



Creative Aging Foundations for Art Museums

**E.A. Michelson Philanthropy
Vitality Arts Project for Art Museums**

Day Two: July 26, 2022

Introductions



Julie Kline

Director of Education
and Training



Penelope McCourty

Lifetime Arts Trainer

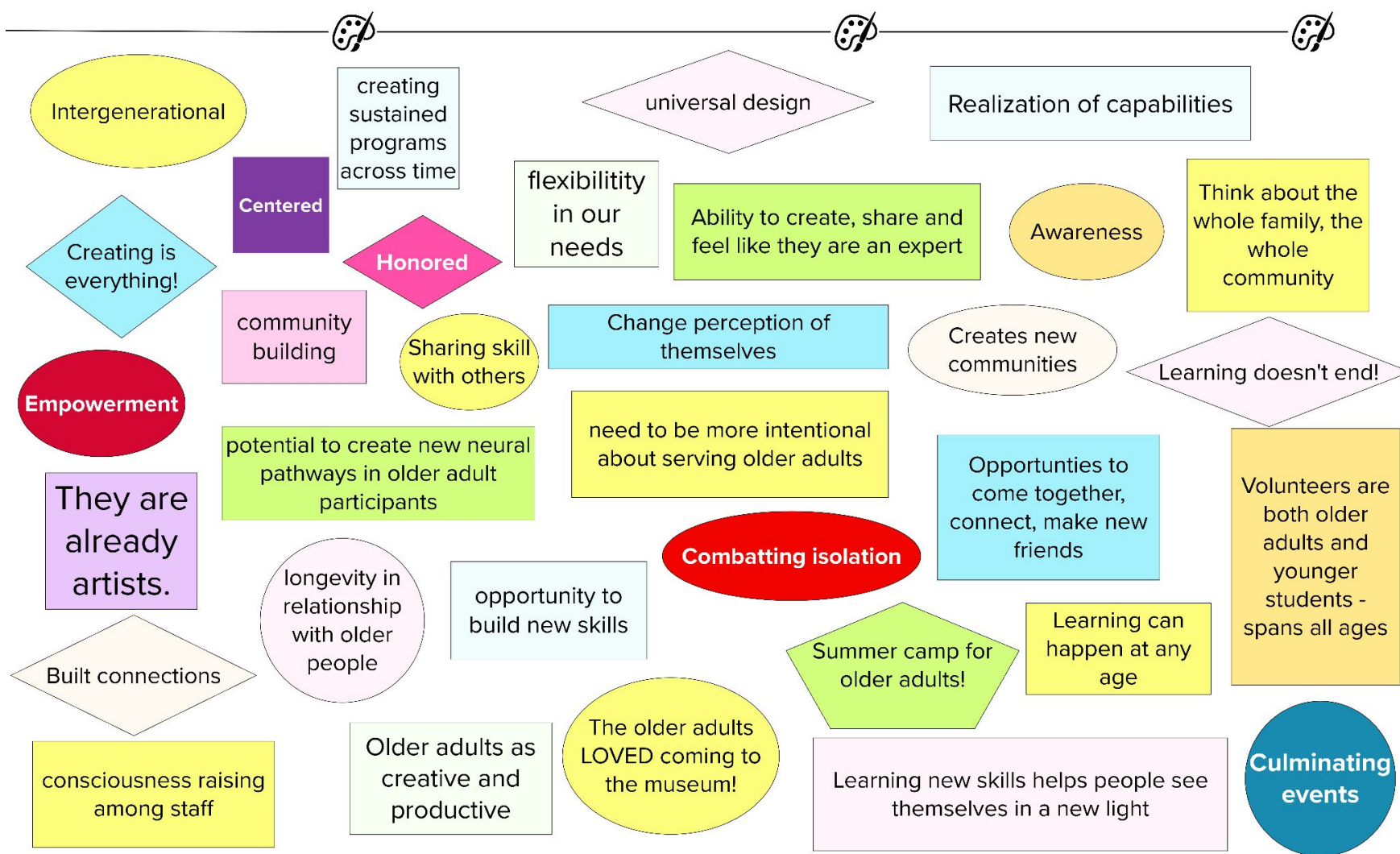


Agenda

- + Creative Aging in Your Museum
- + Creative Aging as Community Engagement
 - Cross-Sector Partnerships
 - Engaging with Older Adults
- + BREAK
- + Sustaining Creative Aging programs for Maximum Impact
- + Group Work: What will creative aging look like at your museum?
- + Next Steps/Lifetime Arts Technical Assistance
- + Q&A and Closing

Break-out Room Topics - Choose one!

- + Community Partnerships
- + Program Recruitment
- + Museum Collections/Cultural Connections
- + Program Design and the Culminating Event
- + Teaching Artists
- + Program Evaluation/Documentation/Sustainability



Creative Aging in Your Museum



Assessment

Look inside your walls

- + Assess facility
- + Determine patron interest

Look outside your walls

- + Community mapping



Connecting to Collections

- + Teaching Artist should become familiar with the work
- + Integrate exhibits or collections into program curriculum
- + Build time in for participants to tour exhibitions
 - Involve curators in the process
 - Show students work not currently on display
- + Connect work with students' own artistic process
- + Explore connections with different art forms



Case Study: Albuquerque Museum

Partnering with Teaching Artists

- + Does your museum have a roster of Teaching artists?
- + If yes, do they have experience with older adults?
- + If no, where will you be drawing TAs from?





Teaching Artist Considerations

K-12 Arts Education

- + Sequential arts instruction
- + Social-emotional learning
- + Tied to school standards

Creative Aging

- + Assessment of learners
- + Opportunities for Feedback
- + Social engagement tied to the artmaking



Teaching Artist Intangible Qualities

- + Collaborative
- + Flexible
- + Enthusiastic about working with older adults
- + Understands that the goals of the workshops are instructional; results are often therapeutic

Responsive Programming & Teaching Artists

- + Language(s)
- + Cultural Connections





Case Study: Neon Museum

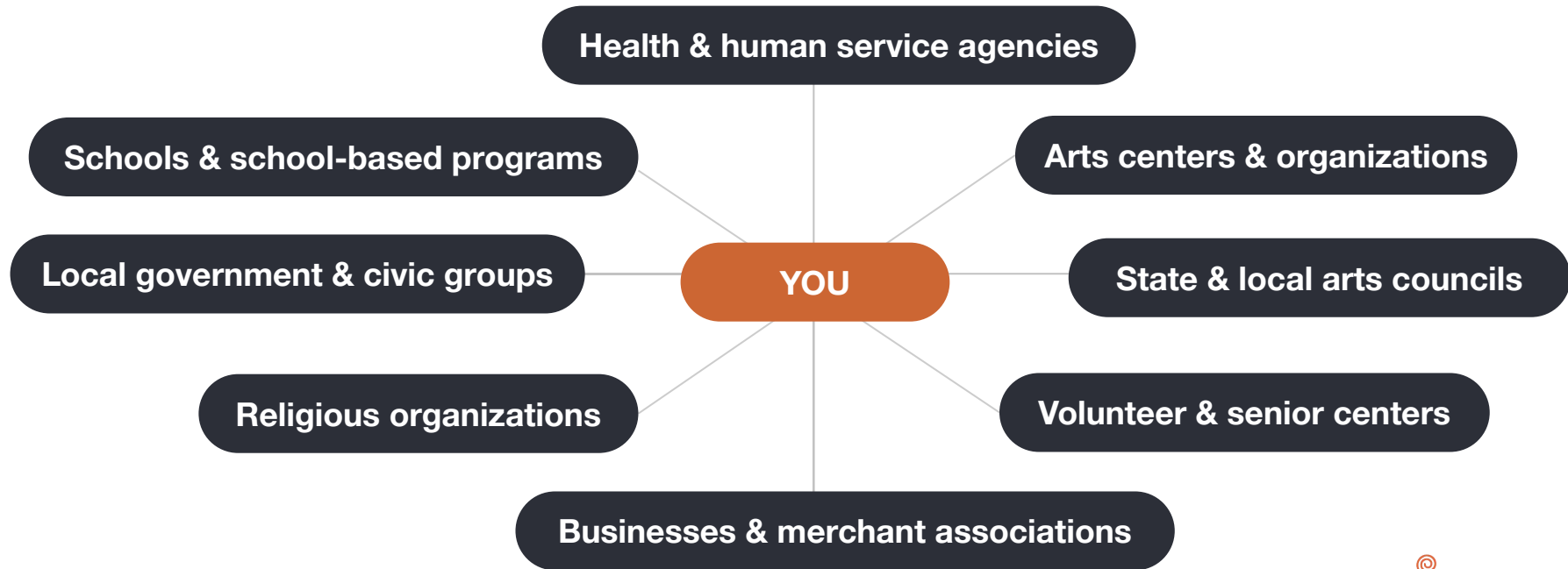


**Connecting Through the
Screen!**

Creative Aging as Community Engagement - Cross-Sector Partnerships



Cross-sector Partnerships



Types of Older Adult Communities

Aging in Place

- + Age-restricted
- + Naturally-occurring retirement communities (NORCs)

