

## Executive Director's Report

Prepared for Nov. 2019 Board meeting

**In an effort to streamline the E.D. reports**, you will notice formatting changes. Consistent feedback I have received from Trustees is that 1) reports are too long/detailed, 2) Important information which might deepen understanding of organization's efforts toward its goals may be lost among other details. Thus I am testing a new format with the goal of delivering most important developments or efforts in a Highlighted Activities section. These efforts will include more detail in order to more fully inform Trustees. Other ongoing updates will be bulleted in "at-a-glance" sections below that, followed by short reports from each of the department heads on progress/accomplishments of their departments at the end. Please let me know what you think about this new approach as these reports are for your use and should reflect your preferences for receiving the info.

### Highlighted Activities

First, a HUGE thank you to **David, Maureen, Etta and the rest of the Winograd family** for making Playing With Fire an unmitigated success. Folks were raving about the show and we sold more than \$30,000 worth of art, most importantly putting this art in the hands of collector and folks who are moved by Etta's incredible work.

In an effort to build organizational fundraising success to reach our sustainability goals, and having Sarah well oriented to the finance and facilities role, I am reallocating my time as discussed in my annual review. I am reducing the amount of time I spend on day to day operating activities, while remaining active in critical issues and staff management, and focusing my efforts on relationship development, knowledge growth and community partnerships.

To that end, I spend about 20% of my time visiting classrooms, observing teaching artists, meeting and learning about students, and building relationships which only come with presence in the classrooms. This work is guided by attempting to visit every classroom at least once during each term, introducing myself and sharing information about Center activities and our programs in the community and principally, listening and learning about our clients. I am also holding individual meetings with as many teaching artists and key students (long term and new, FR prospects and potential volunteers) as possible in an effort to better know our stakeholders and their stories.

I am also committed to meeting with individual board members. If you haven't heard from me or Pachy yet on scheduling a sit-down, you should anticipate it. I want get to know you better, what's important to you, and where you feel there are ways we can better serve the community and each other.

About 10% of my time is spent attending learning opportunities in and around two major areas, fundraising and evaluation. As a benefit of my connection to La Salle University, and its Non-profit Center, I can attend their classes and workshops at no cost. So far, I've attended one of the 4 workshops (and 2 webinars) I have scheduled for the year. I also recently attended the annual conference of the National Guild of Community Arts Education which featured sessions on fundraising, diversity/equity/inclusion, and data and evaluation. This opportunity always expands my national network of colleagues, a recognition of the Center by national leadership and results in a wealth of information I share with staff and others. Staff is also engaged in their own learning, attending offsite meetings and trainings.

20% of my time is spent developing external relationships and community partnerships. I've been attending community meetings (like Chamber Connect mtgs held at the Center) and art openings (a great one recently at Moderne Gallery gave me another opportunity to connect with Clara Hollander, founder of CraftNow), and have been tapped as a juror for the Wharton Eshrick Museum and panelist for Leadership Main Line, a program focused on building nonprofit board leadership from the corporate community. Other recent meetings include: Impact Center (dedicated to involving teens

and young adults in volunteerism, civic education and philanthropy), Uncommon Individual Foundation (discussion around partnering as their art programs provider in schools), Jenn Leach, psychologist and wife of State Senator Daylin Leach, Hillary Murray from the William Penn Foundation, and major donors Eleanor Davis (Connelly Foundation) and Judy Delfiner Mandell, Trustee of the Mandell Foundation. In addition we are in talks to partner with Artz Philadelphia and University of Pennsylvania Hospital's Memory Care Unit lead physician Dr. Anjan Chatterjee and Jefferson Hospitals Dr. Catherine Piersol to pilot a research project aimed at measuring the effects of art viewing and art making on folks living with Alzheimer's and Dementia.

