



Arts Education Committee Meeting

Tuesday, November 16, 2021, 1:30-2:30pm

Zoom Meeting

<https://us02web.zoom.us/j/82072451761?pwd=Y3dKeU1DMGpLMmlCMERqSEN4bzVyZz09>

In attendance: Taylor Gamache, Lauren Genta, Melinda Johns, Rachel Kahn-Fogel, Rebecca Schwarz, Melissa Steady, Dana vanderHeyden, Chris Vaughn, Kiersten Williams

- Intros- Melissa
- Public Forum
- Art From the Heart- Rebecca
- Gallery Education- Melinda
- BCA Studios
 - Adult Classes- Kiersten
 - Adult Studio Membership- Chris
 - Youth, Teen & Family Classes- Lauren

FY'22 Proposed future meetings:

- Tuesday, Jan. 18 from 1:30-2:30pm before BCA Board Meeting from 3-5 pm
- Tuesday, March 15 from 1:30-2:30pm before BCA Board meeting from 3-5pm

Arts Education Committee

The Arts Education Committee includes BCA board members and non-board members and meets 6 times annually. Members of the Arts Education Committee provide experience and expertise in various aspects of life-long learning and connect BCA programs to trends and themes in arts education. The committee evaluates, advises and guides BCA's art education programs, including studio classes, camps, off-site residency programs, gallery education visits and the Art from the Heart program at the UVM Medical Center.

ART FROM THE HEART- Rebecca

Art from the Heart is continuing to work with volunteers on Tuesday afternoons at the BCA Center making kits and special projects to support people at the hospital and offer volunteers multiple ways of connecting while they are still unable to join at the hospital.

Recent work at the BCA Center includes:

- 500 art kits for the pediatric vaccine clinic
- Bereavement support Fingerprint pendants & Memory books
- Art kits - making kits for distribution on the units, and improving art kit project guides: recent new additions and in development: Model Magic, Friendship bracelets, Acrylic painting, Washi tape, collage
- Meditation/Prayer bracelets

Art from the Heart continues to be unable to bring on new volunteers at the hospital as the hospital remains cautious and will be hiring a part time volunteer coordinator position soon. This was formerly a full time position, with a full time support person, and a full time head of volunteer services - all three of these positions will now be part-time or held by people with additional responsibilities.

With only returning volunteers AFTH has been able to resume up to six pediatrics waiting room shifts each week, and 1-2 shifts per week visiting adult waiting room spaces: outpatient surgery, main lobby, and oncology clinic.

For Halloween AFTH gifted 120 people (almost entirely staff) with Halloween stickers for their masks. (handlebar mustaches, smiling mouths, cat whisker mouths), most of the rest and renewal 'Zen Dens' have been discontinued, however Art from the Heart maintains art supplies and an installation in the lab break room, and was recently asked to create a new 'Zen Den' for Baird 3.

GALLERY EDUCATION- Melinda Johns

See.Think.Do! Programs and Tours Sept – Nov 2021

Attendance: 9 Group visits/ 96 students / 25 teachers Total: 121

(63.5% increase from June-Aug total 74) 67% are Burlington residents

Fall Exhibitions October 22 – February 5

- YMCA Preschool / 14 students and 3 teachers / BTV Group
- The Family Room Preschool (Partnership) / 8 students and 4 teachers / BTV Group
- Vermont Day School 4th/5th Grade / 8 students and 2 teachers
- Burlington High School (Cultivating Partnership) / Two groups total 24 students and 1 teacher / BTV Groups
- Bridging Program (Partnership) / Two group visits total 16 students and 14 teachers

UVM / Two group tours total 26 students and 1 professor / BTV Groups

Upcoming scheduled STD and Outreach:

- Bridging Program / December 6 and 13 / estimated 15 students and 16 teachers
- Fall 2021 Exhibitions invite to 30 BTV schools and four partnership groups: The Family Room Preschool, Sara Holbrook Community Center, Bridging Program, Burlington High School.

