

# 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

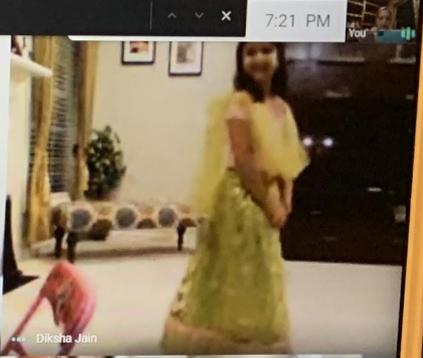
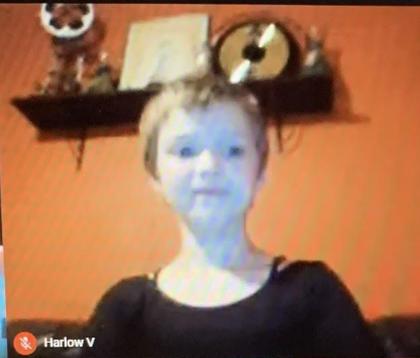
**Provides equitable and enhanced access to the arts**

- **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.**