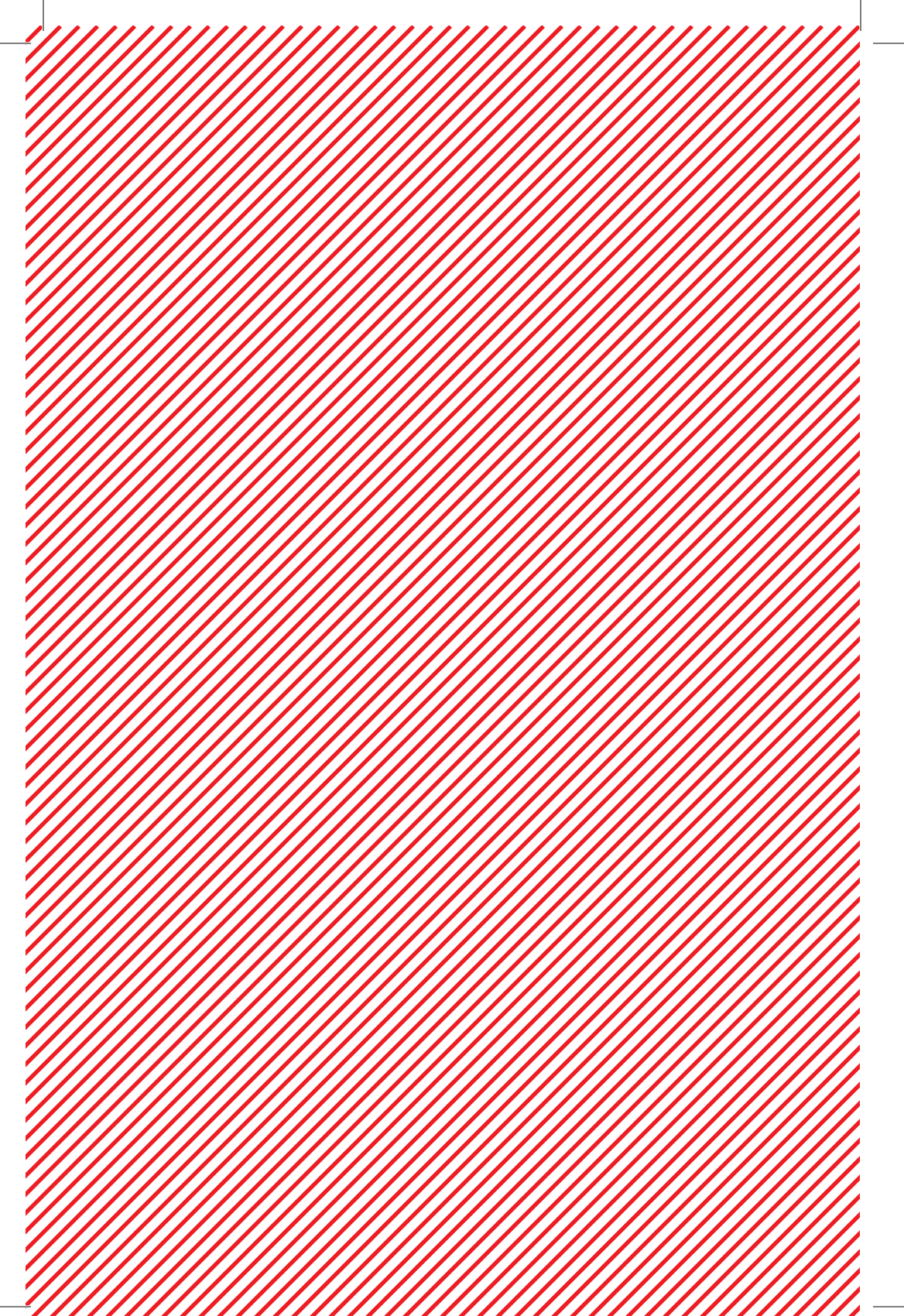


CODA



**ARTS LEADERSHIP**  
**NEW DIRECTIONS**

Rhodes College | Memphis, TN | October 25, 2007



## **CODA Program Description**

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Rhodes College's Center for Outreach in the Development of the Arts was established in 2005 with a generous grant from the Robert and Ruby Priddy Charitable Trust of Wichita Falls, Texas. CODA works with faculty, students and the college administration to integrate the arts into the broader curriculum, enhance the college's fine arts programs, create a rich arts environment on campus and in the community, and challenge all Rhodes students to view themselves as potential leaders in the arts.

Additionally, the CODA Fellows program is for liberal arts majors with a passion for the fine arts. The program fosters leadership, vision, communication skills and innovative thinking for future leaders in the arts. In collaboration with the Rhodes College community and its network of arts partners locally and nationwide, CODA strives to prepare these undergraduate students in the principles of aesthetics, cultural policy, and professional practice with which the arts invigorate culture and enlighten lives.

Each CODA Fellow receives an annual scholarship in return for 10 hours of service to the arts each week. Students fulfill this commitment by organizing solo and group projects on and off campus, conducting arts field research, participating in arts performances and productions, and engaging in arts advocacy workshops. Weekly seminars addressing current arts issues and project planning practices are included in the 10 hours.

Based on a 4 year progression of orientation of the local arts landscape, network building, project planning, and implementation, each CODA Fellow completes a Community Arts Project (CAP) with a local community organization as their culminating service contribution in their senior year that is designed to be sustainable beyond their graduation.

## **CODA Arts Leadership: New Directions Conference Objectives**

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- Demonstrate the role of the arts in building creative communities;
- Provide a program of professional development for arts students, emerging arts leaders and community members engaged in local arts initiatives;
- Provide a forum for exchange of ideas and best practices in arts leadership, including strategies of arts advocacy and current issues of cultural policy;
- Empower Rhodes College students and the broader Memphis community to view themselves as active contributors to their social environment as informed cultural arbiters;
- Provide Rhodes College students pertinent information toward their cultivation of careers in the arts, or as engaged arts supporters, beyond graduation and throughout their lifetime.

## Letter from the Director

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October 25, 2007

Dear Colleagues, Students, and Guests,

Welcome to a day of exploration of new directions in our work as arts leaders.

As Director of the Center for Outreach in the Development of the Arts at Rhodes College (CODA), it is my happy opportunity to host this symposium that aims toward a fresh look at arts pedagogy, management, and leadership, but also hopefully toward insight, renewal, and vision for our work.

As leaders in the arts, innovation is never optional, it is imperative. Our constantly changing society mandates that arts leaders must embrace new methods and chart new directions in our professional practice, our engagement with audiences and the presentation of our material every day. We welcome civic arts leaders, students, educators, arts advocates, and everyone with an abiding belief in the power of the arts to affect the context of our culture who have gathered here to learn about some of the exciting new directions being drawn today.

Thank you for joining us in this symposium and celebration of the role of the arts in building creative communities. We are very pleased to have you here, and we look forward to learning from all the insights you will inevitably contribute to our conversation.

Sincerely,



Timothy W. Sharp,

Director, Center for Outreach in the  
Development of the Arts (CODA),  
Dean of Fine Arts

## **Itinerary: Thursday 25 October 2007**

**(All Sessions in 051 Barret Library, Rhodes College)**

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### 8-9:15am: Registration and Breakfast

CODA Fellows and Rhodes staff welcome conference attendees;  
Breakfast buffet in the 'Middle Ground'

### 9:15-9:30am: Welcome and Introduction

Tim Sharp, Director, Rhodes College Center for Outreach in the Arts;  
John Weeden, Assistant Director, Rhodes College Center for Outreach in the Arts

### 9:30-10:00am: Session 1: Arts Community Partnerships

Presentation on how arts organizations impact communities through partnerships:  
Cathy Wilson, Director of Graduate Studies in Education, Memphis College of Art; Karleen Gardner, Curator of Education, Memphis Brooks Museum.

### 10:00-10:30am: Session 2: Arts Leadership Education Nationwide

Presentation on how universities nationwide are engaging arts leadership:  
Silagh White, Director of ArtsLehigh, Lehigh University.

### 10:45-11:45: Session 3: Creative Campuses and Community Impact

Panel discussion on how college campuses can make a difference in their city:  
Dr. Steven Tepper, Curb Center Vanderbilt University; Susan Schadt, President, ArtsMemphis; Ryan Fleur, President, Memphis Symphony Orchestra; Michael Ching, General and Artistic Director, Opera Memphis; Sanjit Sethi, Director of the MFA program at Memphis College of Art; CODA Fellows Andrew Whaley and Lauren Kennedy (both class of 2008).

### 12noon-2pm: Lunch and Arts Groups Information Fair

Arts Information Fair in Davis Court, Refectory  
Local arts groups present calendars of events, internship opportunities, etc.  
Lunch in Hyde Hall, Refectory (**Registration Required for Lunch Only**).

### 2:15-3:15pm: Session 4: Overview of CODA Program

New Directions in Undergraduate Arts Leadership  
John Weeden, CODA Assistant Director, and selected CODA Fellows.

