



Creative Aging Foundations for Art Museums

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

Day Two: February 16, 2023

Introductions



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Lifetime Arts Trainer



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Lifetime Arts Trainer

★ How might art-making and learning combat ageism? ★

Keeps your hands and your mind busy

Fights isolation

Creates opportunities for joy

Sense of belonging

Builds relationships and community

Intergenerational relationship building

Creating an environment that is true to the audiences we're trying to engage with

Offers safe space for growth

Art is ageless, everyone can be an artist, everyone can learn from each other

Connects families to each other and to community learning

Keeps us connected to culture and each other

Exposure to cultures that revere the roles of older adults in family and community

Confidence

Happiness and Safety

Visibility

Feeling welcome

Empowering



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

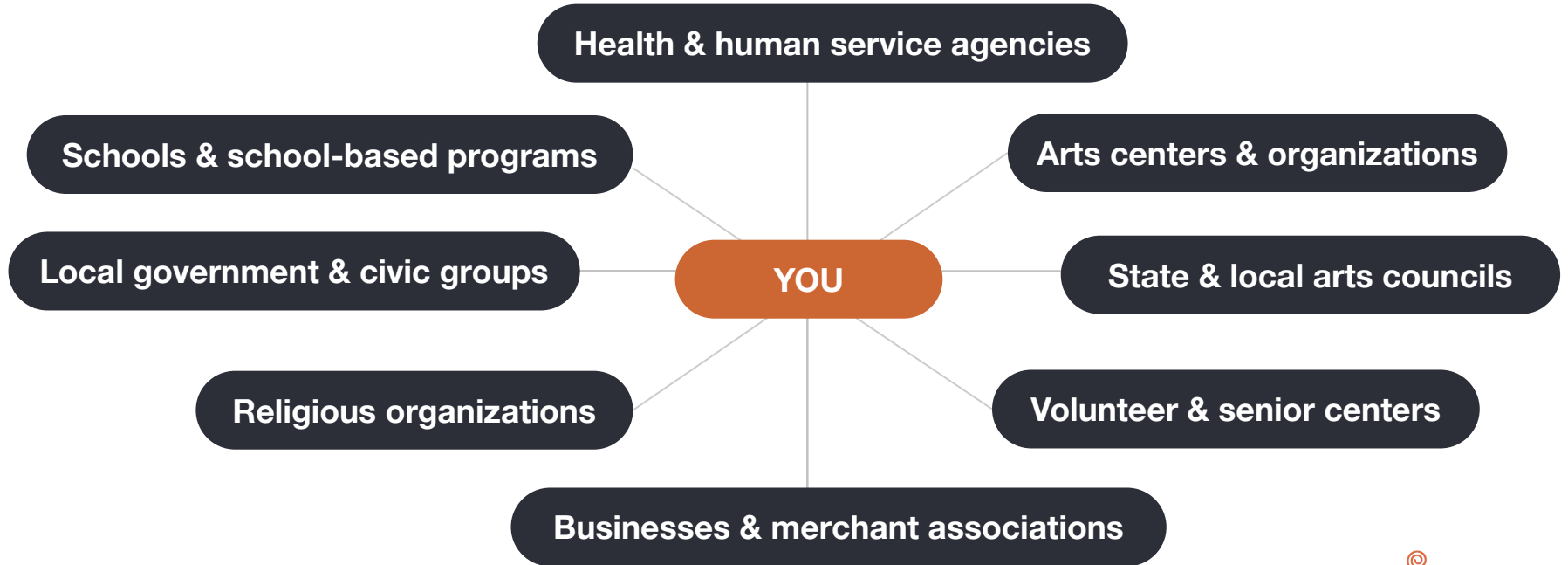


Social Engagement Demonstration

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
- + Collaborate to serve older adults
- + Be respectful of their capacity
- + Honor their relationships with your students
- + Offer resources on benefits of sequential programs
- + Get buy-in from all staff levels



Case Study:

Jacob Burns Film Center

- + Invest in a deeper relationship
- + Involve leadership
- + Partner can support recruitment & retention





Beyond Senior Centers

- + Libraries
- + Places of worship
- + Community centers
- + Club and volunteer organizations
- + Parks and recreation
- + Veterans associations and orgs

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



Lifetime Arts

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 Performance |
| <input type="checkbox"/> Playwriting | <input type="checkbox"/> Pottery | <input type="checkbox"/> Choral Performance |
| <input type="checkbox"/> Screenwriting | <input type="checkbox"/> Sculpture | <input type="checkbox"/> Vocal Performance |
| <input type="checkbox"/> Fiction Writing | <input type="checkbox"/> Jewelry Making | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Memoir | <input type="checkbox"/> Quilting | |
| <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



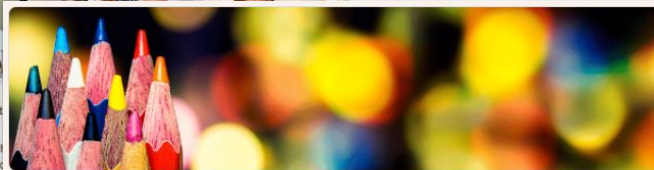
Creative Aging Survey: What free, professionally taught art classes would you like to see at your library?

- Woodworking
- Ceramics
- Something else?

Wyoming, like much of the country, has a growing concern that the health and social problems associated with aging can be better managed if we have more programs to 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 programs you would like to see offered/would like to attend.

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



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

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”

Looking for More

A desire for more fun in their lives is consistent for young and old, but other priorities shift with age: older adults particularly want more opportunities to connect with others and to find humor.

