

Project Overview:

As co-author and instructor of the Arts Enterprise and Cultural Innovation minor (AECI) in the CFPA I am tasked with fulfilling an important differentiating component of the program: creating proximity between our students and current creative professionals. My CEF project was focused on designing, programming and producing a speaker series for the program, for the 2017-2018 academic year. The goal being to develop a program that is in service to, but not exclusive to the AECI cohort, and engaging to the community at large. Thereby contributing to an important component of the AECI program to function at the nexus of the institution and the creative professional community at large. Careful consideration needed to be given to speakers, content and production (scheduling, location and access) to maximize these mutual goals of program and community impact. Also developed was a process of evaluation for the series to ensure continuous improvement in contribution toward future offerings.

Initial Questions & Project Answers:

- *Scale – program a series of smaller scale speakers and events or a singular high profile speaker and event?*

After polling students in the program this year, engaging potential collaborators and taking feedback from the CEF members. It was determined to move forward with a well-paced series of 1-2 speakers per quarter, with the minor as the cradle for the series.

- *Are there other viable modes of compensation and engagement beyond honorarium?*

The fellowship made obvious the viability of forming a fellowship around serving a specific function. This concept was appealing to several prospective speakers and could serve the program in the future. For the next year compensation in the form of honorarium or stipend will be used.

- *How aware are we of the open-attendance speaker programs on campus? Why this level of awareness?*

It was important to measure campus community awareness and Bellingham community awareness. There are varying levels awareness among different community groups (students, faculty and staff) on campus as well as for those in our broader community of Bellingham. In engaging the fellows as well as multiple sponsoring units on campus, it is clear that a sound multi-channel communication strategy is needed for larger events. For our series, in starting small, we will begin with targeted promotion to students in the minor, students in the CFPA and the broader Bellingham artist community.

- *How can the CEF team help move this project forward?*

During the year my schedule lead me to join multiple CEF teams. Each group freely and openly contributed inquiry, critique and ideas of improvements to the overall strategy and structure to my project. The groups inherently offer a multiple perspectives, that I think were invaluable in helping me design a program that eventually delivers impact beyond the AECl cohort and engages the campus and extended community at large.

Deliverable:

At the conclusion of the CEF program this year I had realized the program design, including a speaker roster, schedule, promotion strategy, production strategy, a statement of targeted AECl Student outcomes and event evaluation process for the speaker and attendees. We also launched the series early and welcomed visual artist Jessica Bonin as our first speaker in spring quarter.

Reflection:

As a new member of the campus community, my participation in the CEF gave me the opportunity to shape my project with input from a variety of perspectives that I may have overlooked or not had access to. Leveraging the experience of campus community members and gaining insight from Bellingham community members helped evolve my project toward a right size and focus. The resource linking and knowledge sharing in the CEF team meetings accelerated every phase of development for my project.