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The DaVinci Institute

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6-24-2004

## **Agenda: DaVinci Institute Strategic Planning. June 24, 2004**

Melissa Vincent

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**AGENDA**  
**DaVinci Institute Strategic Planning**  
**June 24, 2004**  
**11:00 a. m. -2:00 p. m.**  
**Vineyard Room—Oklahoma Education Television Authority**

1. Welcome Frank Merrick
2. History Mark Parker
  - a. Summary and Timeline included in packet
3. Success Stories Kyle Dahlem
  - a. Oklahoma State Regents for Higher Education
  - b. Omniplex Max Ary
4. Crossroads Susan McCalmont
  - a. Is there a future for the DaVinci Institute or do we close the doors?
5. Vision—Mission Frank Merrick
  - a. What is the new direction for the DaVinci Institute?
  - b. How should we proceed to make this new focus a reality?
6. Lunch Break
7. Commitments Frank Merrick
  - a. Who is committed to promoting this new vision?
  - b. Who will commit today to take an active part in molding this new vision?
8. A. S. A. P. Frank Merrick
  - a. What timeline should be constructed for completion of initial steps?
  - b. When should we meet to access progress?
9. Adjournment

Thank you for your participation in this very important meeting. Your thoughts and ideas are encouraged and greatly appreciated.

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**Melissa Vincent, Executive Director**  
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**Edmond, Oklahoma 73083-0053**  
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The DaVinci Institute is a historic educational partnership whose goal is to impact the Arts and Education in Oklahoma through increased partnerships, programming and public awareness. It is the vision of the DaVinci Institute to provide programs that encourage critical thinking and creativity and promote partnerships and collaborations with other organizations that will further these programs in Oklahoma.

In 1998, the Kirkpatrick Foundation invited Oklahoma educators to begin discussing the opportunities and resources available for improving arts and arts education in Oklahoma. Artists, private and public agencies and philanthropic groups including the Oklahoma Educational Television Authority (OETA), the Oklahoma State Regents for Higher Education, the Oklahoma State Department of Education, and the Kirkpatrick Foundation joined with these educators to form a brain trust. Pooling their resources and talents the consortium identified the most critical needs in Oklahoma education: 1) improving K-12 education, 2) sharing arts resources, and 3) raising arts awareness. In November of 2001 the 501c (3) organization, the DaVinci Institute was formed.

Three committees were formed to assist with the goals of the organization. The arts education, programming and public awareness committees work in a collaborative environment of public and private college and university faculty, public and private community organizations and other sectors of society to enhance and promote arts, education and creativity in Oklahoma.

In the five years since its inception, the DaVinci Institute has developed and implemented numerous programs.

1. **Oklahoma A+ Schools:** A whole school education reform programs featuring the important role of arts in K-8 education combining interdisciplinary teaching and daily arts instruction.
2. **Tri-State A+ Network:** Oklahoma, Arkansas and North Carolina (the originator of the A+ schools theory) have developed a collaborative tri-state network to further enhance the programs.
3. **DaVinci Institute Lecture Series:** Features nationally and internationally recognized educational speakers who share the most current thinking on relevant arts and education topics.
4. **DaVinci Creative Competitions:** This program awards students for their creativity while providing an opportunity to showcase their talent.
5. **DaVinci Scholars Award:** Launched in 2002, this program is designed to help retain Oklahoma trained arts educators by offering exceptional graduating arts educators professional and financial incentives to build their careers in Oklahoma.
6. **Arts Awareness:** The DaVinci Institute provides member colleges with a website ([www.davinciinstitute.net](http://www.davinciinstitute.net)), calendars and listserve to provide a centralized location for planning, programming, collaborating and sharing of ideas and resources to provide revitalization and growth on higher education campuses.

**DaVinci Institute**  
**List of Accomplishments January 2001-May 2004**

**Programs**

- DaVinci Institute Lecture Series
- DaVinci Scholars Awards Program
- Oklahoma A+ Schools Program

**Speakers Brought to Oklahoma**

- Bulent Atalay- Professor Mary Washington College/University of Virginia
- Jane Bonbright- Executive Director, National Dance Education Organization
- Ben Cameron-Executive Director, Theatre Communications Group
- Eliot Eisner-Lee Jacks Professor of Education, Stanford University
- David Elliott-Chair of Music, New York University
- Richard Florida-H. J. Heinz Professor Economics, Carnegie Mellon
- Constance Gee- Vanderbilt University
- Camille Hardy-Dance Critic, New York
- Samuel Hope-Executive Director, National Schools of Music, Virginia
- Robert L. Lynch-President and CEO, Americans for the Arts, Washington
- Ken Robinson- Advisor to the President, J. Paul Getty Museum, Los Angeles

**Scholars Recognized**

- Steven Hughes, Oklahoma City University, Putnam City North
- Heather Wright, Oral Roberts University, Tulsa Private
- Arlyn Brantley, East Central University, Comanche High School
- Kevynn Sanford, Oklahoma City University

