



Cultural Initiatives Update

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Cultural Initiatives Silicon Valley Adds Four to Board of Directors

Jennifer Leclerc, Communications Coordinator

Cultural Initiatives Silicon Valley recently added four new members to the Board of Directors: Todd Flynn, CEO of BlueBridge Corporation; Ann Gralnek, independent consultant in philanthropy; Christine Harris, community leader; and Kim Welsh, Director and Co-founder of Collaborative Economics.

“I’m excited to be joining Cultural Initiatives because they are thought leaders on why arts, culture and creativity are critical for Silicon Valley’s economic and community vitality,” said Welsh. “Their initiative to return arts education to elementary schools and the just-released ‘Creative Community Index’ are first-rate.”

Welsh is recognized for her expertise in civic leadership, regional development, and the changing economy. With Collaborative Economics, she works on strategic advising, research and publications, and leadership engagement. She also advises foundations on strategies to promote regional collaboration and leadership.

Todd Flynn, Ph.D., is an entrepreneur and consultant with clients that include VeriSign, Cadence Design, and Red Herring.

He has worked at Strategic Decisions Group, McKinsey & Company, and the RAND Corporation, and is actively involved with Silicon Valley Social Venture Partners.

Ann Gralnek is an independent consultant with clients that include the George Frederick Jewett Foundation, the William M. Keck, Jr. Foundation, and the J. Philip & Jennifer Di Napoli Foundation. She also serves on the Board of Montalvo and the Development Committee Advisory Board of the Resource Area for Teachers.

Christine Harris has served on Montalvo’s Outreach Committee, helping to bring the arts to local public schools. She has also served on the Board of the Children’s Discovery Museum of San José and the Advisory Board for both the Resource Area for Teachers and the YWCA of Santa Clara County.

We are excited about the level of expertise and leadership these individuals bring to our Board of Directors, and we look forward to working with them on our goals for the arts and cultural sector of Silicon Valley. ●



Kim Welsh



Todd Flynn



Ann Gralnek



Christine Harris

Stanford Cultural Anthropology Expert to Lead Second Phase of Cultural Participation Research

Brendan Rawson, Director, Community & Neighborhood Arts

Cultural Initiatives has entered the second phase of a major research project designed to augment the findings of our "Creative Community Index." While the Index helps establish benchmarks and illuminate some of the macro features of culture in this region, more detailed research is needed to reveal how amateur cultural expression is functioning in Silicon Valley.

Accordingly, we are initiating a field study of amateur cultural participation supervised by veteran cultural anthropologist, Dr. