

# A.R.T.S.

ARTS RESOURCES TO SHARE • RESOURCES FOR THE ARTS ORGANIZATION FROM THE OKLAHOMA ARTS COUNCIL

## Partnering/Collaborating

The following quote by Jonathan Katz, Executive Director of the National Assembly of State Arts Agencies, was made as one of five goals for arts advocacy. However, it seems relevant to this article and is given here as food for thought: "The arts community should collaborate with other constituencies on achieving mutual goals. Over time, the arts will be perceived to be everybody's concern and a resource for all."

Partnerships/collaborations are becoming increasingly popular and can take many forms. They can be extended to public, private, community or voluntary sectors and can include coalition building, trading in-kind services or collaborating with commercial entities.

Partnerships are a way to tackle problems or issues bigger than any one organization can handle. By partnering and taking advantage of the added assets and expertise of a partner, organizations are better able to serve their constituents and community. Possible partnership advantages include capabilities not ordinarily available as with media production or technology, access to new or wider audiences, and increasing the quality of service. Other advantages can include sharing information and resources, providing flexibility, offering financial benefits, and maximizing facilities.

Many funding entities like to see partnerships or collaborations because they usually allow a larger number of people to be served. Collaboration also brings added visibility to individual partners.

In reviewing lessons learned from other organizations involved in collaborating or partnering, here are some highlights:

- Collaborate with like-minded organizations; be clear about the reason for collaborating and the expectations.
- At every level, all parties should understand and be totally committed to a shared vision.
- Clearly define roles, responsibilities, costs, and resources of parties involved, including how the processes of planning, decision making, communication, oversight, financing and sustaining the project, record keeping/documentation, conflict resolution, and evaluation will be handled. Name a project manager but allow for equal opportunity and participation for all involved parties. Spell out timetables and allow not only for project activities but time to develop new relationships. Define goals, expected outcomes, and strategies for the project as well as provide for partner accountability.

- Agree and then commit that agreement to paper. It will help to clarify and guide the partnership in the future. Review and measure progress regularly, determine what is still required to reach the goal, and revise as needed.

- Keep lines of communication open and communicate often so all parties stay informed. Meet regularly, talk by phone or e-mail project updates, and plan for the exchange of ideas as well as for ironing out differences. Speak up about perceived problems and be open to constructive criticism. Be flexible, patient and honest.

- Respect your partners and understand their strengths, weaknesses, needs and goals as well as your own. Draw on each other's strengths.

- Think creatively but set realistic goals or expectations.

- Celebrate even small successes together!

Partnerships can occasionally present difficulties. Problems could include conflict among key players, different philosophies, lack of communication, unequal balance of power or hidden agendas. Think your partnership through and devote much time to planning and communicating.

Here are some interesting collaborations:

1) "Jacqueline Kennedy's Washington — A Citywide Celebration" is a unique collaboration between Washington, DC's cultural and hospitality communities. At the center is the blockbuster exhibit "Jacqueline Kennedy: The White House Years" currently at the Corcoran Gallery of Art through September 30. During June, July and August, galleries, museums, performing arts centers, dance companies, theaters, historic houses, walking tour

guides and restaurants will offer events and experiences to demonstrate the Kennedy's lasting impact on Washington, DC's cultural scene. Schedules of events and vacation packages are online at [www.washington.org](http://www.washington.org).

2) Getting young people involved, engaged, and committed to Iowa culture has led to the creation of a totally different type of collaboration. The Young Iowans Cultural Council (YICC) was created from the Iowa Department of Cultural Affairs' "Imagine Iowa 2010: A Cultural Vision Initiative." This 10-year plan is to help Iowa grow and prosper by using arts and culture to invigorate communities, strengthen education and create an environment so young Iowans will choose to live and work in Iowa. The YICC will be discussing goals and objectives identified at the Imagine Iowa Statewide Cultural Caucus, creating a magazine or E-zine featuring opportunities for emerging artists, assuring that young Iowans are represented in leadership roles in Iowa's cultural institutions and are participating in the political decision-making process.