*See Think Do! Gallery Activity Guide / 50 distribute to visitors October-November

Scholarship

- Total scholarship award: \$250.00 / Fee \$5/student
- 4 groups received full scholarship / 3 were BTV
- 50 students received full scholarship, 90% (45) were BTV

Family Art Saturday

- 78 participants Sept/Oct (35% increase from June-Aug total 58)
- September 25 / w/ *Bubblegum Pop* Exhibiting Artist Matt Neckers / 41 participants
- October 23 / Fall Exhibitions 2021 / 37 participants

Upcoming FAS programs:

November 27 / Fall Exhibitions 2021 TBD

January 22 / Fall Exhibitions 2021

See.Think.Do! and Family Art Saturday Program Survey Testimonials:

I felt very welcome and would want to come back again. - VDS student age 10 / STD

Thank you for helping us organize the trip! It was such a rich, engaging experience. I will absolutely recommend the [See.Think.Do!](#) program to colleagues. – VDS teacher / STD

ADULT PROGRAMS – Kiersten Williams

FALL ADULT 2021

We are wrapping up our Fall 2021 season of adult classes. It was great to see so many students back in the studios. We still had COVID challenges with teachers canceling or needing subs, capacity issues and lots and lots of questions around every changing mask and vaccination policies, but overall we had a very successful season.

- This fall we offered 48 total Adult Classes – 30 ran at full capacity, many with large waiting lists. That means 62% of our classes were full! Out of 254 available seats, we

sold 240 seats. Only 2 of the 48 classes were canceled (InDesign Books, low enrollment & Still Life Workshop, was full but there were COVID concerns that led to canceling).

- This is getting very close to our pre-COVID numbers already – we offered 51 Adult Class in Fall 2019, and ended up with 378 students overall.
- Net Total of \$43,942 in income for Fall 2021 Adult Classes (NOT gross total -this doesn't include scholarships given out)
- Adult Classes Fall Breakdown:
 - ✓ 11 Clay Classes, including the return of our Friday Adult Clay that we haven't run since pre-COVID
 - ✓ 3 Digital Classes including 2 brand new Digital design classes in Photoshop, Illustrator & InDesign, which we haven't run in our recent history. These are taught by a brand new artist to the area and new hire James Beihl. This will all be taking place in our updated Digital Lab with 6 new iMac Minis and brand new software.
 - ✓ 2 Darkroom Photo Classes
 - ✓ 13 Drawing & Painting Classes, which also includes the return of Life Drawing that hasn't run since before the pandemic
 - ✓ 2 Jewelry Classes – first in-person since pre-pandemic!
 - ✓ 3 Printmaking Classes
 - ✓ 6 Artist Professional Development workshops
 - ✓ 8 Home Studio (virtual) classes with everything from Drawing to Jewelry Making
- In addition to all of these “catalogue” classes, we ran 4 “contracted” classes for community groups, including Dragon Heart Vermont and Inclusive Arts.
- Also, students in our “core” classes enjoyed use of open studio again during their class weeks. We plan on continuing this for the Winter/Spring.

WINTER/SPRING ADULT 2022:

We are gearing up for a busy Winter/Spring session of Adult Classes, our historically busiest season. Class registration opens on our website Monday, December 6th. These classes run from mid-January to early June.

- We are offering 64 Adult Classes this Winter/Spring, which comes to 441 seats (spots for students).
 - ✓ 17 Clay Classes (182 seats)
 - ✓ 7 Print Classes (42 seats)
 - ✓ 14 Drawing & Painting Classes (84 seats)
 - ✓ 9 Photo & Digital Classes (54 seats)
 - ✓ 6 Jewelry Classes (24 seats)
 - ✓ 6 Professional Development Workshops (5 seats)

- ✓ 5 Home Studio Classes (50 seats)
- Some highlights of upcoming classes are – a new Colored Pencil Workshop, beginner painting Home Studio class, InDesign and Photoshop digital classes, a Digital Illustration class and Pen & Ink workshop.