Senior Living

- + Assisted living
- + Skilled nursing
- + Continuous care

Non-Residential

- + Senior centers
- + Senior adult day centers



Tips for Partnering with Senior Serving Organizations

- + High-touch approach
- + Ensure programmatic fit
- + Clear communication
- + Get buy-in from all staff levels
- + Clear delineation of responsibilities



Best Practices for Partnering with Senior Serving Communities

Honor where possible partners are right now

- + Discuss collaborative ways to serve older adults in the community
- + Be respectful of their capacity
- + Be of service
- + Honor your partners' relationships with your students
- + Offer gentle reminders about the importance of arts programs
- + Educate on benefits of sequential arts programs

Case Study:

Jacob Burns Film Center

- + Invest in a deeper relationship with current partner
- + Make sure partner's leadership is involved
- + Partner can support recruitment & retention





Beyond Senior Centers

- + Libraries
- + Churches and synagogues
- + Community centers
- + Club and volunteer organizations
- + Parks and recreation
- + Veterans associations and orgs

Special Notes on Osher Lifelong Learning Institutes (OLLI)

- + Lecture based programs
- + Limited sequential programs
- + Volunteer instructors
- + Potential recruitment partner



Dance Break!





Creative Aging as Community Engagement - Engaging with Older Adults

Patron Survey

Used to identify:

- + Arts discipline
- + Class schedule (dates and times)
- + Tech accessibility
- + Preferred language

Patron Survey



This site has the opportunity to offer professionally-taught, instructional workshops to patrons 55+. We need your help; please let us know which of the following programs you would like to see featured at this location!

PLEASE CHECK ALL THAT APPLY!

Disciplines:

- | | | |
|--|---|---|
| <input type="checkbox"/> Acting | <input type="checkbox"/> Painting | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Improvisation | <input type="checkbox"/> Drawing | <input type="checkbox"/> Filmmaking |
| <input type="checkbox"/> Oral History | <input type="checkbox"/> Collage | <input type="checkbox"/> Songwriting |
| <input type="checkbox"/> Storytelling | <input type="checkbox"/> Printmaking | <input type="checkbox"/> Instrumental |
| <input type="checkbox"/> Playwriting | <input type="checkbox"/> Pottery | <input type="checkbox"/> Performance |
| <input type="checkbox"/> Screenwriting | <input type="checkbox"/> Sculpture | <input type="checkbox"/> Choral Performance |
| <input type="checkbox"/> Fiction Writing | <input type="checkbox"/> Jewelry Making | <input type="checkbox"/> Vocal Performance |
| <input type="checkbox"/> Memoir | <input type="checkbox"/> Quilting | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Poetry | <input type="checkbox"/> Dance | |

Days of the Week:

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday

Times of the Day:

Times are approximate


- ☐ 8:00am -- 10:00am
- ☐ 10:00am -- 12:00pm
- ☐ 12:00pm -- 2:00pm
- ☐ 2:00pm -- 4:00pm
- ☐ 4:00pm -- 6:00pm

Comments:

Contact Information:

Name: _____ E-Mail: _____ Phone: _____


Case Study: Patron Survey Distribution



SUBLETTE COUNTY LIBRARIES
PINEDALE & BIG PINEY
WYOMING

This week...

News from The Sublette County Libraries



Creative Aging Survey: What free, professionally taught art classes would you like to see offered at the library?

✓ Woodworking

✓ Ceramics

✓ Something else?


✓ Pottery

✓ Art

Wyoming, like much of the country, has a growing concern that the problems associated with aging can be better managed if we serve this demographic in that way right here in Sublette County.

Through a partnership with Wyoming Arts Council, the library has the opportunity to offer a series of free, professionally taught instructional art workshops to patrons aged 55 plus. Classes will be offered as an eight session series in order to provide an immersive learning experience. Please let us know what art classes you would like to see in our quiet room.

