

## **Intent to Propose**

### **U of O AAD Professional Development Opportunities in Portland**

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## **Executive Summary**

Great opportunity for AAD and AAA; no other institution in Oregon providing similar professional training specifically for cultural managers. Growing recognition of arts and culture as important to community development.

All agreed that Portland is a great place for learning, and especially learning focused around what Portland is becoming known for: urban development, planning, culture, neighborhoods, food, sustainability.

Be aware of what appears to be a trend toward new start-up arts administration master's programs in the nation; we must be carefully carve out our niche and strengthen our national/international identity accordingly.

## **Background and Opportunity**

This project builds on the 2006 Opportunity Assessment which I completed for AAD. My primary tasks have been to gather information related to program development from key stakeholders, to identify similar training programs in the Portland area, to identify potential partners and faculty, and to build relationships for AAD. 39 people (primarily local, with some national leaders) have been interviewed. AAD student Savannah Barrett conducted research on low-residency master's programs.

If anything, opportunity has grown since 2006. No new local providers of similar professional development for arts and cultural managers have entered the field. Little duplication with existing learning/professional development providers, great opportunity for partnerships (local, state, regional, national, possibly international)

## **Students and Preferred Learning/Teaching Styles**

Definitely international market, building on AAD's existing master's program. Once core programs are developed, there is probably demand/market for contract programs with local, state, national, international agencies.

Instructional methodologies must be tailored to the content area and to the specific student/learning cohorts. People have come to expect on-line learning opportunities, but many still want the face-to-face time. Portland AAD offerings will most likely be a combination of on-line and distance education mixed with face-to-face with instructors and peers...including emphasis on practice-based learning, mentoring, network development, peer-to-peer interaction, serious interaction with the finest practitioners/instructors.

## Potential Program Areas

### Executive Master's Program in Arts Administration

- A West-coast low-residency program does not exist, although there are several others in the nation.

### Community Cultural Development

- Growing recognition of the increasing need for cultural managers to understand and serve a multicultural population.
- Portland seems to be a perfect place for this.
- Community cultural development could be the core for all Portland-based programming to spring from, and we could build program identity around this.
- Program (such as a certificate program) could focus on many areas, including cultural planning, engagement, collaborations theory and practice, sustainability, leadership development, understanding and organizing community, facilitation, community economics, innovation and entrepreneurship...many of the tough issues that cultural managers are facing.

### Financial Development and Management

- The non-profit financial management models and ways of thinking are shifting dramatically; cultural managers need to be skilled and comfortable with these new ways of thinking and practice.
- Areas of focus could include (from interviews): new business models, testing the market, capitalization, community economics, budgeting, revenue generation, capacity development, cultural entrepreneurship, successful development work.

### Museum/Curatorial Studies

- U of O AAD currently has an under-utilized Museum Studies certificate program which could be delivered in Portland.
- Interviewees were split on need/demand for Museum Studies vrs. Curatorial Studies.
- Other institutions are positioning to provide training here, specifically Pacific Northwest College of Arts and Museum of Contemporary Craft

Arts Education (to be determined)...waiting for feedback from upcoming roundtable discussion.

Other areas of interest that came up more than once in interviews: leadership development (cohort-based leadership support for cultural managers); performing arts center management; cross-disciplinary programs playing on the strengths of the culture-related areas within U of O AAA; arts and health care; food culture.

## **Resources**

Potential program funders are listed in the 4/15 Mid-Project Report. Several interviewees mentioned specific foundations as potential funders, especially to support capacity development of individual cultural managers and cultural organizations. Potentially partner organizations exist on many levels, from local to international. The 4/15 Report also lists potential local faculty/guest lecturers, and my hunch is that the Seattle area is also rich with potential faculty.

## **Next Steps**

Shop this intent to proposal, within and outside AAD. Gain feedback.

Meet with Academic Extension staff about budget models, market demand, etc., and next steps here.

Develop 1-page content proposals for professional development areas.

Continue with key interviews, based on our direction.

Consider developing Portland-based advisory group.