Other interesting collaborations:

[www.arts4allpeople.org/insights/gardner/index.html](http://www.arts4allpeople.org/insights/gardner/index.html)

[www.arts.gov/pub/Lessons/Casestudies/Three.html](http://www.arts.gov/pub/Lessons/Casestudies/Three.html)

[www.arts.gov/pub/Lessons/Casestudies/Roadside.html](http://www.arts.gov/pub/Lessons/Casestudies/Roadside.html)

## Resources

Building Coalitions —  
<http://ohioline.osu.edu/lines/kids.html>  
[#COALI](http://www.coali.org)

Although focused on early childhood education, the Partnership Checklist and the Self-Assessment Tool for Partnerships can be very useful —  
[www.quilt.org/Home/ptool.html](http://www.quilt.org/Home/ptool.html)

Evaluating Collaboratives —  
[http://cf.uwex.edu/ces/pubs/pdf/G3658\\_8.PDF](http://cf.uwex.edu/ces/pubs/pdf/G3658_8.PDF)

### Hard Copy

*Collaboration Handbook: Creating, Sustaining, and Enjoying the Journey* by Michael Winer and Karen Ray is available by calling 800.274.6024 or online at [www.wilder.org/pubs/collab\\_hndbk/index.html](http://www.wilder.org/pubs/collab_hndbk/index.html)

*The Collaboration Challenge: How Nonprofits and Businesses Succeed Through Strategic Alliances* by James E. Austin can be ordered at 800.225.5945 or online at [www.drucker.org](http://www.drucker.org). Workbook is available online and for free download at the same Web address.

### Need Help from a CPA?

The Oklahoma Society of Certified Public Accountants has launched a new program to help Oklahoma nonprofits. Community organizations and non-profit agencies can seek volunteer CPA assistance through the Volunteer Central program. Nonprofits may submit an announcement to OSCPA to be listed on the association's Web site for free. View current entries at [www.oscpa.com/socnews/volunlist.html](http://www.oscpa.com/socnews/volunlist.html)

Announcements will be posted within one to two working days and will remain posted for 30 days unless the OSCPA is notified that the position has been filled or that the listing needs to run longer. For more information, contact Communications Manager Jennifer Hill at 405.841.3800, ext. 3806, 800.522.8261 (toll free in Oklahoma) or by e-mail at [jhill@oscpa.com](mailto:jhill@oscpa.com).

### Online Discount Technology Store for Nonprofits

Technology solutions are available at DiscounTech ([www.techsoup.org/discountech/default.asp?cg=banner&sg=rfp](http://www.techsoup.org/discountech/default.asp?cg=banner&sg=rfp)), TechSoup.org's new service.

DiscounTech offers essential technology products at the best possible prices — only for nonprofits. Leading technology providers have generously donated their products to help them create this new resource. With DiscounTech, they can offer nonprofits even more technology solutions to achieve their missions.

### VSA Conference

A conference on The Power of the Arts in Early Childhood Education will be held from 8 a.m. to 4 p.m. at the Simmons Center in Duncan on Friday, June 21. The conference targets early childhood specialists, artists, counselors, special needs providers, family therapists and primary grade teachers. Featured presenters include Susan Kovalick, a motivational speaker, educator and designer of the Integrated Thematic Instruction model or ITI, described as a "body/brain-compatible model for teaching and learning." She is co-author of *Exceeding Expectations: A User's Guide to Implementing Brain Research in the Classroom*. Also presenting is David Henley, Ph.D., A.T. R. and author of *Exceptional Children, Exceptional Art*. A professor at Long Island University, Henley is an art therapist and studio artist with 25 years of experience working with children with all kinds of disabilities.

For more information, contact The Chisholm Trail Heritage Center at 580.252.6692.

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**Bank of America Foundation** considers cultural outreach an important component of a rich and diverse community and the arts as crucial to the economic and cultural development of a community. They support arts education, arts organizations and programs that address audience growth and accessibility. This includes efforts toward the visual arts, performing arts, and cultural and ethnic preservation.

**Deadline:** Ongoing

**Information:** Call 888.488.9802 or see [www.bankofamerica.com/foundation/index.cfm?N1=category](http://www.bankofamerica.com/foundation/index.cfm?N1=category)

**The Handspring Foundation** will make cash or product grants to non-profit organizations that focus on issues directly related to children/youth at risk. Preference will be given to organizations with a strong underserved outreach component. They are particularly interested in organizations and

programs targeting high-risk youth that specifically utilize the arts, technology and sports.

**Deadlines:** August 1 and November 1, 2002

**Information:** E-mail: [foundation@handspring.com](mailto:foundation@handspring.com) or the Web at [www.handspring.com/company/foundation](http://www.handspring.com/company/foundation)

**The Rockefeller Foundation's** Recovering and Reinventing Cultures through Museums Program funds projects that enable museums to develop and present accurate, imaginative exhibitions of art and artists from non-Western and American minority cultures.

**Deadline:** September 1, 2002 for exhibitions taking place after September 1, 2003

**Information:** Call 212.852.8306 or see [www.rockfound.org/Documents/479/CC2002.doc](http://www.rockfound.org/Documents/479/CC2002.doc)