■ [Take the survey and tell us what free art classes you would like to see offered at the library.](#)



Art Class Survey

We need your help! The library has the opportunity to offer a series of free professionally taught instructional art workshops to patrons aged 55 plus. Classes will be offered as an eight session series in order to provide an immersive learning experience. Please let us know what programs you would like to see offered/would like to attend.

Thanks for your time and feedback.

* Required

Name *

Your answer



Marketing your Creative Aging Program

Digital

- + Website
- + Email
- + Social media (Facebook, Twitter, Instagram)

In-person

- + Paper (flyers, mail, postcards, etc.)
- + Media
- + Phone calls
- + Groups & meetings
- + Meals - delivery and pick up)

Think about your specific constituents:

- + How best to use these outlets in concert?



Common Older Adult Priorities

Why Now?

- + Time for myself
- + Exercise for my brain
- + Learn new skills/hone skills
- + Have FUN!

Program Quality and Support

- + Trained teachers
- + Welcoming and engaging
- + Self paced
- + Spend time with “people like me”

Marketing Your Creative Aging Course

- + “Open to all levels”
- + Supplies
- + Tech Support
- + Social engagement - “making a new friend”
- + Person they can contact with questions
- + Image representative of the constituents you serve
- + Designed for 55+

Flyers

- + Large Titles
- + Captivating Images
- + Course Description
 - Appeals to both beginners and those with experience
- + Date & Time
- + Registration Process
- + Credits & logos

Free Workshop Series for Ages 55 & Better!



Credit: Grow at the Wallis

Reflections of Myself: An Exploration of Memoir Writing by Lifetime Arts

When:

**6 Tuesdays, 9:30 -11:00am ET
September 14-October 19, 2021**

Where:

**Online, Via Zoom!
Registration required, spaces are limited!**

Everyone has a story to tell and writing our stories is an important opportunity for pushing our memories, expanding our creativity, and making meaningful connections with others. In this 6-week workshop, led by instructor Kate Bell, students will read and discuss short memoir essays, write their own original short memoirs, and receive constructive feedback from their peers and the instructor.

Weekly sessions on Zoom will be augmented with asynchronous out-of-class enrichment opportunities and one-on-one sessions with the instructor during office hours. This workshop will culminate in a reading of student writing for invited guests. (No formal writing experience is required; only a passion for reading, writing, and finding value in every aspect of one's own life experience).

To sign up, or for more information contact Schoharie County Office for the Aging

Phone: (518) 295-2001

Email: dingee.n@co.schoharie.ny.us

This program, part of the New York State Creative Aging Initiative, is made possible through a partnership between the New York State Council on the Arts, the New York State Office for the Aging and Lifetime Arts. The project takes an innovative, evidence-based approach to healthy aging, underscoring New York's leadership as the first age-friendly state in the nation.

Lifetime Arts



Creative Recruitment

- + Provide creative aging arts education presentations
 - o Differentiate creative aging programs from drop-in workshops
- + Offer demo art classes for all
- + Host teaching artist talks



Case Study: Speed Museum

- + Identified partner organization to connect to new communities
- + Adapted Marketing away from “Art Speak”
- + Offered free memberships
- + Supported students’ social engagement after the class

Student Retention

- + Educate on the sequential model
- + Responsive programming
- + Feedback - include their voice
- + Intentional social engagement
- + $\frac{1}{3}$ open for trying, $\frac{1}{3}$ set class, $\frac{1}{3}$ prep for sharing event
- + Culminating Event as retention and recruitment tool

Break-out Room Topics - Choose one!

- + Community Partnerships
- + Program Recruitment
- + Museum Collections/Cultural Connections
- + Program Design and the Culminating Event
- + Teaching Artists
- + Program Evaluation/Documentation/Sustainability



Break



Sustaining Creative Aging programs for Maximum Impact



Tell the Story: Program Evaluation

- + Post Program Evaluation
- + Culminating Event Evaluation

Post-Program Participant Survey

Date:

Organization Name:

Program Title:

Teaching Artist:

Your Name (optional):

Please take a few minutes to give us your feedback about this Creative Aging program. Your responses will be carefully considered in planning for future programs. All demographic data is anonymized when used for program analysis.