**Advocacy Issues**

- Development and Passage of Dance Certification for Dance
- Implementation of Oklahoma A+ Schools Program
- Research Findings for Oklahoma A+ Schools and North Carolina A+ Schools
- Listserve
- Shared Website

**Partnerships**

- Keep the Music Alive – KFOR, Sonic, Brook Mays and Oklahoma Music Educators
- Richard Florida – Greater OKC Chamber, Oklahoma State Regents for Higher Education, Center for Nonprofit
- National Arts Advocacy Panel- Oklahoma City Arts Council, Allied Arts

## **Designing the Future:**

### **A Plan to Strengthen the Arts and Arts Education in Oklahoma**

*A joint strategic plan of the DaVinci Institute. Planning sponsor: The Kirkpatrick Foundation, Oklahoma City, Oklahoma.*

#### **Goals Statement**

*The goal of the joint strategic plan of the DaVinci Institute is to*

Help create and provide a vibrant arts environment for all Oklahomans by

- (1) Partnering with others to ensure that all Oklahoma students participate in arts education programs that are on-going, sequential and comprehensive and that advanced students continue to have access to quality programs.
- (2) Strengthening arts education programs and arts offerings on Oklahoma campuses
- (3) Increasing public awareness of collegiate arts programs and the arts in general.

#### **Plan Overview:**

The plan consists of three objectives, each supported by strategies to accomplish the objective. Communication, cooperation and collaboration among Oklahoma member colleges and universities as well as with groups and agencies that impact the arts and arts education in Oklahoma are key to the successful implementation of the plan.

The plan is intended to serve as a multi-year guide to direct and support the work of the joint committees, and committee members reserve the right to modify the plan over time in order to maintain an effective and efficient planning tool. It is anticipated that sub-committees will implement strategies and will report their progress during the monthly meetings of the committees and that the plan will be formally reviewed annually.

#### **Objectives and Strategies**

**Objective One: Parallel to the continued support of existing programs for advanced students in the arts, support the development and implementation of ongoing, sequential, comprehensive programs of study that include all students, enabling them to meet basic arts proficiencies.**

**Strategy 1-1:** Create partnerships with organizations that work with the policy-making and regulatory bodies that influence K-12 standards, support the efforts of those organizations and provide input.

*\*Partners may include the Business Circle for Arts Education in Oklahoma, the Oklahoma Arts Council, Oklahoma State Department of Education, public and private schools, home school associations, the State Chamber, legislators, professional arts organizations and others. Linkages may be created by inviting partners to meet with the Resource Committee during the committee's monthly meetings.*

**Strategy 1-2:** Using state-mandated academic requirements as a base and national standards as a guide, define ongoing, sequential and comprehensive arts education for grades K-12 and share definitions with partners

**Strategy 1-3:** Share the findings of relevant studies reflecting the advantages of arts education with partners so that they might utilize the information when meeting with policy-making and regulatory bodies.

**Strategy 1-4:** Created the pilot arts education reform model utilizing the North Carolina A+ Schools Program as a guide. A select group of 14 Oklahoma teachers and principals will train with North Carolina faculty over the next twelve months with implementation scheduled for fall of 2002. Twenty schools will participate in the initial pilot.

**Objective Two:** Solidify unity among Oklahoma college and university arts programs as a means of strengthening programs and enhancing offerings.

**Strategy 2-1:**

- a. Maintain and promote a list serve for exchanging information (via discussion) among Oklahoma college and university arts faculty.
- b. In addition, continue to encourage the exchange of information at the monthly meetings of the DaVinci Institute.

**Strategy 2-2** Maintain a directory and/or an on-line database and list serve of college and university arts faculty, faculty expertise, and interests.

**Strategy 2-3:** Share fees and resources for guest artists and traveling exhibits.

**Strategy 2-4:** Establish on-going entity comprised of higher education representatives to advance arts and cultural education.

**Strategy 2-5:** Expand DaVinci membership to institutions statewide.

**Objective Three:** Increase the general public's awareness of college and university arts programs as a means of strengthening interest in and support of those programs, as well as the arts in general.

**Strategy 3-1:** Partner with and provide information to print and electronic media—both public and commercial.

**Strategy 3-2:** Develop an awareness campaign that uses widely recognized role models and business leaders to publicize the importance of the arts and arts education.

*\*Utilize Oklahoma college and university alumni as spokespersons, as well as spokespersons from areas customarily (but in some cases mistakenly) seen as being adversarial to or in competition with the arts, such as scientists and athletes.*

### **Strategy 3-3 Maintain the DaVinci website.**

**Strategy 3-4:** Explore feasibility of primary and secondary schools distributing information about “family friendly” collegiate performances and exhibits to K-12 students and their families.

**Strategy 3-5:** Collect data on enrollments in collegiate arts programs by majors, general studies students, continuing education students and others and disseminate to the media, policymakers and others.

*\*The italicized text that follows selected strategies contains information offered by planning committee members during discussions and further explains the committee's intent in carrying out the strategy. Committee members have noted that in some cases information contained in the supplemental text may form the foundation for tactics to implement strategies.*

### **Background**

In February 2000, arts and education faculty and deans from ten central Oklahoma colleges and universities joined together to write a strategic plan to strengthen arts education and cultural development in central Oklahoma. Their unprecedented joint initiative was supported by the Kirkpatrick Foundation of Oklahoma City.