OTHER NOTES: We are on the hunt for Darkroom Teaching Artists and Jewelry Teaching Artists. For the first time since I've worked here, we have more classes than available teachers, we are feeling the workforce challenges just like every other sector. I do have a couple of viable candidates that I will be interviewing in December, but our staffing issues are concerning.

ADULT CLAY STUDIO MEMBERSHIP- Chris

Clay Studio membership is operating at pre-Covid levels with a full roster and 36 weekly hours of drop-in style open studio hours for all members and students.

Membership Numbers:

- Total overall members = 77
- Total members excluding student extensions = 58
- 19 students extended their studio use through the end of the season after class ended
- Of our 59 "core" members
 - 43 are ongoing members who are grandfathered in to our old system
 - 6 are pre-Covid members who got a one-time bypass of the lottery
 - 10 got seats through the lottery

17 Studio Assistants

Financial Numbers:

- Total Membership Revenue = \$1,389.50 as of 11/15. There's still up to \$800 that may come in.
- Total Scholarships awarded for Membership: \$1,185
- Total Credit applied (pre-Covid carryovers, class cancellations, etc): \$405.50

Despite the challenges and uncertainty of the ongoing pandemic, Clay Studio membership has enjoyed an overall sense of normalcy this fall season. We are back to pre-Covid attendance levels and open studio hours are once again drop-in style. Our fall schedule offers students and members 36 hours per week of access. We have maintained two Studio Assistants per shift to allow for a low threshold for call-outs while preventing programming cancellations. This has continued to serve us well, as we have experienced minimal scheduling issues. This is a pandemic pivot/measure that I expect will become standard practice.

Our seasonal model is in its second season and is proving to be a great improvement over our former monthly model.

This fall season marked the first time studio membership has been scholarship eligible (a change made possible by the switch to seasonal membership). This fall we awarded \$1,185 in full and partial studio membership scholarships to 6 recipients.

This season also marked the first membership lottery. 10 members were selected for single-season membership from 38 entries. The rollout of the lottery/single-season membership has gone amazingly smooth. The feedback from those who participated in the lottery was that this new system is much preferred to the former chronological waitlist. Feedback from existing members has also been positive - the new members are a welcome addition to the studio!

Next Friday (11/26) we will open our lottery registration for the Winter/Spring 2022 season with at least 17 seats available. Registration for the lottery will remain open for a week, and winners will be selected using a random number generator on Saturday 12/4. Information about the lottery will be sent directly to: all current single-season members, all current students, all individuals who have inquired about studio membership since the last lottery (currently 34). Spreading the word about the studio membership lottery will also be supported by BCA's Communications team.

In addition to all the great things happening in the studio, the fall season hasn't come without challenges. Clay prices have increased drastically due to the increasing cost of raw materials and freight, and many of the other products we rely on have gotten more expensive and harder to get. All said, it is significantly more challenging to keep the studio well stocked than in pre-Covid times.

YOUTH AND FAMILY PROGRAMS – Lauren Genta

FALL 2021: What a fall it's been! Feeling really proud to have sold out nearly all of our youth, teen, and family programs. This has demonstrated that we are being as responsive as possible to the needs of our community as best we can (while balancing adult programming and open studio hours). From a programming perspective, this is also an opportunity to learn from the other examples and think critically about if and how we retool other offerings, ie: Kids Hop.