Demographics (optional)

Age:

- ☐ <55 ☐ 55-64 ☐ 65-74 ☐ 75-84 ☐ 85+

Ethnicity:

- ☐ Hispanic or Latino
☐ Not Hispanic or Latino

Gender Identity:

- ☐ Female
☐ Male
☐ Non-binary
☐ Prefer to self-describe:

Race (check all that apply):

- ☐ American Indian/Alaska Native
☐ Asian
☐ Black or African American
☐ Native Hawaiian/Pacific Islander
☐ White
☐ Other:

Mobility Issues/Disabilities:

- ☐ I have no mobility issues/disabilities
☐ I have some mobility issues/disabilities
☐ I have many mobility issues/disabilities

In what areas did you experience growth as a result of your participation in this program? (check all that apply)

- ☐ Formed new/stronger relationships
☐ Increased mental engagement
☐ Increased physical activity
☐ Improved my creative expression
☐ Increased my knowledge of the art form/discipline
☐ Increased my skills in the art form/discipline
☐ Increased my appreciation of the art form/discipline
☐ Increased my confidence in creating art
☐ Increased my interest in learning more about this art form
☐ Increased my interest in learning more about other art forms
☐ Encouraged me to participate in other community activities
☐ Other; Please specify:

Tell the Story: Documentation

- + Images/video that tell a story
- + Exhibition and performances
- + Testimonials



Administrative Sustainability

Departments Involved in Creative Aging Programs:

- + Education
- + Community Engagement
- + Volunteer Services
- + Marketing/Communications
- + Development
- + Executive Leadership
- + Board



Fee Structures for Creative Aging Programs

	Pros	Cons
Free	Accessible	Requires funding/support
Pay What You Can (Donation)	When possible, folks can be very generous	Potentially doesn't fully support the program
Material Fee (Nominal)	Fosters buy-in	Doesn't fully support program
Sliding Scale	Equitable	Difficult to determine need without being intrusive
Full Fee	Fully supports your program	Reduces accessibility

Case Study:

