Maryland State Arts Council

Professional Development Series

ENVISION
FOCUSING ON POSSIBILITIES
ENVISION
FOCUSED ON POSSIBILITIES

DIGITAL SHARING

MSAC
(410) 767-6555 | MSAC.ORG
Using Google Meet
Audio & Video

To mute/resume your audio, hit the mute button on the bottom left of center

To pause/resume video, hit the video button on the bottom right of center

*6 if calling in
In the upper right corner of your meeting screen, you will find the tab for the chat box.

Chat messages will be displayed for all attendees.
Any URLs will be shared in the Chat box.

In the upper right corner of your meeting screen, you will find the tab for the chat box.
Closed Caption

You can turn captions on at the bottom right of the screen.
The live captioning will differentiate which attendee is speaking.
To leave the meeting, you can press the phone icon at the bottom center of the screen.
Reference Shot of Features

- View meeting participants
- Chat with meeting participants
- Pin a participant
- Remove a participant
- See additional settings, such as recording the meeting, changing your video resolution, and changing layout

Team meeting

- Share meeting details with guests
- Turn microphone on or off
- Leave meeting
- Turn camera on or off
- Share your screen or give presentations
Equity and Justice

The Maryland State Arts Council (MSAC) celebrates our state's diversity and promotes the role of the arts to connect people, bridge our differences, and inspire an appreciation of our shared humanity. Because the arts have the power to transform individuals and communities, MSAC is committed to advancing diversity, equity, and inclusion in all aspects of our organization and across all the communities of our state, and in supporting our partners in modeling the same commitment.
**Vision**

The Maryland State Arts Council plays an essential role ensuring every person has access to the transformative power of the arts.

**Mission**

Maryland State Arts Council advances the arts in our state by providing leadership that champions creative expression, diverse programming, equitable access, lifelong learning, and the arts as a celebrated contributor to the quality of life for all the people of Maryland.
Goal 1. Increase Participation: Broaden MSAC’s constituency, providing avenues designed to increase pathways to engagement

Goal 2. Provide Intentional Support: Embrace thoughtful and targeted approaches to serving known and yet to be known MSAC constituents

Goal 3. Build Capacity: Work strategically to further build organizational and governance capacity to ensure that MSAC is capable of vigorously delivering on its mission

Goal 4. Leverage Connections: Further enhance current relationships and involve additional partners, collaborators, and constituents who will benefit from and advance the work of MSAC

Goal 5. Bolster Maryland Arts: Showcase the high caliber, diverse and relevant work of Maryland’s artists and arts organizations; their contributions to community vitality and MSAC’s role as a catalyst
Creative Meeting Actions

**Celebrate** being in the space with other creative people.
**Engage** with everyone’s presence as a gift.
**Acknowledge** that together we know a lot.
**Enter** the conversation with curiosity and inquiry.
**Share** your idea and trust that it will be heard.
**Use** “I” statements.
**Focus** your language on the task at hand.
**Hold** one another accountable with care.
**Apply** “Yes, and!” - "I hear your idea and I'm going to add to it!"
**Balance** speaking and listening.
Welcome!
Gamynne Guillotte, Baltimore Museum of Art
Online Engagement at the Baltimore Museum of Art

Gamynne Guillotte
Chief Education Officer
gguillotte@artbma.org
Necessity of Tomorrow(s) Lecture Series

Tomorrow, mayoral debates are more popular than football.

Tomorrow, we buy houses for the homeless.

Ta-Nehisi Coates
Afro-Futures
Necessity of Tomorrow(s) 2.0

TOMORROW, ARTISTS ARE ESSENTIAL WORKERS.

BMA SALON AND BMA SCREENING ROOM BRING YOU WORKS OF ART FROM BALTIMORE AREA ARTISTS

THE NECESSITY OF TOMORROW(S)
tonmors.artbma.org
2020 Vision
BMA and National Museum of Women in the Arts collaboration

BMA x NMWA

ART IN PROTEST
Art Break Live

Artists’ Dogs
MAKE YOUR OWN WATERCOLOR DYE WITH COFFEE

Did you know that you can make your own dye? Artist Sh-comments Smith created the sculpture Grace Stands. Besides using clothes collected from Baltimore residents, during the process of making her sculptures, she often dyed fabrics to change or enhance their colors. Take an up-close look at the sculpture at artbma.org/greene. Artists sometimes make their own materials to create a work of art. Using Sh-comments Smith’s process as inspiration, let’s make our own watercolor dye with coffee.

INSTRUCTIONS:
1. Get an adult to help you brew coffee. Using 3 tablespoons of coffee and 1 cup of water, this process works, too!
2. Pour the brewed coffee into a glass or mug.
3. When the coffee cools down, your watercolor dye is ready. Start painting!

