goal for the event.

Both the launch of the CCACP and the STP&A conference are major events in the regional, national, and international cultural policy community. We see a tremendous potential for advancing external relations, fostering political will, and cultivating potential funders through strategic planning and implementation of the opening reception for the conference.

#### **As addressed in an initial discussion with Moira Kiltie, some questions for framing the event include:**

- In addition to the conference participants, who should be invited?
- What type of announcements/invitations should be sent?
- Who are our additional key regional and national constituents?
- How can we best utilize the opportunity existing in the fact that all other US cultural policy and community arts research centers/institutes will be represented?
- Who are potential individual and foundation donors to target?
- Should there be an add-on development event (e.g., dinner)?
- How should the launch be most effectively programmed?
- How would the event need to be framed to draw additional invitees?
- What kinds of CCACP communications materials would need to be prepared for this target audience?
- What kind of publicity plan should be prepared?
- How can high-quality image pieces for the conference and CCACP be produced?
- What is the timeline for effectively coordinating this event?
- What kinds of additional UO support (administrative, publicity, communications, funding) may be available to assist with this effort?

## Preliminary Concept for CCACP Launch Program

In light of the considerations outlined above, a preliminary concept for programming the Center launch events is as follows:

At the conference opening reception (Museum of Art), attendees will mingle and tour the museum (guided tours will be available) from 5:30 to 6:30. A harpist will perform background music; wine and hors d'oeuvres will be served. Conference participants can check in upon arrival. At 6:30, the conference will be officially opened with the following series of brief speeches (TBD – depending on availability of speakers):

Patricia Dewey (conference chair) – Welcome  
Doug Blandy (AAA associate dean and CCACP director) – Launches new CCACP  
New AAA dean – Congratulations to AAD and CCACP  
Dave Frohnmayer – Congratulations  
Cynthia Addams (Chair of Oregon Arts Commission board) – Congratulations  
Stefan Toepler (Director of Center for Arts and Culture, George Mason U.) – Congrats to “western partner”  
Patricia Dewey – Introduces vocal quartet – approx. 10-15 minutes music performance ensues

Following the public launch ceremony, 18-24 invited participants and attendees (cultural policy center representatives, keynote speaker, other invitees) will walk to Gerlinger Lounge for a catered dinner, from 7:30 to 9:30 p.m. The identified keynote speaker (TBC – Margaret Wyszomirski), recognized internationally as a leading cultural policy scholar, will speak on the importance/impact/growth of university cultural policy research centers in the USA. Invited dinner guests will be carefully selected in consultation with Karen Johnson, Paul Elstone, and other UO development professionals.

## Request for Assistance for the Launch

In-kind support (administrative, publicity, communications, development) will likely be the most valuable means of support to make the launch event a success. It would be helpful to determine the potential extent of this support, and how it might be quantified for budgetary purposes.

Estimated add-on costs specific to the CCACP launch (i.e., costs not covered through the STP&A conference budget) total \$12,500. This figure includes the following potential expenses:

<i>Expense Item</i>	<i>Estimated Cost</i>
Brochure design and printing	\$2,500
Bookmark design and printing	\$2,000
Invitations, postage, other communications	\$ 500
Center publicity expense	\$1,000
Reception catering (for additional attendees)	\$ 800
Possible additional (dinner?) event expenses*	\$1,500
Summer student wages (Laura Young)**	\$4,200

\* Estimate for a catered dinner for 24 (3 tables of 8), including a keynote speaker, in Gerlinger Lounge

\*\* For a total of 400 hours student wages (\$10/hr + 5% OPE) from June 13 through October 14

# **31<sup>st</sup> International Conference on Social Theory, Politics and the Arts**

## **October 6-8, 2005 in Eugene, Oregon**

### **Conference Program Overview**

Social Theory, Politics and the Arts (STP&A) is an inter-disciplinary gathering of researchers, policy makers and practitioners that highlights current and conceptual issues in the development of cultural policy, theory, and arts administration practices in the United States and abroad.

The main theme of the 2005 conference is cultural development, but papers on a wide range of topics, from diverse and international perspectives, will be presented. The conference program features more than 130 presenters from 20 states in the U.S.A. as well as from 14 additional countries.

On October 7 and October 8, 2005, a total of eight parallel sessions will take place, providing a wide range of scholarly papers, presentations and panel discussions to all conference participants and attendees. Ample opportunity will exist for discussion and networking. In addition to the two full days of parallel sessions, the conference program includes a Thursday evening reception at the University of Oregon Museum of Art, a Friday evening Artwalk in downtown Eugene, and a Saturday evening conference dinner.

Session presentations are grouped into four tracks, each with its own overarching theme. *Panels* (i.e., a collection of speakers and/or paper presentations proposed together) are listed by the panel title submitted. Individual paper proposals with similar topics have been grouped into *themes*. Panels and themes will be presented in each session along four tracks, as listed below:

### **Track 1: Arts Education, Community Engagement, and Community Cultural Development**

Arts Education Policy  
Community Arts and Higher Education  
Community and Cultural Development  
Community Arts and the Public Interest: Praxis  
Developing Creative Leadership and Community-based Arts Education  
Putting the Arts in the Picture: What We Know About the Power of an Arts Integrated Education  
Youth and Community Arts

### **Track 2: The Creative Sector, Cultural Industries, and Cultural Planning**

Art of Recovery: Role of Art and Cultural Policy in Addressing the Aftermath of War and Acts of Terrorism  
Creative Sector and Cultural Industries – Comparative Perspectives  
Creative Sector Systems, Structure and Policy in the USA  
Cultural Planning and the Impact of Arts Production on Communities  
Cultural Planning and Urban Regeneration  
Cultural Vitality, Cultural Districts and Community Revitalization: A Critical Analysis  
Effects of Deregulation in the Austrian Cultural Sector  
Mapping the Creative Industries

**Track 3: Cultural Policy, including Philosophical and Economic Perspectives**

Comparative Cultural Policy  
Cultural Policy, Paradigms, Coalitions and Learning  
Economic Perspectives  
National Arts Councils and Observatories  
Philosophical Perspectives  
Public Preferences and Social Interaction in the Arts  
State and Local Arts Councils and Agencies  
What we *really* need to think about: A Bottom-up Perspective on Cultural Policy

**Track 4: Cultural Heritage, Technology, Arts Management, and Artists**

Business Strategy and the Arts  
Collective Identity and Memory  
Ethnic, Indigenous, and Immigrant Participation  
Heritage Preservation  
Leisure, Festivals and Events  
Museums, Technology, and Copyright  
Research on Artists  
Technology and the Music Industry

**For Information & Registration**

The Arts and Administration Program at the University of Oregon will host the 2005 STP&A conference. Updated conference information and registration forms are available on the conference website:

<http://aad.uoregon.edu/specialevents/stpa>

email: [stpa@darkwing.uoregon.edu](mailto:stpa@darkwing.uoregon.edu)