

Executive Director's Report to the Board of Directors

Submitted for the March 10, 2020 meeting

Highlighted Activities

Jan. 14th the Center held a lecture and roundtable discussion on marketing one's art and getting into galleries. Artist and creator of the County Studio Tours, Jeff Shaller shared his personal journey into the national and international gallery scene. Following Jeff's presentation, I moderated a roundtable discussion and Q&A with panelists, Jeff Shaller, Sharon Ewing (Gross McCleaf Gallery) and Bob Aibel (Moderne Gallery) Attended by 35 students, professional and aspiring professional artists, three were first time visitors to the Center.

Jan 29th, in collaboration with the Arts Advocacy subcommittee of the Havertown Community Action Network (H-Can) the Center hosted a screening and panel discussion of I AM, a film produced by Art-Reach documenting the creative collaboration between 8 dancers from PA Ballet's second company and 6 students from the St. Katherine Special Education School. We had a crowd of more than 50 attend the screening, about 75% of whom self-identified as having been to the center before to participate in programming.

3rd week of February, Ariel and I met with leaders at the Perkins Art Center in Moorestown, NJ to learn about them and share ideas and strategies. We learned that we share many of the same opportunities and challenges and we picked up on a couple of ideas we are planning to try. We also talked about creating a consortium of centers that are similar in scope and size but are not direct competitors with one another.

Plans are underway for the unveiling of the Bob Finch Community Gallery, a space we are dedicating to a long time teaching artist, now retired. It is planned as a community driven exhibition space on the second and third floors and stairways, an informal gallery for students and teaching artists to use to celebrate both finished and unfinished work. Inspired by an idea Bob shared in 2016.

Staff met on Feb 26th to begin to plan year-long diversity activities and programming leading up to a celebration of Black History Month next year and beyond. Ideas are being shared and we are seeking business and arts partners to support programming that is more reflective of the interests and participation habits of a more diverse group of community members.

Personnel Highlights:

Welcome to Julianna LoMonaco, our new evening and weekend registrar who juggles work and volunteer opportunities at the Wharton Esherick Museum and The Woodmere Art museum and has a background in archival collections

Strategic Planning Update:

Draft 4 was prepared for the Executive Committee. Committee met with Joe Kluger on March 2, to share its thoughts regarding the plan. Consensus was the plan needed to be more concise and simpler in an effort to make the strategies more connected to the outcomes we seek. Joe will revise the plan accordingly.

Data Project:

Data capture/analytics/and web integration is a top strategic priority for the Center, one that the executive committee felt cannot wait until the strategic plan is ratified. Center has begun to search for a consultant to develop a needs assessment and recommendation to transition to a new database (CRM) solution. Target date for consultant contract is March 31st, projected recommendation report deadline is June 31st.

Department Updates

Education

Winter session ends mid-March and has strong tuition numbers. \$155K earned to date vs budget of \$149K.

Spring session trend of declining enrollment appears to be holding as early registrations are down a bit. Too early yet to estimate outcome. We are watching it closely and continue to push marketing efforts to effect more registrations.

Summer Camp and Teen Studio enrollment is booming. \$66K has been earned since registration opened, 20k more YTD than last year.

Outreach to local community schools and school partners from our Community Partner Programs to kick off Expedition Exhibition has begun. This program brings school groups into the galleries for tours and hands on art making workshops related to the art in the galleries. If you have a group or school that you would suggest please let Ariel know!

Exhibition

Professional Artist Members' (PAM) exhibition opens Friday, March 13. Opening reception runs from 5:30-8pm. Juried show featuring 25 professional artist members. We've focused on strengthening the value of the PAM program, a recent example is our second peer critique which doubled attendance over the first and an upcoming spring social at a member's house.

Spring show, *Common Thread* is an exhibition of artwork by our teaching artists, young artists (ages 5-16), and artists from our community partner programs. Together, in one exhibition, these works exemplify the diversity of our community while exploring what it means to be an artist. Save the date for the opening reception on April 24 from 4:30-7pm.

September 2020 - we present a juried exhibition exploring issues around the ratification of the 19th amendment, and the women's rights movement then and now. Show will consist of 19 contemporary women/female-identifying artists. Application opens 3/7/20.

Communication:

Main Line Parent and Philadelphia Families Camp Fair was a big success. We spoke with close to 500 families about our "Exploring New Worlds" Summer Camp, while children created their own art on our table cloth (always a big hit). We are up 76 registrations YTD compared to last year.

We are updating the navigation on our mobile site to bring it up to industry standards and improve the end-user experience.

We ran 2 complimentary full page ads in the quarterly Havertown Newsletter with included our full schedule of classes including kids and family, Discovery, Fundamentals and workshops. Great visibly for spring session!

Continuing to run ads on WHY