TIPS:
Make different shades of dye by adding more water to the coffee. The more water you add, the lighter the coffee will be.

Use other painting tools like pencils, crayons, or markers to finalize your masterpiece. The possibilities are endless!

MINDFUL LISTENING TO MUSIC

It can be hard to stay focused with so many distractions in our lives. Practicing mindful listening as a family can build connections and help family members get in touch with their thoughts and feelings. Today, we will practice mindful listening to music, inspired by the work and music favorites of artist Valerie Maynard. Maynard surrounds herself with music and books. Renowned artists including Steve Winwood, Lena Home, and Tony Morrison own pieces of her work.

1. Gather the family and find a comfortable spot. You can sit on chairs, a couch, or the floor. You can also lay down.
2. Choose a song. This can be a song that is familiar to the group or one that you’ve never heard before.
3. Take 3 deep breaths. Breathe in through your nose and out through your mouth. Remember to breathe slowly—no need to rush.
4. Play the song. Listen closely. Feel the music. Your eyes can be open or closed.
5. After listening to the song, ask each other:
   a. How did the song make you feel? Did your feelings change during the song or did they stay the same?
   b. Did the song have a singer? What changes did you notice in their voice?
   c. Can you name some of the instruments you heard in the song?
   d. Did you find this exercise difficult or easy? Why?
   e. If you closed your eyes during the song, what images did you see in your mind?
   f. If you kept your eyes open during the song, what objects or people captured your attention?

DID YOU KNOW?
Listening to music can lessen feelings of stress, anxiety, and physical pain. For more, see Wikipedia.org/wiki/Effects_of_music.

GET INSPIRED
Take a virtual tour of the Valerie Maynard: Lost and Found exhibition: artbma.org/maynard/tour

ARTBMA.ORG
Lessons Learned

- Hybrid approach: both pre-recorded and live
- Matching platform to content
- Close alignment between digital team and content producers
- Everyone is an online content producer, now!
Find out more

@artbma

artBMA

tomorrows.artbma.org
Thank You!

Gamynne Guillotte
Chief Education Officer
gguillotte@artbma.org
Lisa Gallant, VisArts
Q Ragsdale and Chris Wertz, MD Film Festival, SNF Parkway Theatre
LESNES LEARNED

Digital Engagement in times of COVID-19
Hi!👋🏿👋
We're the SNF Parkway Marketing Team!

Q. RAGSDALE
DIR. MARKETING & INNOVATION

CHRIS WERTZ
MARKETING & MEMBERSHIP ASSOCIATE
Our Talk Today

WHAT WORKS
WHAT DOESN'T WORK
CHALLENGES

- Membership
- Customer Service
- User Experience
- Marketing

Topics We'll Cover
What is the SNF Parkway?
Just in case you were wondering!

We are Baltimore's nonprofit movie theatre and film organization that hosts the Maryland Film Festival.
**FILM & EVENT SCHEDULE**
**JUNE 12–21, 2020**

<table>
<thead>
<tr>
<th>FRIDAY 6/12</th>
<th>SATURDAY 6/13</th>
<th>SUNDAY 6/14</th>
<th>MONDAY 6/15</th>
<th>TUESDAY 6/16</th>
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</thead>
<tbody>
<tr>
<td>OPENING NIGHT LIVE EVENT</td>
<td>4:00 PM LAND MINE 7:00 PM CRESTONE</td>
<td>3:00 PM EL FATHER PLAYING HIMSELF 7:00 PM TEDDY OUT OF TUNE</td>
<td>7:00 PM RAF</td>
<td>7:00 PM TAHARA *</td>
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<tr>
<td>6:00 PM BALTIC SHORTS 8:30 PM DARK CITY BENEATH THE BEAT</td>
<td>SHORTS RELEASE *</td>
<td>SHORTS RELEASE *</td>
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<tr>
<td>SHORTS RELEASE *</td>
<td>ANIMATED SHORTS</td>
<td>DOCUMENTARY SHORTS</td>
<td>UNORTHODOX SHORTS</td>
<td>NARRATIVE FRONTIERS SHORTS</td>
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<tr>
<td>SHO LGBTQ SHORTS</td>
<td>ALTERED STATES SHORTS</td>
<td>EXITS &amp; ENTRANCES SHORTS</td>
<td>UNORTHODOX SHORTS</td>
<td>CHARGED SPACES SHORTS</td>
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<tr>
<td>PORTRAITS IN PLACE SHORTS</td>
<td>DIVERGING FORMS SHORTS</td>
<td>CHARACTER STUDY SHORTS</td>
<td>GÉNÉRE SHORTS</td>
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<tr>
<th>WEDNESDAY 6/17</th>
<th>THURSDAY 6/18</th>
<th>FRIDAY 6/19</th>
<th>SATURDAY 6/20</th>
<th>SUNDAY 6/21</th>
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<tbody>
<tr>
<td>LGBTQ PRIDE LIVE EVENT</td>
<td>4:00 PM MURMUR 7:00 PM INSPECTOR IKE *</td>
<td>4:30 PM SUMMER WHITE * 7:00 PM MAYOR * 9:30 PM I BLAME SOCIETY</td>
<td>4:30 PM FIRE WILL COME * 7:00 PM BLACK BEAR * 9:30 PM BLOODY NOSE EMPTY POCKETS *</td>
<td>3:00 PM BULLETPROOF * 5:30 PM A THOUSAND CUTS *</td>
</tr>
<tr>
<td>LIVE SCREENINGS + AFTERPARTY</td>
<td>7:00 PM LGBTQ SHORTS</td>
<td>11:00 PM LATE NIGHT COMEDY LIVE EVENT</td>
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**NOTE:** Films with an asterisk next to them are geo-restricted and may not be available in your region.

