



DYNAMIC ADAPTABILITY: A Conference on New Thinking and New Strategies for the Arts

January 28, 2010 – 9:00-5:00
Herbst Theatre, San Francisco

New mobile and networking technologies that transform the way we communicate.

Major demographic changes and increasing cultural pluralism. Ongoing fallout from the economic recession. All of these changes – and others – push us out of our comfort zones. But while we may want to crawl under the covers, there is no going back. We need to understand the changes we're experiencing and act boldly in order to meet the future stronger and more relevant to our communities.

The Dynamic Adaptability conference is designed to explore our changing environment and offer fresh ways of thinking about the future of the arts in the Bay Area. The conference brings together creative thinkers from arts, neuroscience, business, media and philanthropy for a day of conversations with you. We'll learn about new research, discuss effective strategies for change, and make new contacts that can help each of us evolve.

This is a time of tremendous potential for new ideas to take root. Please join us for the conversation at the Dynamic Adaptability conference. For more information and to register please visit <http://www.organizational-services.com/dac/default.html>

Agenda

- 8:00-9:00 ***Coffee and Networking***
- 9:00-9:30 ***Conference Registration***
- 9:30-10:00 ***Welcome and Setting the Stage***

Kary Schulman (San Francisco Grants for the Arts) and **Daniel Windham** (The Wallace Foundation)

- 10:00-11:30 ***What does new research about creativity and the brain suggest for the practices of cultural nonprofits? How can understanding the science behind decision-making help us better engage our audiences?***
- Jonah Lehrer**, neuroscientist and author of *How We Decide* and *Proust was a Neuroscientist* will speak. Audience discussion moderated by **Holly Sidford** (Helicon Collaborative).
- 11:30-11:45 Break
- 11:45–1:00 ***How has the way that artists engage audiences and markets been affected by the recession? How can we help artists strengthen their connections with their audiences, communities and support systems?***
- Judilee Reed** (Leveraging Investments in Creativity) will present findings from an unreleased study on the experiences, perspectives and needs of artists in 2009. **Cora Mirikitani** (Center for Cultural Innovation) will lead a conversation with Judilee, **Jaime Cortez** (artist) and **Margaret Jenkins** (artist).
- 1:00-2:00 Lunch break
- 2:00-3:25 ***What inspires people to want to be involved in something beyond themselves, including arts and culture? How can artists and cultural organizations form deeper and more authentic connections with our audiences, donors and communities?***
- Rebecca Ratzkin** (WolfBrown) and **Marcy Cady** (Helicon) will present emerging findings from an unreleased study on what motivates donors to give to artists and arts organizations. **Diane Sanchez** (East Bay Community Foundation), will moderate a discussion on innovative approaches to engaging communities, audiences and donors with **Perry Chen** (Kickstarter), **James Rucker** (Color of Change) and **Philip Huang** (artist).
- (5 minute stretch)
- 3:30- 4:45 ***What are the implications of the demographic and technological changes we are experiencing for arts and cultural organizations? How can we adapt effectively to the evolving environment?***
- Jon Funabiki** (San Francisco State University) will lead a conversation with **Laura Sydell** (NPR) and **Hugo Morales** (Radio Radio Bilingüe).
- 4:45-5:00 ***Closing remarks—So what next?***
- John Killacky** (The San Francisco Foundation)
- 5:00 Adjourn