### 3:30-4:30pm: Session 5: Student Arts Advocacy

Presentation on specific advocacy activities students can control:  
Rebecca Borden, Manager of Professional Development, Americans for the Arts;  
Amy Fitterer, President, Student Advocates for the Arts, Columbia University.

### 4:45-5:45pm: Session 6: A Life in the Arts

Panel discussion on arts careers outlook and insight with local arts workers and Rhodes arts alumni: Cookie Ewing, Artistic Director, Rhodes College McCoy Theatre; Jackie Nichols, Executive Director, Playhouse on the Square; David Lusk, Owner, David Lusk Gallery; Allison Smith, Director of Exhibitions, Gagosian Gallery; Anthony D. Lee, Artist; Jonathon Kirkscey, Musician.

### 5:45: Closing Remarks

## **Session 1: Arts Community Partnerships**

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### **What's the Big Deal About Art Education in Your Community?**

Dr. Cathy Wilson, Director of Graduate Studies in Education, Memphis College of Art; Karleen Gardner, Curator of Education, Memphis Brooks Museum of Art.

Throughout the course of history, creativity has always been significant to economic and cultural vitality. In today's global economy innovative people tend to move to areas that are open to new ideas, ethnically diverse, and intellectually stimulating. Communities that recognize and advocate the importance of cultural life and the arts are centers for economic growth and development. Research has shown that the best way to build a creative community is for partnerships to be developed with many arts and education organizations to ensure that the public is aware of the importance of the arts in building thriving, tolerant, diverse, culturally rich communities. In recent years, due to the drain on public arts education that has resulted from No Child Left Behind (NCLB), communities have begun to work assiduously to demand art education in public schools and create networking partnerships to strengthen the role of the arts in the community. This presentation will discuss how individuals, public school educators, museums, cultural organizations, and arts advocates must work in collaboration with each other. It is essential to become more aware of community needs and to be vocal and politically astute in order to build a creative society. Topics that will be discussed include how arts groups working together through education can help create academic links, improve social benefits, increase civic and cultural engagement, provide for economic and workforce development, and ultimately improve the quality of life within a community.

## **Session 2: Arts Leadership Education Nationwide**

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### **Best Practices of Arts Engagement Programs in Higher Education**

Silagh M. White, DMA – Administrative Director of ArtsLehigh, Lehigh University.

The research will present an assessment of arts engagement programs in 14 different campuses. These programs complement existing academic arts curriculum, arts centers and campus galleries. Arts engagement programs are integral to fostering a well-rounded creative campus.

The programs investigated have a variety of organizational structures; both in leadership and service to their campuses. They also have a diversity of activities, each unique to the institution it serves. The programmatic profiles illustrate many best practices for how arts engagement can be adapted/adopted to any institution of higher learning. By leveraging the experiences and lessons of these pioneering arts engagement programs, we can better educate our leaders to think more broadly about HOW and WHAT we're doing to engage all students in the arts.

This research elicits many important questions to consider:

- If students increasingly regard the arts as an expectation in their college experience, we fall short of that expectation if we only communicate arts courses available, or tickets to campus venues. How can we improve this?

- If higher education is the place for serious artists to receive their training, what are colleges doing to nurture the next generation of audience, and their cultural literacy?
- If the corporate world relates increasing concerns about the lack of creativity in the work force, what are universities doing to keep arts exploration open for its students?

### **Session 3: Creative Campuses and Community Impact**

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#### **Panel discussion on how campuses contribute to the cultural life of their city**

Moderated by Dr. Steven Tepper, Associate Director, Curb Center Vanderbilt University. Panelists include: Michael Ching, General and Artistic Director, Opera Memphis; Ryan Fleur, President, Memphis Symphony Orchestra; Lauren Kennedy, CODA Fellow; Susan Schadt, President, ArtsMemphis; Sanjit Sethi, Director of the MFA program at Memphis College of Art; Andrew Whaley, CODA Fellow.

#### **Lunch Break: Arts Groups Information Fair**

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Arts Information Fair in Davis Court, Refectory.

Local arts groups present calendars of events, internship opportunities, etc.