**NOTE:** Shorts programs are available to watch beginning at 12am on the day listed. These programs will be available from their release date to the Festival’s end.

Tickets, trailers, and more at MDFILMFEST.COM
MAINTAINING VALUE OF MEMBERSHIP

COMMUNICATING CLEARLY, HONESTLY, & OFTEN

THANKING MEMBERS FOR THEIR SUPPORT
Lack of Communication
Even if you don’t think you have much to communicate about or are still working out details of certain engagements, stay in touch with your membership.

Competing for Attention
Members have already bought in to your community – make them feel valued, connected to you and a part of that community, and there’s a better chance of holding their attention.

Accessibility
Many online platforms and methods of virtual engagement have a bit of a learning curve that may be daunting to non-tech-savvy members.
CUSTOMER SERVICE:

WHAT WORKS

- CLEAR POINTS OF CONTACT AND
- HONEST, QUICK
- COMMUNICATION
- PATIENCE AND APPROACHABILITY
- WITH ONLINE ISSUES
- EASILY AVAILABLE GUIDELINES
- AND FAQS
Lack of Clarity
Clear up as much confusion as possible for anyone engaging with your org virtually at the onset, and be as thorough and clear in your customer responses as possible.

Accessibility
Know your audience and prepare for any accessibility questions in advance by making guides, FAQs and have support contacts at the ready for additional questions.

Replicating In-Person Experiences Online
Instead of directly replicating in-person experiences, try to explain to customers how your virtual engagements are unique and valuable in their own right.
DIGITAL WAYFINDING

USER EXPERIENCE: WHAT WORKS

PLANNING FOR YOUR AUDIENCE’S EXPERIENCE

TEAM TRAINING
NOT ADOPTING A BEGINNER’S MINDSET
This is designing based on your assumptions instead of from your audience's perspective.

EVOLVING AUDIENCE BEHAVIOR AND MOTIVATION.

Now that we are several months into the shutdown, consumers' behaviors and appetite for virtual offerings is fluctuating.

Instructions that may seem obvious to you and your team, but may not be as clear to your audience.
CONSISTENT BRANDING

LEVERAGING YOUR MEMBERS AND VOLUNTEERS

ORGANIZED OUTSOURCING TO EXPAND CAPACITY

IT’S THE LAST WEEKEND

Go forth and binge!

MARKETING: WHAT WORKS
WHAT DOESN'T WORK

One Channel Marketing

It is important to cover all marketing channels to maximize your marketing efforts. Even if you don't have a large budget, your organization should still strive for balanced marketing across the main channels: owned, earned, and paid.

Challenges

Standing Out in an Over-Saturated Market

It is important to know your unique value proposition and how to position your brand in the midst of the crowd.

Baltimore Magazine

The Maryland Film Festival Goes Virtual

From June 12-21, shorts and feature films can be accessed directly through the festival's site.

By Max Weiss | June 9, 2020, 5:27 pm
击我们如果您有任何问题:
info@mdfilmfest.com
Discussion
Reflection

https://tinyurl.com/ydy445f6
Please share any reflection on this meeting. We have time to hear a few in real time.

Please send any additional reflections to msac.commerce@maryland.gov.
Upcoming:

To explore and register for other Envision offerings, please see a full list of events here:

https://www.msac.org/events/virtual-events
Thank You!

To learn about similar topics, news & to keep in touch, please join our mailing list at https://tinyurl.com/MSACMailingList