Fall Programming Overview (8 Total Offerings)- 107 students, \$3,175 net income

- Teen Darkroom Photography – Sold out within 3 days and had a large waitlist
- Friday Teen Wheel – A new clay studio program providing teens drop-in studio; with the creation of this class, we now offer Friday night drop-in opportunities to all community members. Two families specifically noted registering their students as a way of expanding their friendship and social circles. Sold out all dates
- Friday Family Clay – First time offering since the pandemic, sold out all dates
- Pottery (Ages 6-12) – A new clay studio program, 4 week long Sunday afternoon class covering wheel and hand building techniques. Sold out all dates with a small waitlist

- DIY Halloween Costume – a mainstay in recent years, this is a daylong program during Burlington School District’s October In-Service day; registrations averaged what they have in past years
- 3 Family Workshops – Family Studio Art @ Kids Hop received more engagement by families dropping in, Family Paint had low attendance of only 2 families (3 registered), where as Family Printmaking had high attendance with a sold out 8 families registered

Community Programs Overview

- Integrated Arts Academy – We are close to finalizing the schedule for IAA’s Fill the Bowl project and fundraiser. We are looking forward to welcoming their 3rd grade students back into the studio this December. As a result of COVID, their fundraiser will be in the spring and likely be an outdoor artist market.
- Head Start Arts Integration - Our partnership with Champlain Valley Head Start is evolving this year and both of our previous partnership sites, Sara Holbrook and King Street Center, are undergoing leadership and staffing transitions. We did just receive word that two other Burlington-based sites, Franklin Square and Riverside Early Learning Centers, are interested in partnering with us this year in place of the others so we will still be able to move forward with a grant application to the Vermont Arts Council. We have previously worked with Franklin Square, and Riverside is a new(er) Champlain Valley Head Start site which opened at the start of COVID and this will mark a new partner for BCA.

WINTER/SPRING 2022: Registration for Winter/Spring classes goes live on December 6, and we’ve already begun summer camp programming! New this year, we’ll be offering both Winter AND Spring School Break camp weeks in February and April, this is a full additional week of programming for families. In past years we’ve tried different models (ie: full week enrollment, a la cart days, etc) of how we program these weeks. This year we are modeling these after our successful summer camp model of half-day offerings and adding after care, providing families the opportunity to build a full-day of childcare coverage. Teen programming is in huge demand and we have also expanded to offer a camp each week for Ages 12-18. Additionally, with the exception of Pottery, we have offered different offerings each break week to appeal to students who want/need to enroll in both weeks.

Winter/Spring Programming Overview

- Teen Drawing – New class! Designed for students building their art portfolio, this class encourages students to develop a deeper understanding of professional 2-D artistic techniques including charcoal, live figure drawing, and perspective
- Friday Teen Wheel – This proved to be successful this season and so we will be adding an additional week for a total of 4 dates of Friday Teen Wheel
- Friday Family Clay – We’ll be offering 6 dates of Friday Family Clay
- 2 Family Workshops – We’ll be offering Family Cardmaking centering around DIY Valentines, and Family Jewelry
- February School Break Camps (February 21-25)

- For Ages 6-8: Pottery, Cartoons
 - For Ages 9-11: Pottery, Eco Art (New class!)
 - For Ages 12-18: Darkroom Photography
 - Aftercare Art Club (Ages 6-11)
- April School Break Camps (April 18-22)
 - For Ages 6-8: Pottery, Mini Worlds
 - For Ages 9-11: Pottery, Digital Illustration
 - For Ages 12-18: Printmaking
 - After Art Club (Ages 6-11)

Community Programs Overview

- Highlight 2021 – 405 Warehouse will be a destination for Family Programming during Highlight with Circus Smirkus performing; we'll be offering a make n' take for families
- Burling School District Children's Art Exhibition – We'll soon begin conversations with our partnering educators in the district regarding this year's exhibition.

Other Notes: An ongoing challenge shared by Kiersten and I both has centered around staffing and safety concerns as we experience an uptick in COVID -19 cases. Without the city/state having a mask mandate or vaccination policy for students, we've seen hesitancy and concern around teaching, meaning we have had an increase in substitutes or last minute staffing changes. I am grateful for leadership's response of acting with grace, and for the collaboration within our team to brainstorm alternative plans and new staffing to still provide our scheduled programming. Another challenge is recruiting new staff; we currently have postings up for Darkroom, Pottery, and Fine Metal Jewelry Teaching Artists and for Teaching Assistants.