

Looking back, looking forward

APASO 2009 Conference

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What you said you want/need ...

- New/improved ways to attract and serve membership (17 responses)
 - Assistance with technology issues (11)
 - Overall strategies, new paradigms, especially funding (8)
 - Branding and public awareness (7)
 - Dealing with boards and donors (5)
 - Resource constraints (4)
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What you said you want/need ... some new opportunities

- “To help organizations die with dignity.”
- “Opportunities for new technology.”
- “Models of membership structure that include nonprofits, for-profits, and individuals.”
- “A way to survive with shrinking local arts coverage.”
- “Need new strategies and philosophies.
Reprogram me!”

APASO 2.0

What you wanted to get from the conference ...

- To have ideas that can be implemented
 - To be energized, revitalized, invigorated
 - To network with colleagues
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Questions for discussion ...

- What implementable ideas are you going home with?
 - Are there things you found especially valuable?
 - Are there questions or issues that didn't get covered as much as you would like?
 - Are there issues that you would like APASO to work on collectively? How should this work?
 - Do you have any ideas right now about the agenda for APASO 2010?
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• What implementable ideas are you going home with?

- Weekly email to members – monetized/sell ad space
- Seattle idea: Headshot weekend – with video
- Social networking – get friends!
- Membership report card
- Membership participation report – guilt!
- Phila. idea about charging for auditions
- Phila. Metro idea (insert into local paper) – for more coverage
- Deeper experience for donors – sit in on auditions?
- Re-cast how we present membership – what are you supporting, being part of, community?
- Phila. cultural portfolio
- Cultural data project
- Process of reviewing programs, letting some go
- Audience development – projectaudience.org
- Compare actual to projections for cash flow! Formalize for distribution and discussion
- Implement collaborations/discussions – how to discuss nationally, not just locally
- ED quarterly conference calls
- Employee exchange program between ASOs

• Are there things you found especially valuable?

- Family, community vibe
- Knowing others are in the same situation – we're in good company!
- Good research presented! Well sequenced sessions
- The value that first-timers gave to the conference
- Great turnout – great commitment. Scholarships for next time?
- Stories about people using data to change what they do
- Fish
- Think tank formed early on, leading into the conference. Use quarterly conference calls
- Remember why we love what we do!
- Recognize each other as experts
- Listserv is valuable to know about conference in advance

• Are there questions/issues that didn't get covered?

- Outreach to other potential APSAO disciplines – e.g., Midwest
- How to capture info, best way to communicate?
- Round robin highlights – brags & bitches – can we do this online? Let's not wait a whole year to do this! Post quarterly. Non-email solutions.
- Orientation for first-timers. Or a buddy system.
- Earned/unearned income mix. Deeper risk factors?
- What constitutes being an APASO member? Can anybody be a member? What is our value?

• Are there issues for APASO to work on collectively?

- Communication
- Membership/outreach
- Content committee for next conference
- National pooling of data – extending TCG survey. CDP. Needing to tell national story about how vibrant our community is. Actual impact of all of our organizations collectively? Economic impact. TCG data doesn't include smaller groups that aren't TCG members.
- Booth issues. If talking about online, be sure to get non-booth groups involved
- John, Jeff, Matt – group dealing with technical issues
- National press/media list
- Pulse surveys, project audience
- Do we need a driver to make things happen? And a way to be sure the initiatives are coordinated? Yes! John will do this in his role as Content Coordinator for the next conference.

• Do you have agenda ideas for APASO 2010?

- Start Thursday morning, not Wednesday night. End toward end of day #3.
- Transactional model – Scott from Cincinnati.
- Set the dates as early as possible. (Olympics are in Vancouver Feb & March)
- New ways to capture side conversations, interactions, so people who aren't here can hear it. (Autumn has ideas)
- Time to demonstrate technological advances – see them in action.
- Bulletin board or blog to see what's happening, add ideas in real-time. Wiki space? People to type up their notes and post to the Googlegroup.
- 2011 – think about it BEFORE 2010.
- Collaborations with Convention Bureaus, etc.