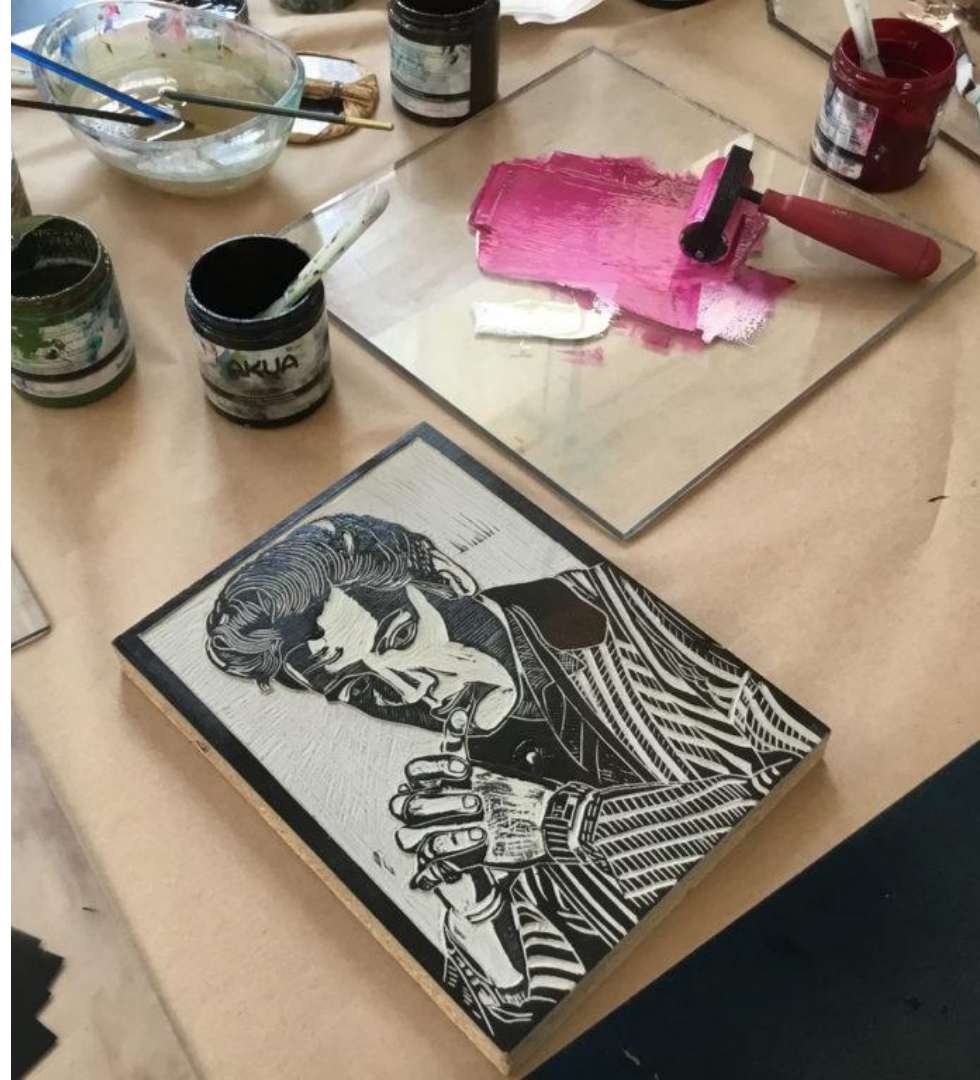
Garfield Park Conservatory

- + Established fee
- + Provided scholarships
- + Accessible application
- + 63% of participants = full or partial scholarship





Next Steps



Lifetime Arts Coaching + Technical Assistance

We can help!

- + 4 hours of coaching + technical assistance
- + Scheduled via Calendly in 30 minute intervals
- + Sessions can accommodate as many team members as needed
- + Email for quick answers to your questions

Coaching + Technical Assistance Topics

- + vision planning
- + partnership development
- + curriculum feedback
- + marketing, recruitment and registration strategies
- + logistics
- + programmatic troubleshooting
- + reflection sessions
- + and more!

Where to Start?

- + Vision planning (60 min)
- + First program plans review (30-60 min)
- + Mid-point reflection (30-60 min)
- + Technical assistance as issues arise (90 - 150 min)

Vision Planning

Before scheduling a vision planning session, we will ask you to complete a series of assessments, then answer some preliminary questions via our sign up form.

- + Debrief on types of assessments completed
- + Desired art form(s)
- + Identification of potential spaces, teaching artists, etc.
- + Accessibility considerations
- + Surprises, challenges, and concerns



Program Plans Review

If scheduling a consultation to review program plans, including curriculum, material lists and/or budget review, we will ask that you submit those documents for review in advance of the consultation session. We will provide written feedback and a follow up conversation to review best practices for this audience, including:

- + Age appropriate curriculum and materials
- + Sequential instruction with intentional social engagement
- + Art form specific recommendations for working with older adults

Reflection Session

This is an opportunity to reflect on and discuss the outcomes of your programs. We will review what was learned, what was successful, challenges that arose, and how to apply to lessons learned to your remaining programming. Before scheduling a reflection session, we will ask you:

- + A description of the programs that have already occurred
- + A reflection on specific challenges and successes that arose
- + Reflection on how to address challenges and leverage successes

Post-Training Portal Access

- + Portal will be updated with session recordings and presentation slides
- + Share code & registration guide with other staff at your museum; please do not share further

VAPAM-MUSEUM

- + Portal space available through April 1, 2024



Lifetime Arts Menu of Services

- + Professional Development + Training
 - o 6 hr virtual trainings for Staff and/or Teaching Artists
- + Presentations + Convenings
- + Coaching + Technical Assistance
 - o Program Development Coaching
 - o Curriculum Review and Coaching
- + Executive Consulting

Q&A Session



Homework

Please complete the **Training Evaluation Survey** via the
Lifetime Arts Service Portal.

Keep an eye out for next steps for coaching.

Lifetime Arts Social Media & Resources

Websites

- + **Official site:**
www.lifetimearts.org
- + **The Creative Aging Resource:**
www.creativeagingresource.org

Social Media

- + **Facebook:** www.facebook.com/lifetimearts
- + **Twitter:** @lifetimearts
- + **Instagram:** @lifetime_arts



Thank You!



Resources

AARP/Getty images “Disrupting Aging” collection: <https://www.gettyimages.com/collections/disruptaging>

Lifetime Arts Portal: <https://creativeagingportal.org/>

Portal Registration Guide:

https://creativeagingportal.org/wp-content/uploads/EAM_Lifetime-Arts-Creative-Aging-Portal-Registration-Guide.pdf

For support accessing the portal please email support@lifetimearts.org

Lifetime Arts Menu of Services:

<https://www.lifetimearts.org/wp-content/uploads/2022/07/Lifetime-Arts-Menu-of-Services-2022-23-Museum.ms.pdf>

Lifetime Arts Training Evaluation Survey: <https://www.surveymonkey.com/r/F8JWCYW>