Finally, in an effort to further our work with the Philadelphia schools, and following a connection **Anne Umbrecht** gave me I've met with Otis Hackney from the Mayor's office of Education which resulted in a meeting between some of our staff and Frank Machos, Director of the Office of Arts and Academic Enrichment at the School District of Philadelphia and his staff. This was a great kick off discussion around how we can expand our programs in schools and identify able partner schools. The city has a cohort program of schools they vet for a variety of unmet needs called Community Schools. The 17 schools in this program are all given a Community Program Coordinator and other administrative resources to help them partner with community organizations like ours. This was a productive meeting resulting in a better understanding of the Community Schools program and the tools they are using to form productive, effective partnerships to enhance the learning opportunities for their students. We've identified two schools Frank feels would be a good fit for us and are working to develop an application process for schools which will both clarify our partnership expectations and vet schools for appropriate capacities to make partnerships effective.

#### **Personnel Update**

- Sarah is reviewing applications of 10 building maintenance technician candidates
- Ariel and I decided to let Zack Simonson go as a result of performance issues. We are in the midst of phone screenings, having received a significant number of applications for the position
- Julia Krawicz ended her Drexel Coop, but we've retained her as a part-time (1 day /wk) employee

#### **Strategic Planning Update**

- Draft plan written and reviewed in meetings with Executive Committee
- Will be presented at the Nov 12<sup>th</sup> board meeting for feedback
- Refined draft will be presented to stakeholders in "road show" with Thomas and Joe Kluger

#### **Communications Update:**

- Winter Class promotion has begun, brochure hits in early November and Discovery postcards in early December
- Advertising the "gift of creativity" in local holiday guides to push gift certificates for holidays
- Julia continues to focus on our social media presence thru Instagram and facebook
- Realizing great success with Instagram promotions especially for late discovery additions (in response to other cancelled classes). \$50 of ads generated 14 discovery registrations (\$1650)
- Summer Camp brochure design is under way, our theme is Exploring New Worlds!

#### **Education Update:**

- Fall tuition goal [\$158,429] and exceeded it [\$162,456]
- YTD tuition income is \$186360 on a YTD budget of \$194,977, (making up \$12K of the \$20K gap created when the Yeshiva school realized our program was so successful that they needed to hire their own FT art teacher)

- Adult daytime enrollments are 500 of the 890 total registrations
- New kids classes inixed media, ceramics and comics are performing beyond our expectations
- Adult evening classes have continued downward trend 114 registrations this fall vs 134 last year. Have initiated a data study to assess adult evening registration trends over the last three years
- Increased community partner programs at both Elwyn and Carelink
- Catherine School administrative logistics remain an issue effecting that program (see Thomas' info regarding identifying good school partners above)

#### **Development Update:**

- Completed the Development Plan for FY2020 including a full year grant schedule
- Received, via Fidelity Charitable, a gift of 7,500 from Martha and John Lubell
- Received a personal gift from Julia Lewis of 24,000.00
- Received an additional art book donation from Julie and Henry Berkowitz
- Received \$25,000.00 in EITC funding
- Secured partnership with Brandywine Living
- Organized dinner to open Etta Winograd's Exhibition
- Crafted a guide for 'Initial Assessment of Project Participants' to gather data from students participating at various projects
- Extracted and analyzed data numbers for FY19 creating reports pertaining donors, student donors, class enrollment, membership enrollment, program participation and impact

#### **Exhibition Update:**

- Started the year strong with Playing With Fire (\$30K art sales)
- Paradox, the 16th Annual Betsy Meyer Memorial Exhibition opens on November 9th with the annual opening party on November 16th with artist talks beginning at 5:30. Please bring friends and family to the opening with you.
- Members' Exhibition opens in January. More 3-D submissions were received than ever before, likely the result of Playing With Fire's success
- 37 members of the Professional Artist Member (PAM) program with 25 juried into the show.
- PAM members will have access to several exclusive experiences this year: peer critique nights, curator led-tour of the Fox Historic Costume Collection at Drexel and multiple professional development lectures

#### **Finance and Facilities Update (Sarah Dennis):**

- Sink hole has been addressed with suggestion of contractor. Filled with sand and stone. Testing results at present. Still some minimal leakage with hard rains. Working with Jim Dugan and remaining issues.
- See Thomas' personnel section regarding maintenance position.
- Non-working Center van has been donated, saving us roughly \$2000 a year on auto insurance.
- The audit process nearly complete. We are working with Julian's new associate, Adam, who has presented first drafts which Thomas and I are reviewing.