



MARCH 3-5, 2016 | ARIZONA STATE UNIVERSITY | TEMPE, AZ

3 Million Stories

Arts Graduates in a Changing Economy

Schedule	Session Location	People
Thursday, 6-9 p.m.	Welcome Dinner Ventana Ballroom (Memorial Union, room 241)	Ashley Hare, Sarah Sullivan, Xanthia Walker , Rising Youth Theatre Samuel Peña , AZ Beat Lab and Urban Sol Marcelino Quiñonez , Arizona School for the Arts Tomas Stanton , Phonetic Spit
Friday, 8-8:30 a.m.	Breakfast + Welcome Ventana Ballroom (Memorial Union, room 241)	
Friday, 8:30-9:45 a.m.	Big Think Plenary 1 Ventana Ballroom (Memorial Union, room 241) Disruption and Innovation in Higher Education – the Future of Arts and Design Higher education is facing dramatic changes, from massive demographic shifts to globalization, new modes of delivery and new roles in serving communities. Some predict that the core assumptions about where, how and who we educate will be totally upended. The vast majority of current college students are not having a four-year residential experience. How are universities responding to these changes? How will design and arts institutions respond? Will we be laggards, or can we lead and drive innovation in higher education?	Moderator: Colleen Jennings-Roggensack , Arizona State University Speaker: Michael Crow , Arizona State University Speaker: Aaron Dworkin , University of Michigan
Friday, 10-11 a.m.	Keynote Ventana Ballroom (Memorial Union, room 241) Is Any Job Truly Safe? The Future of Work and the Role of Creativity Our very notions about what it means to work, have a career and be productive are being transformed by globalization, the rise of new work arrangements, automation and technology. In such a world, what are good jobs? What is the future of creativity? Derek Thompson will examine these larger trends and help us understand whether a new role is emerging for artists.	Moderator: Edmundo Hidalgo , Arizona State University Morrison Institute and Chicanos Por La Causa Speaker: Derek Thompson , <i>The Atlantic</i>
Friday, 11 a.m. – noon	Reflect and Advance: Roundtable Discussions Ventana Ballroom (Memorial Union, room 241) How do design and arts schools respond to and help lead the tectonic changes taking place in work and education? What must we do differently given the changes in demographics, the economy and higher education? What are specific ways in which our institutions are already responding? What are additional steps that could be taken over the next five years? What additional research do we need? What are the biggest challenges?	Facilitator: Prasad Boradkar , Arizona State University
Friday, 12:15-1:45 p.m.	Lunch + Interview Ventana Ballroom (Memorial Union, room 241) Join us for a conversation with actress, comedian, disability advocate and writer Maysoon Zayid.	Remarks: Sally Gaskill , SNAAP Speaker: Maysoon Zayid Interviewer: Steven J. Tepper , Arizona State University
Friday, 2-3:15 p.m.	Issues and Insights SNAAP Workshops (<i>There is no preferred order for the two SNAAP workshops.</i>)	
Concurrent Sessions	Issues and Insights 1	The Artist and the City La Paz (Memorial Union, room 242) Artists have always been important to the identity and flourishing of cities. In the 21st century, how can cities support artists? How can artists support cities? And how can universities and colleges support and connect both? Moderator: Ann Markusen , University of Minnesota Speaker: Roberto Bedoya Speaker: Daniel Cornfield , Vanderbilt University Speaker: Samuel Hoi , Maryland Institute College of Art
	Issues and Insights 2	Arts Teaching and Learning in a Digital Age – New Advances Coconino (Memorial Union, room 246) As technology challenges old assumptions about teaching and learning and as universities seek radically new solutions for educating a more diverse student body, how will arts and design colleges adapt? What innovations are possible? What challenges must be overcome? Which features of an arts-and-design-based pedagogy resist change and which can drive change? Moderator: Adriene Jenik , Arizona State University Speaker: Ajay Kapur , Kadenze Speaker: Mike King , Berklee Speaker: David Tinapple , CritViz