Q

What kinds of things do you want more of in your life right now? Please select up to FIVE.

TOP 5 (55+)



TOP 5 (<55)



Respondents could select from 14 options. Responses shown are the top 5 for each group. 2% of all respondents selected "None of these."

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+



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?

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



Case Study: Speed Museum

- + Identified partner organization to connect to new communities
- + Adapted Marketing away from “Art Speak”
- + Offered free memberships



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

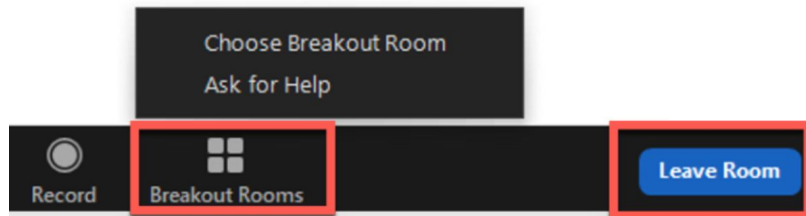
- + Established fee
- + Provided scholarships
- + Accessible application
- + 63% of participants = full or partial scholarship



What will creative aging look like at your museum?

Choose your breakout room!

1. **Community Partnerships:** Launch or strengthen to support creative aging programs
2. **Program Recruitment:** Current patrons and new communities
3. **Museum Collections:** Inspiration for creative aging programs
4. **Program Design and the Culminating Event**
5. **Teaching Artists:** Collaboration and Development
6. **Program Evaluation, Documentation and Sustainability**



Click **breakout room** at the bottom of your zoom toolbar to join a room. Click **leave room** to switch rooms or access tech support.

Next Steps



Lifetime Arts Coaching + Technical Assistance

We can help!

- + 4 hours of coaching + technical assistance
- + Scheduled via Calendly in 30-60 minute intervals
- + Sessions can accommodate as many team members as needed
- + Email for quick answers to your questions

Consultation Topics

- + Vision Planning
- + New Staff Orientation
- + Community Assessment
- + Partnership Development
- + Marketing, Recruitment and Registration Strategies
- + Curriculum Feedback
- + Logistics
- + Programmatic Troubleshooting
- + Reflection Sessions
- + And more!

Vision Planning

Available between **February 21 – April 7, 2023**. This approach helps align your goals with patron interests, and identifies potential challenges early on.

- + Analyze your proposal, and any changes you're considering
- + Debrief on community assessments
- + Identification of potential spaces, teaching artists, etc.
- + Accessibility considerations
- + Surprises, challenges, and concerns
- + Create a customized technical assistance plan

New Staff Orientation

If hiring a coordinator or new staff member to help manage these programs, we can help bring them up to speed and oriented around creative aging:

- + Supplement recorded trainings and resources
- + Get their immediate questions answered
- + Strategize next steps

Program Plans Review

Covers the fine details of program implementation, including:

- + Help identifying appropriate teaching artists
- + Curriculum and/or budget review
- + Art form specific recommendations for working with older adults
- + Logistics surrounding implementation (ex: classroom assessment, barriers to participation)

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, and challenges that arose
- + How to apply to lessons learned to your remaining programming

Sample Consultation Plan

- + Vision planning (60 min)
- + New staff orientation (60 min)
- + Partnership development (30 min)
- + First review of program plan (30-60 min)
- + Mid-point reflection (30-60 min)

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-B

- + Portal space available through August 31, 2024

Creative Aging Demonstration Class

Experience a truncated creative aging workshop, including demonstration of SAFE planning principles, program design best practices, and teaching techniques

- + **March 16, 12-1:30pm Eastern**
- + Lead by Visual Arts Teaching Artist Antonia Perez, with Lifetime Arts Senior Education Design and Trainer Annie Montgomery
- + Registration will be sent via email & Basecamp
- + REGISTRATION DEADLINE: March 9



Lifetime Arts Menu of Services

- + Professional Development + Training
 - 6 hr virtual trainings for Staff and/or Teaching Artists
- + Presentations + Convenings
- + Coaching + Technical Assistance
 - Program Development Coaching
 - 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)
- + Pullen Arts Center, Raleigh, NC; Credit: Pullen Arts Center (Slides 6, 12, & 32)
- + Minneapolis Institute of Art, Minneapolis, MN; Photo credit: Julie Bourman (Slide 9)
- + Diana H. Jones Innovative Senior Center, Brooklyn, NY; Photo Credit: Julia Xanthos Liddy for The New York Community Trust (Slide 10)

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Aroha Philanthropies and the New York State Council on the Arts

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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 20)
- + Garfield Conservatory, Chicago, IL; Credit: Sara Cortes (Slides 21 & 38)

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Media Credits

- + Casita Maria Center for the Arts & Education, Bronx, NY; Credit: Casita Maria Center for the Arts & Education (Slide 22)
- + Concourse Plaza, Bronx, NY; Credit: Jeremy Amar for The New York Community Trust (Slides 23 & 36)
- + Israel Neighborhood Senior Center, Bronx, NY; Photo Credit: Jeremy Amar (Slide 26)
- + DellaMonica-Steinway Senior Center, Queens, NY; Credit: Julia Xanthos Liddy for The New York Community Trust (Slide 33)

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Media Credits

- + Spring Creek Senior Partners, Brooklyn, NY; Credit: Jeremy Amar (Slide 35)
- + 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 40)
- + Queens Public Library, Queens, NY; Credit: Andy Richter (Slide 50)
- + Mosholu Montefiore Senior Center, Bronx, NY; Credit: Jeremy Amar (Slide 51)

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