

Rural Arts Management Institute

a training program for rural arts managers in the Upper Midwest

October 2011-April 2012

presented in partnership by
Arts Wisconsin and Northern Lakes Center for the Arts
at the Northern Lakes Center for the Arts, Amery, WI

What is it? The Rural Arts Management (RAM) Institute is a training and educational program specifically for artists, organizational representatives, and creative people in rural communities throughout the Upper Midwest.

Why should you participate? If you are a rural arts manager, administrator or entrepreneur, the Institute will help you increase your personal and organizational effectiveness and sustainability, understand the complexities involved, and develop comprehensive leadership skills to succeed now and in the future!

How does it work? Six monthly sessions will provide participants with the necessary background information, skills, information, and connections needed to develop and manage entrepreneurial, successful, and sustainable arts, cultural and creative programs in rural communities. The Institute provides training in thoughtful management theory **and** practical, applicable leadership experience, and helps them learn to manage entrepreneurial, successful, and sustainable arts, cultural and creative organizations in rural communities.



Pecatonica School District students celebrate at the Grandview Arts Center, Hollandale, WI

The Institute is directed by LaMoine MacLaughlin, Director of the Northern Lakes Center for the Arts in rural Amery, WI, and will feature distinguished guest lecturers from Wisconsin and neighboring states. Participants will receive a certificate from Arts Wisconsin recognizing successful participation.

2011-2012 dates and session details (subject to change depending on participants' schedules):

- **Session #1, October 14-15, 2011: *Understanding Community*:** Investigating what you bring to the unique challenges and opportunities relating to developing an arts organization in a rural community.
- **Session #2, November 11-12, 2011: *Building An Organization*:** Learning about organizational development, legal and tax issues and working with boards
- **Session #3, January 13-14, 2012: *From Planning Into Practice*:** Developing and evaluating programs.
- **Session #4, February 10-11, 2012: *Finding The Funding*:** Budgets, fund-raising and proposal development
- **Session #5, May 9-10, 2012: *Spreading The Word*:** Marketing, participant recruitment and advocacy.
- **Session #6, April 13-14, 2012: *On Your Way*:** Completion of an Institute implementation plan and follow-up networks and resources.

All dates are subject to change, based on the participants' schedules. All sessions will take place at the Northern Lakes Center. All sessions begin with lunch at 12 noon, Friday and conclude at 12 noon, Saturday. **Enrollment in the Institute is limited to fifteen participants.**

Costs/scholarships: The total cost for the six sessions of the Rural Arts Management Institute is \$600, including lodging, food and materials for all sessions. **Partial scholarships and flexible payment plans are available.** Contact Anne Katz, 608 255 8316 | akatz@artswisconsin.org for information.

The Institute is made possible with generous support from the National Endowment for the Arts, Wisconsin Arts Board, Xcel Energy Foundation, and the Kohler Foundation.

What a great learning experience! I discovered a whole new world of knowledgeable experts, useful information and resources, and supportive colleagues who understood exactly what I do every day. I highly recommend the RAM Institute to anyone who makes the arts happen in a rural area.

~ Emily Umentum, Northwoods NiiJii
RAM Institute participant 2010-2011

...more information
on the other side!

About the Northern Lakes Center for the Arts:

The Northern Lakes Center for the Arts, established in 1989, is a nationally-recognized arts center located in northwest Wisconsin, and is a recipient of the Governor’s Award in Support of the Arts from the Wisconsin Foundation for the Arts. LaMoine MacLaughlin is co-founder and Executive Director of the Northern Lakes Center, an active musician and writer, Director of the Northern Lakes Chamber Orchestra, an instructor at the Northern Lakes School of the Arts, director of educational programs for the National Guild of Community Schools of the Arts, and editor of The Hometown Gazette, the newspaper serving the Clayton, WI area.



Spoon River Anthology at the Northern Lakes Center for the Arts, Amery, WI

About Arts Wisconsin: Arts Wisconsin, the state’s arts service and advocacy organization, believes that the arts are integral to the lives of the people of Wisconsin, and advocates and speaks up so that everyone in Wisconsin can have the opportunity to experience the arts. Arts Wisconsin serves Wisconsin’s creative community and the general public through advocacy and public policy, promotion and visibility, research and information, professional and leadership development, and strategic partnerships. Arts Wisconsin received the 2004 Governor’s Award in Support of the Arts from the Wisconsin Foundation for the Arts.

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Register for RAM today!

Feel free to email contact info and the answers, or send via snail mail, to the email or snail mail addresses below.

Name

Organization

Address

City/State/Zip

Telephone

Email

Payment: Arts Wisconsin will bill you for the participation fee after the first session in October 2011. Full payment is due by the final session in April 2012.

Please tell us about yourself, including:

- What is your education back-ground, employment, arts and teaching experience (if applicable)?
- What is the history and mission of your organization?
- Why do you want to attend RAM?
- What are three things you want to learn during the year?
- What will your organization and community gain from your participation?
- If you are applying for a subsidy, please tell us why you feel you need this support.

Return to: via snail mail to **RAM Institute** | Arts Wisconsin | Box 1054 | Madison, WI 53701-1054, or via email to akatz@artswisconsin.org

Questions? Contact Anne Katz, Executive Director, Arts Wisconsin
608 255 8316 | akatz@artswisconsin.org