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Friday, 2–3:15 p.m.		Issues and Insights SNAAP Workshops (There is no preferred order for the two SNAAP workshops.)	
Concurrent Sessions	SNAAP Workshop 1	<p>All About SNAAP Alumni Lounge (Memorial Union, room 202) This session will serve both as a general introduction to SNAAP and as an opportunity for current/future SNAAP institutions to learn how to approach their school's SNAAP dataset. SNAAP staff will guide attendees through SNAAP 2.0, including the updated questionnaire and new topical modules, and describe ways to interpret and share the data on campus and beyond.</p> <p>Woven into the presentation will be insights from two SNAAP schools on how they have parlayed their SNAAP results into meaningful changes in curriculum and career services, recruitment, alumni engagement and more.</p>	<p>Moderator: Rebecca F. Houghton, SNAAP Speaker: Amber D. Dumford, Angie Miller, SNAAP Speaker: John Crawford-Spinelli, Kent State University Speaker: Kate Dey, California College of the Arts</p>
	SNAAP Workshop 2	<p>Using SNAAP Data for Positive Change – Stories from the Field Cochise (Memorial Union, room 228) Senior staff from four arts schools will describe how they are using their SNAAP data for institutional improvement. Case studies will include examples of how SNAAP helped change the thinking of faculty and staff in diverse ways, resulting in an overhaul of career development services; the pairing of SNAAP results with state employment data to enhance understanding of student success; a focus on strengthening academic advising; how current students became engaged with SNAAP data as a way of focusing on their personal career development; how the teaching of arts management and entrepreneurship became a part of the curriculum; and how programs were developed for local artists.</p>	<p>Moderator: Sally Gaskill, SNAAP Speaker: Dee Boyle-Clapp, University of Massachusetts, Amherst Speaker: Tracie Costantino, Mara Hermano, Rhode Island School of Design Speaker: Brian Harlan, Jeannene Przyblyski, Rita Soutanian, California Institute of the Arts Speaker: Liz Leckie, University of Utah</p>
Friday, 3:30–4:45 p.m.		<p>Big Think Plenary 2 Ventana Ballroom (Memorial Union, room 241) "The Death of the Artist – and the Birth of the Creative Entrepreneur"</p> <p>William Deresiewicz traced the changing image of the artist over the centuries – from artisan to solitary genius to creative professional – in his <i>Atlantic</i> essay "The Death of the Artist—and the Birth of the Creative Entrepreneur." Expanding on these ideas, the panel will answer the following questions: What do these changes in the nature of artistic work and the many roles artists play mean? To what extent do the existent curricula and cultures of institutions align with the artist's new reality?</p>	<p>Moderator: Doug Dempster, University of Texas, Austin Speaker: William Deresiewicz Speaker: Kate Oakley, University of Leeds</p>
Friday, 7–9 p.m.		<p>Why We Need Spike Lee and All Visionary Artists ASU Gammage 3 Million Stories Conference participants will receive free admission and VIP seating to hear Spike Lee, presented by ASU Film Spark with support from ASU Gammage and the Herberger Institute for Design and the Arts.</p>	<p>Speaker: Spike Lee</p>
Saturday, 8–9 a.m.		"Meet-the-Speakers" Breakfast Ventana Ballroom (Memorial Union, room 241)	
Saturday, 9–10:15 a.m.		<p>Big Think Plenary 3 Ventana Ballroom (Memorial Union, room 241) The Artist as Social Entrepreneur and Imagination Partner</p> <p>Artists have long worked outside of traditional arts settings. But there is a growing consensus that the next big cultural policy paradigm will focus on creating and supporting opportunities for artists to work with non-arts partners to help advance creativity and imagination in public life. Today, more artists are working with city governments, health organizations, community and economic development efforts. They are also more likely to be "artists in residence" in science labs and in technology firms. Meanwhile more organizations are seeking design thinking and strategy to help solve complex problems and challenges. Are artists prepared to work in these new ways? Are universities and colleges preparing graduates for this new and growing paradigm?</p>	<p>Moderator: Ruby Lerner, Creative Capital Speaker: Liz Lerman, Arizona State University Speaker: Rick Lowe, Project Row Houses</p>
Saturday, 10:30–11:45 a.m.		Issues and Insights SNAAP Workshops (There is no preferred order for the two SNAAP workshops.)	
Concurrent Sessions	SNAAP Workshop 1	All About SNAAP Alumni Lounge (Memorial Union, room 202)	Descriptions and people repeat from Friday's sessions.
	SNAAP Workshop 2	Using SNAAP Data for Positive Change – Stories from the Field Pima (Memorial Union, room 230)	
	Issues and Insights 1	<p>Gaps and Inequality in Expressive Life La Paz (Memorial Union, room 242) Minorities are underrepresented in almost every area of arts and design. They are less likely to study the arts, both in K-12 as well as in college. They are less likely to lead cultural organizations. They are less likely to perform on our stages, to have work exhibited in our museums, to be cast in our film and television productions or to play in our concert halls. The gap between the nation's storytellers (our artists and designers) and our nation's demographics is growing, which many would argue is a cultural collision course. What must universities and cultural leaders do to address this imbalance?</p>	<p>Moderator: Tamara Underiner, Arizona State University Speaker: Maribel Alvarez, University of Arizona Speaker: Alexandre Frenette, Arizona State University Speaker: Risë Wilson, Robert Rauschenberg Foundation</p>
	Issues and Insights 2	<p>Inside the Blackbox: The Education and Culture of Arts and Design Schools Gold (Memorial Union, room 207) Graduates of arts and design colleges report high levels of satisfaction with their education. What is special and unique about going to an arts school? What is distinctive about how such education helps students develop their creative capacities and their identities as artists? What is missing? What is needed?</p>	<p>Moderator: Raymond Tymas-Jones, University of Utah Speaker: Gary Alan Fine, Northwestern University Speaker: Ruby Lerner, Creative Capital Speaker: Keith Sawyer, University of North Carolina, Chapel Hill</p>
Saturday, noon–12:30 p.m.		Concluding Remarks Ventana Ballroom (Memorial Union, room 241)	
		<p>Speaker: Steven J. Tepper, Arizona State University</p>	