

Welcome, Everyone!



Programming During a Pandemic

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How does TAF support, promote, and grow the arts?



1. Advocacy
2. Education
3. Involvement
4. Inclusion
5. Service

So how did we do this during a pandemic?

Opportunity v. Threat

We chose to present a menu of offerings that used both live and on demand experiences to continue our work.

i.e. We realized Zoom meetings weren't a cure-all.

Specifically, I'll be talking about:

- 1. After School Arts Program**
- 2. Gallery Exhibitions**
- 3. Special Events**

After School Arts Program

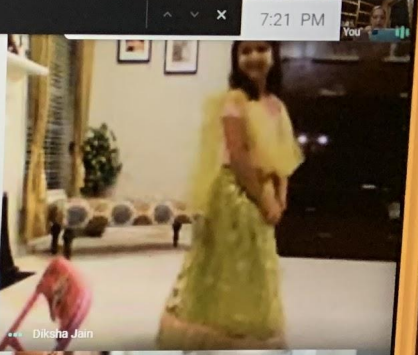
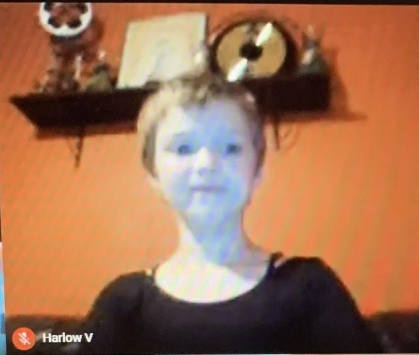
Provides equitable and enhanced access to the arts

- **All classes are free**
- **Cover a diverse range of arts disciplines**
- **Hires local artists to be teachers**
- **Generally serves ~150 kids each semester**
- **Classes usually held at TAF or at community partners, e.g. a local clay studio**

After School Arts Program

What we did:

- Professional development for instructors
- Extra funding for instructional materials development
- Assembled supply kits for students to use at home
- Delivered classes entirely online through either live Zoom meet ups, on demand classes, or a combination of both
- Several teachers also used Google Classroom and Whereby



TAF Sofa Stage Theatre

Turn on captions Present now

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After School Arts Program

How It Turned Out:

- **Very mixed results!**
- **Some people like on demand and others wanted a more regular weekly schedule**
- **Some parents loved not having to come in person, some didn't want additional screen time**
- **Heavily dependent on teacher's flexibility and ability to use technology as well as parent involvement**

Gallery Exhibitions

- **Gives area artists a venue for exhibiting their work**
- **Provides professional development and assistance to emerging artists wanting show their work for the first time**
- **Present ~12 monthly exhibitions each year, including a Holiday Member Show & Sale**

Gallery Exhibitions

Opportunities presented by the pandemic:

- Professional development programming topics (e.g. how to make a video)
- Created new content for artists to keep and for TAF to share its own story
- Topic for a gallery exhibition - *Time ApART*
- Tested online popup store for TAF Holiday Member Show

Special Events

TAF normally presents two large scale community festivals that also serve as major fundraisers for the organization (e.g. TASTE of Tippecanoe).

Special Events

We offered a “virtual” TASTE in 2020, but that wasn’t too popular as the main draw is the food.

For 2021, we redesigned “Tap for TAF,” a craft beer festival, to be a public art and architecture walking tour with stops at beer sampling stations.

Special Events

The pandemic also presented us with a new opportunity to host a community conversation and celebration in a totally virtual format called:

United & Uplifted: Voices for Change

Our Takeaways

Looking at the pandemic as an opportunity to build engagement was beneficial.

Our Takeaways

Make sure your audience is comfortable with the technology you're using to deliver programming.

Our Takeaways

Zoom doesn't work for every type of program.

Our Takeaways

You can edit Zoom recordings and then post to YouTube for additional content and sharing.