Prior to the planning process, faculty and deans from many of the institutions had been meeting for approximately 1 ¼ years as members of two separate committees, both also under the sponsorship of the Kirkpatrick Foundation. The first committee, the Central Oklahoma College and University Arts Resource Committee, has been focusing primarily on issues relating to strengthening collegiate-level programs and enhancing public awareness of the arts and arts education. The committee had successfully applied for a matching grant from the Kirkpatrick Foundation and was developing a mutual web site for the posting of institutions' arts offerings and events.

The second committee, the Central Oklahoma College and University Arts and Education Research Committee, was composed of deans and researchers from collegiate arts, arts education and teacher education programs, as well as representatives from the Oklahoma State Department of Education and the Oklahoma Arts Council. With arts education as its focal point, the committee has undertaken an extensive national survey of studies examining the correlation of arts education kindergarten through 12<sup>th</sup> grade to student academic achievement.

Institutional representatives on both committees had discussed a number of shared concerns and possible joint strategies. In January 2000, both the Kirkpatrick Foundation and institutional representatives realized the need for a plan formally outlining the committees' concerns and proposing practical strategies to address those concerns.

Members of both the Arts Resource committee and the Arts and Education Research committee were invited to participate in the planning process, as well as arts faculty and deans from other central Oklahoma colleges and universities. Institutional

representatives were joined by a council of advisors from state agencies supporting education, the arts, arts education and cultural development.

All in all, some 26 individuals participated in the planning process which was undertaken February-May 2000. A list of participants and their institutions or agencies is attached (Addendum 1), as well as an outline of the planning process (Addendum 2).

The planning schedule consisted of four meetings: an initial four-hour session on February 25 followed by three sessions of two hours each on March 29, April 18 and May 17. A meeting was held on June 28 to review a draft of the plan with members of the Arts Resource Committee and the Arts Research Committee who were not involved in the planning process. All meetings were held in the Foundation Meeting Room at the Oklahoma Educational Television Authority, Oklahoma City.

Institutional representatives and Kirkpatrick staff also shared the draft with college and university presidents, administrators and faculty; the Kirkpatrick Foundation board of directors; various foundation directors; heads of appropriate state agencies; and others as a means of securing feedback and additional input.

On June 28, planning committee members met with members of the original two committees in order to review the plan and receive input. Members of the planning committee also discussed the responses that they had received from the various associations, faculty groups, administrators, boards and others with whom they had shared the plan. After reaching consensus on suggested modifications, the planning committee reworded the draft to reflect appropriate changes.

Committee members also discussed forming an on-going organization to carry out the plan and to address shared concerns and goals. They also volunteered to serve on committees that will address the objectives outlined in the plan. Implementation is scheduled to begin in the summer of 2000.

### **Addendum 1: Planning Committee Members and Participants**

#### **Planning Committee Members:**

Ben Bates	Langston University
Mary Brodnax	University of Central Oklahoma
Pam Broyles	Southern Nazarene University
Karen Carter	University of Central Oklahoma
Sally Carter	Oklahoma State University
John Dobson	Oklahoma State University
Jim Faulconer	University of Oklahoma
Julia Haley	Oklahoma State University
Paul Hammond	Oklahoma Baptist University
Jerry Howard	Southern Nazarene University
Marvin Lamb	University of Oklahoma
Lee Neibert	St. Gregory's University
Judith Palladino	Oklahoma City University
Bob Palmer	University of Central Oklahoma
Mark Parker	Oklahoma City University
Peggy Poteet	Southern Nazarene University



Pamela Shaw  
Roberta Sloan  
Jill Sullivan  
Linda Tiller  
Jim Vernon  
Jeanie Webb

Oklahoma City University  
University of Central Oklahoma  
University of Oklahoma  
University of Oklahoma  
Oklahoma Baptist University  
Rose State College

**Advisory representatives:**

Paulette Black  
Kyle Dahlem  
Gayla Foster  
Suzanne Tate  
Mac Wall

Oklahoma Arts Council  
Oklahoma State Regents of Higher Education  
Oklahoma State Department of Education  
Oklahoma Arts Council  
Oklahoma Educational Television Authority

**Other participants:**

Terri Cummings  
Linda Lambert  
Susan McCalmont

Kirkpatrick Foundation  
Kirkpatrick Foundation  
Kirkpatrick Foundation

Jeanie Edney

Facilitator

**Addendum 2: Planning Procedure and Forum**

**Planning Procedure**

- I. Conduct an Environmental Scan
- II. Identify Critical Issues Arising from the Environmental Scan
- III. Select Priority Critical Issues
- IV. Draft Objectives to Address Priority Critical Issues
- V. Identify Strategies to Meet Objectives

**Forms (attached)**

Environmental Scan: Opportunities and Threats

Environmental Scan: Strengths and Weaknesses

Environmental Scan: Stakeholders, Competitors and Allies, and Change agents