



Good morning,

We are already two weeks into our new fiscal year! I wanted to send out an update and a couple of calls to action. If you haven't already, [please RSVP to join us next Thursday for a great conversation at the InterUrban ArtHouse.](#)

We have updated our [website](#) with dates and links and will be adding content to it over the course of the year.

We are excited to launch two new Arts Leadership Network Cohorts this year. As the Regional Arts Council, it has become clear that we are uniquely positioned to be a gathering space for a niche of professionals that might not get support and networking opportunities that are specific to the arts. We have been hosting some form of the Arts Leadership Network with Executive Directors for many years now, however, it became very clear that there were some additional needs that could be met by expanding a bit.

Moriah Hillson, Program Manager, Audience Development has been working tirelessly to launch an Audience Development Pilot - more about that later - to help move the needle toward more audience engagement, butts in seats, etc. In the discovery process for the pilot and how best to serve, especially small to mid-sized organizations that might not have a full-time team of people working on marketing, she identified a, shall we say, "hunger" for young marketing professionals to meet and work through the specific challenges of the new marketing landscape and engagement in arts-centric organizations. The ALN - Marketing Cohort was born. The first meeting was enthusiastically attended with over thirty organizations representing themselves. The energy in the room made it very clear that this is the right thing to do right now.

Simultaneously, at a different table, a similar conversation about the need for the Development/Fundraising leaders of arts organizations to meet together had begun in earnest. With the urging of Development leaders in the city, we are also launching a Development Cohort. More information on those gatherings will be forthcoming.

The ALN will expand into these three groups. The Executive & Artistic Directors will continue to meet on a bi-monthly basis. This is an invite-only group. We will keep the conversation at a higher, strategic level typically. The Marketing Cohort will have elements of those strategic conversations and include more tactical elements (they will usually meet on opposite months, as we are aware that a lot of ED's are also the only Marketing person). The Development Cohort is still in, well, development, and will meet about 4 times in the next year.

Moriah and I were chatting the other day about some surprising outcomes we are excited to see, one of which is stronger intra-organization communication. We all suffer from going a million miles an hour and oftentimes forget to slow down and bring our own team-mates into the conversation of what is going on. Our hope is to build accidental and intentional bridges of communication to further strengthen the good work you are doing in the community.

The final piece of this update is actually for us. We try to keep up with the changes to staff rosters, promotions, etc., and at times fall way behind and emails get missed, lost, buried. In order to help us keep track we have [created a form for you to fill out.](#) You can actually come back to this form (under the email address you fill it out with) and update/edit it. Please fill this form out for us. We will update our CRM and make sure that the right people get the right emails.

The following page has a list of links to the various things mentioned in the update. Please do not hesitate to reach out with any feedback, questions, and/or concerns.

Sincerely,

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The updated ALN page is here: <https://artskc.org/arts-leadership-network>

Help us stay up-to-date about your organization: Fill out this [FORM](#)

ALN - EXECUTIVE

Current list and RSVP links of upcoming Arts Leadership Network – Executive:

We would love to come to your space! [Let me know](#) if you would like to host the ED's. We try to find space at various locales around the Metro area. Please also let me know if someone you think should be on the list, isn't yet on the list.

[Thurs, July 19, 2019 – InterUrban ArtHouse](#)

[Thurs, September 19, 2019 – Location TBD](#)

[Thurs, November 21, 2019 – Location TBD](#)

[Thurs, January 16, 2020 – The Black Archives](#)

[Thurs, March 19, 2020 – Location TBD](#)

[Thurs, May 21, 2020 – Location TBD](#)

ALN - MARKETING

ALN – Marketing brings together Arts Marketers from organizations across the region gather to share resources and collaborate. Topics include marketing tactics, technology, audience trends, professional development, etc. These gatherings will all be hosted from 4:30-6 PM at the ArtsKC space at 106 Southwest Blvd, KCMO 64108.

Click the date to RSVP to upcoming events:

[Wed, August 28, 2019](#)

[Tues, October 22, 2019](#)

[Wed, December 4, 2019](#)

[Wed, February 26, 2020](#)

[Wed, April 22, 2020](#)

Questions? Email Moriah Hillson at hillson@artskc.org.

ALN - DEVELOPMENT

ALN – Development gathers fundraising and events professionals representing all arts disciplines to strategize and collaborate. The Development Cohort will move around the city as well.

MORE INFORMATION COMING SOON