

OC National Conference 2019: Community Engagement Peer Group Meeting
Chaired by Natasha Harwood, Manager of the NAC Music Alive Program
June 13, 10am-12pm
Rehearsal Hall A

Agenda

1. Welcome and introductions. Confirmation of agenda & priorities. Introduce note-taker (including attendance) and timer. (5 minutes)
2. Programming (20 minutes)
 - a. Successful original programs for family/education concerts?
 - b. Canadian content & rep for education concerts/collaborations
 - c. Indigenous artists/rep/programming ideas (partners to co-create a program?)
 - d. Programming for older kids (Grades 7-12)
 - e. Bilingual programming
3. Audience Demographics (10 minutes)
 - a. Special needs initiatives, including sensory-friendly concerts
 - b. Adult learning and outreach to seniors
 - c. Examples and experiences for work with other targeted demographic groups
4. Schools and Teachers (10 minutes)
 - a. Teacher enrichment and resources, including work with non-specialist music teachers
 - b. School payment policies for student matinees
5. Online learning and resource materials (10 minutes)
 - a. What are orchestras doing now that is great and has real impact?
 - b. Potential for a common Canadian online resource?
 - c. Potential for online performances?
- **BREAK (5 minutes)** -----
6. Programs for Artists (10 minutes)
 - a. Young artist training and mentoring
 - b. Teaching artist training / musician professional development
7. The Business Side (10 minutes)
 - a. Marketing education concerts/initiatives
 - b. CBA guidelines and artist compensation for education events
 - c. Developing successful partnerships
8. Evaluation metrics – how do we ‘measure’ the success of engagement events and programs? (15 minutes)
 - a. Potential for a common Canadian evaluation tool for orchestras?
9. The Big Picture (15 minutes)
 - a. From ‘outreach’ to ‘engagement’ – What does this mean and how are orchestras managing this change?
 - b. Issues of diversity and equity (audiences and artists)
10. Closing: What are your most significant 2-3 takeaways from this session? Follow-up plans? (10 minutes)