Arts Groups include:

ArtsMemphis: [www.artsmemphis.org](http://www.artsmemphis.org)

Ballet Memphis: [www.balletmemphis.org](http://www.balletmemphis.org)

Crittenden Arts Council: [www.crittendenarts.org](http://www.crittendenarts.org)

Cultural Development Foundation of Memphis: [www.cdfmemphis.org](http://www.cdfmemphis.org)

Folk Alliance: [www.folk.org](http://www.folk.org)

Germantown Performing Arts Center: [www.gpacweb.com](http://www.gpacweb.com)

Goner Records: [www.goner-records.com](http://www.goner-records.com)

Lantana Projects: [www.lantanaprojects.org](http://www.lantanaprojects.org)

Live From Memphis: [www.livefrommemphis.com](http://www.livefrommemphis.com)

Memphis Brooks Museum of Art: [www.brooksmuseum.org](http://www.brooksmuseum.org)

Memphis Digital Arts Co-op: [www.mediaco-op.org](http://www.mediaco-op.org)

Memphis Recording Academy: [www.grammy.com](http://www.grammy.com)

Memphis Symphony Orchestra: [www.memphissymphony.org](http://www.memphissymphony.org)

Opera Memphis: [www.operamemphis.org](http://www.operamemphis.org)

Playhouse on the Square: [www.playhouseonthesquare.org](http://www.playhouseonthesquare.org)

Voices of the South: [www.voicesofthesouth.org](http://www.voicesofthesouth.org)



## **Session 4: Overview of CODA Program**

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### **New Directions in Undergraduate Arts Leadership**

Moderated by John Weeden, Assistant Director, Rhodes College Center for Outreach in the Development of the Arts and selected CODA Fellows.

Weeden and students from the CODA program will address topics such as:

- History and motivation
- Program structures
- Impact on campus and community

\*Due to unforeseen circumstances, the original session by John Abodeely has been cancelled.

## **Session 5: Student Arts Advocacy**

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### **Cultivating Arts Advocates on Campus**

Rebecca Borden, Manager of Professional Development, Americans for the Arts; Amy Fitterer, President-elect, Student Advocates for the Arts, Teachers College, Columbia University.

When people think of creative communities, naturally they see the arts as a central component of that space. However, in order for the arts to exist, even to thrive in any setting, there has to be a supportive environment for them to flourish. Beyond having a skilled workforce of arts managers and artists, our sector also needs people who make the case for the arts and whose main focus is to influence cultural policies at the local, state and national levels – arts advocates. We know the arts are important, but what are we doing as citizens to practice what we preach?

This session will serve as a workshop on how to develop arts activists on campuses around the country. We will explore current programs such as Student Advocates for the Arts which unites and engages youth in grassroots arts advocacy as well as explore successful strategies for harnessing students with a passion for the arts into a national movement of arts voters through such tools as the Arts Action Fund. With a presidential election around the corner, the only way we will have arts-friendly politicians in our federal, state and local governments is if we organize and mobilize as a voting block today.

## **Session 6: A Life in the Arts**

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### **Panel discussion on arts careers outlook and insight with arts workers and alumni**

Moderated by John Weeden, Assistant Director,  
Rhodes College Center for Outreach in the Development of the Arts.

Panelists include: Cookie Ewing, Artistic Director, Rhodes College McCoy Theatre; Jonathon Kirkscey, Musician; Anthony D. Lee, Artist; David Lusk, Owner, David Lusk Gallery; Jackie Nichols, Founder and General Director, Playhouse on the Square; Allison Smith, Director of Exhibitions, Gagosian Gallery.

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## **2007 CODA Award for Outstanding Service to the Arts**

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Rhodes College's Center for the Outreach in the Development of the Arts is pleased and honored to present the 2007 CODA Arts Leadership Award to Live From Memphis. This award for "outstanding service to the arts," is given to the individual or group who best exemplifies the spirit of the arts in our community and who works to enhance the creative landscape of the city.

**Live From Memphis** is a grassroots organization representing Memphis music, film, and the arts. They support and promote local musicians, filmmakers, artists, and industry professionals who are the lifeblood of the Memphis creative scene. It is their goal to connect creatives, grow opportunities, and gain exposure for the creative culture of Memphis.

Live From Memphis is run by Christopher Reyes (Founder, 2000) and Sarah Fleming (Creative Director, 2003). Current projects include the **Li'l Film Fest** – a quarterly, theme-based festival focusing encouraging and inspiring local filmmakers; the **Music Video Showcase** – an annual event dedicated to highlight local musicians, bands, and filmmakers; **ArtRag** – a monthly published, large-format, full-color newsprint magazine that's all about local art; and of course **LiveFromMemphis.com** (the website that started it all), which currently hosts daily-updated news and event listings, "Look, Listen, Watch," and online archive of local music, films, and artists' galleries; Local's Only Radio; and the Memphis Music, Film & Arts directory – a user based, self-promotion platform currently supporting over 4000 individuals, organizations, and industry businesses. Additional programs run by Live From Memphis include **Capture Crew**, a team of video/audio production professionals that shoot and record local live events; **LFM U**, an intern program focusing on production and editing; and the **Memphis Film Families** (founding member).