Lifetime Arts

Media Credits

- + Pasadena Conservatory of Music, Pasadena, CA; Credit: Pasadena Conservatory of Music (Slide 1)
- + Day 1 Ageism Wall EAM_VAP 2022 Virtual Art Museums Training; Credit: Gahlia Eden (Slide 5)
- + Pullen Arts Center, Raleigh, NC; Credit: Pullen Arts Center (Slides 6, 12, & 36)
- + Albuquerque Museum, Albuquerque, NM; Credit: Albuquerque Museum (Slide 9)
- + Diana H. Jones Innovative Senior Center, Brooklyn, NY; Photo Credit: Julia Xanthos Liddy for The New York Community Trust (Slide 10)

Lifetime Arts' Creative Aging Foundations course has been made possible by:

E.A. Michelson Philanthropy and the New York State Council on the Arts

© 2020–2021 Lifetime Arts, Inc.

lifetimearts.org | creativeagingresource.org

Media Credits

- + Newtown Italian Neighborhood Senior Center, Queens, NY; Credit: Jeremy Amar for The New York Community (Slide 13)
- + The Neon Museum, Las Vegas, NV; Credit: The Neon Museum (Slide 14 & 16)
- + Minneapolis Institute of Art, Minneapolis, MN; Credit: Minneapolis Institute of Art (Slide 15)
- + Chandler Sunset Library, Chandler, AZ; Credit: Chandler Sunset Library (Slide 19)
- + Jacob Burns Media Arts Lab, Pleasantville, NY; Credit: Paige Grand Pre, JBFC (Slide 21)
- + Garfield Conservatory, Chicago, IL; Credit: Sara Cortes (Slides 22 & 43)

Lifetime Arts' Creative Aging Foundations course has been made possible by:

E.A. Michelson Philanthropy and the New York State Council on the Arts

Media Credits

- + Widener University: Osher Lifelong Learning Institute, Chester, PA; Credit: <https://www.widener.edu/> (Slide 23)
- + Casita Maria Center for the Arts & Education, Bronx, NY; Credit: Casita Maria Center for the Arts & Education (Slide 24)
- + Concourse Plaza, Bronx, NY; Credit: Jeremy Amar for The New York Community Trust (Slides 25 & 40)
- + Israel Neighborhood Senior Center, Bronx, NY; Photo Credit: Jeremy Amar (Slide 26)

Lifetime Arts' Creative Aging Foundations course has been made possible by:

E.A. Michelson Philanthropy and the New York State Council on the Arts

Media Credits

- + Speed Art Museum, Louisville, KY; Credit: Shantel Stubbs (Slide 33)
- + DellaMonica-Steinway Senior Center, Queens, NY; Credit: Julia Xanthos Liddy for The New York Community Trust (Slide 37)
- + Spring Creek Senior Partners, Brooklyn, NY; Credit: Jeremy Amar (Slide 39)
- + New York State Museum, Capital Region, NY; Credit: Julie Kline and Antonia Perez (Slide 43)
- + Los Angeles County Museum of Art (LACMA), Los Angeles, CA; Credit: LACMA (Slide 44)
- + Queens Public Library, Queens, NY; Credit: Andy Richter (Slide 52)
- + Mosholu Montefiore Senior Center, Bronx, NY; Credit: Jeremy Amar (Slide 53)

Lifetime Arts' Creative Aging Foundations course has been made possible by:

E.A. Michelson Philanthropy and the New York State Council on the Arts

Music

- + Opening & Closing Music: Ringo Starr's (82 yrs) "Let's Change The World" from his newest EP recorded during lockdown and released in 2021.
- + 30 second dance music was "Think it Over" by double-Grammy award winning singer/songwriter Cissy Houston. In 2020, at age 86 Houston (mother of Whitney Houston) was inducted into the NJ Hall of Fame, her induction was presented by her niece, Dionne Warwick. Cissy Houston will be 89 years old in September and remains active in her local hometown of Newark, NJ where she has been honored with a key to the city, and a street named after her. For more than fifty years, Houston has led the 200-member Youth Inspirational Choir at the New Hope Baptist Church in Newark.
- + Break music was "Do You Know the Way to San Jose" by singer, song writer, actor and TV personality Dionne Warwick. This is the re-recorded version from her new EP "Fresh Takes" which she just released this year at age 81. Warwick also recently started her Las Vegas Residency at The Stirling Room. Warwick is so active on twitter that many have dubbed her "Queen of Twitter"

