

IPR Engagement Committee Meeting 9/24/2019

PRESENT:

Heather Russell of GLC for the Arts, Sarah Helge, Beth Fitzsimmons, Elara Coleman, Margaret Pierson, Ian Jones, Peter Payette, Kate Botello, Tony Bero, Amanda Sewell, Gretchen Carr

- I. Peter Payette opened the meeting with a slide show that explained IPRs commitment to community engagement, especially with youth, and some of the recent activity, like concerts at Interlochen, an event with Norte and collaborations with Baroque on Beaver.

- II. Guest, Heather Russell, Education and Outreach Coordinator, GTC for Performing Arts
 - A. Heather Russell presented the work done at Great Lakes Center for the Arts engaging schools. GTC creates curriculum to entice the school leadership to commit to attend events. They have donors/endowment to cover transportation and ticketing and work with principals to coordinate events. Their budget for artist fees/lodging/ and bussing is about \$50,000. Advanced planning is necessary for all proposed opportunities.
 - B. Heather Russell outlined the key components that successfully brought in school age groups and families to help grow the audience at GLCPA. School groups responded to invitations that included a quick and easy form that helped with transportation logistics. Lesson plans with State and National criteria were also included. Curriculum connections and a lesson plan is included with the invitation with link to online fillable form to with information regarding transportation and logistical details.
 - C. The conversation then focused on the best ways to reach out to school and school aged groups. Russell mentioned her presentation to the Superintendents Council was effective.
 - D. Questions: What resources can IPR Kids Commute tap to emulate the GLCFO model?
 - a. Engagement Coordinator
 - b. How does Circus Extravaganza tie into the curriculum? Historically? Sleeping Beauty? - February - Use the GLCFO model for future Kids Commute/IPR concert.
 - c. Mention of the challenge with reaching out to area schools.
 - i. No response/little response - primary issue.
 - ii. targeted email blast to area schools and youth musician/teaching organization - Initial IPR outreach letter from Peter went out on late Sept 2019.

- iii. Peter's inquired with the group mixed sense of the musical community but it was not answered by the group.

III. Continued General Brainstorm

- A. Beth Fitzsimmons recalled the "Maddy -Style Radio broadcasting outreach that was done during the early years of the National Music Camp. Kids Commute emulates this vision. Gretchen mentioned more remote broadcasts, broadcasts of IAA ensemble dress rehearsals, student productions.
 - B. Lindsey Anderson offered the idea of a National Writers Series-style quiz bowl with the prize being day camp tuition.
 - a. Categories: (all items based on the Kids Commute Episodes content) melodies/name that tune, composer's lives, historical references
 - b. Coaching session?
 - C. Sarah Helge inquired on the general age appropriateness and the weekly quizlet level. The current level is geared towards children 3 - 12. (? verify) Elara Coleman commented that her 9 year old answers the quizlet but her 11 year old likes to Google more details about the content. A multi tiered question could be considered.
 - D. Outreach ideas were brainstormed by the group.
 - a. Kids Commute Episode - playing on speaker prior to Sleeping Beauty.
 - b. John Williams episode - Dr. Kaboom
 - c. Present graphic on screen prior to the 25 cent Saturday Matinee at State.
 - d. MENC Conference (Music Educator's Nat'l Conference - Table and Presentation
 - e. IAA faculty/student musicians - presenting in the schools - Kids Commute
- a. Underserved schools
 - b. Promotional materials - Kids Commute Card - Feedback
 - i. Business card?
 - ii. Theme on back?
 - iii. Car flags? Kids Commute? Collegiate sport teams
 - iv. Bumper stickers
 - v. BATA bus