**Christopher Reyes (Producer/DP/Editor)** received his BFA in design in 1992 and began his career in the early 1990's developing interactive music titles at Ardent Studios in Memphis, TN. Through Ardent he worked with music groups such as EMI, PolyGram, and CMG (Christian Music Group). He also worked with names like Philips Interactive, Lucas Arts, and Acclaim. After Ardent, Christopher went on to produce many interactive corporate titles for companies such as Texaco, Shell Chemicals, Crayola, FedEx and many more. In 2000 he founded Live From Memphis, LLC, a company whose mission is to support local musicians, filmmakers and artists by providing an artists directory, producing music videos, short films, documentaries and festivals—all of which are distributed online relying heavily on community participation and viral marketing.

**Sarah Fleming (Producer/Director)** received her M.A. in Communications from the University of Memphis and has over seven years of production experience. She has served as producer, director, videographer, and editor on a number of award-winning films and music videos. Porter Wagnor, the Secret Service, Lucero, and the United are just a few of the artist she has worked with recently. Over the past two years, she has been the Creative Director for Live From Memphis, LLC during which time she has produced many live music videos, EPKs, and flash-streaming audio/video for musicians. Other credits include her work with True Story Pictures, BFG Communications, Beale Street Caravan, the Greater Memphis Arts Council, and the CODA program at Rhodes College. Sarah Fleming is a champion of her hometown, and when not producing and directing film and video projects she can be found heading up the Music Video Showcase (part of the Indie Memphis Film Festival) and the Li'l Film Fest (both of which she co-founded with partner Christopher Reyes in 2005).

## **Conference Contact List**

- Rebecca Borden, Americans for the Arts: [rborden@artsusa.org](mailto:rborden@artsusa.org)
- Michael Ching, Opera Memphis: [michael@operamemphis.org](mailto:michael@operamemphis.org)
- Julia "Cookie" Ewing, Rhodes College McCoy Theatre: [ewing@rhodes.edu](mailto:ewing@rhodes.edu)
- Amy Fitterer, Student Advocates for the Arts, Columbia University: [aef2117@columbia.edu](mailto:aef2117@columbia.edu)
- Sarah Fleming / Christopher Reyes, Live From Memphis: [info@livefrommemphis.com](http://info@livefrommemphis.com)
- Ryan Fleur, Memphis Symphony Orchestra: [rfleur@memphissymphony.org](mailto:rfleur@memphissymphony.org)
- Karleen Gardner, Memphis Brooks Museum of Art: [Karleen.Gardner@brooksmuseum.org](mailto:Karleen.Gardner@brooksmuseum.org)
- Lauren Kennedy, CODA Fellow: [kenle@rhodes.edu](mailto:kenle@rhodes.edu)
- Jonathon Kirkscey, Musician: [jkirkscey@yahoo.com](mailto:jkirkscey@yahoo.com)
- Anthony D. Lee, Artist: [mrpnut77@hotmail.com](mailto:mrpnut77@hotmail.com)
- David Lusk, David Lusk Gallery: [david@davidluskgallery.com](mailto:david@davidluskgallery.com)
- Jackie Nichols, Playhouse on the Square: [info@playhouseonthesquare.com](mailto:info@playhouseonthesquare.com)
- Susan Schadt, ArtsMemphis: [sschadt@artsmemphis.org](mailto:sschadt@artsmemphis.org)
- Sanjit Sethi, Memphis College of Art: [ssethi@mca.edu](mailto:ssethi@mca.edu)
- Tim Sharp, Rhodes College CODA program: [sharp@rhodes.edu](mailto:sharp@rhodes.edu)
- Allison Smith, Gagolian Gallery, New York: [allison@gagolian.com](mailto:allison@gagolian.com)
- Steven Tepper, Curb Center, Vanderbilt University: [steven.j.tepper@vanderbilt.edu](mailto:steven.j.tepper@vanderbilt.edu)
- John Weeden, Rhodes College CODA program: [weedenj@rhodes.edu](mailto:weedenj@rhodes.edu)
- Andrew Whaley, CODA Fellow: [whaac@rhodes.edu](mailto:whaac@rhodes.edu)
- Silagh White, Arts Lehigh, Lehigh University: [siw205@lehigh.edu](mailto:siw205@lehigh.edu)
- Cathy Wilson, Memphis College of Art: [cwilson@mca.edu](mailto:cwilson@mca.edu)

For more information on the Rhodes College Center for Outreach in the Development of the Arts (CODA) program, visit [www.rhodes.edu/coda](http://www.rhodes.edu/coda). For prospective student fellowship information contact Rhodes College Admissions at 1-901-843-3700 or 1-800-844-5969.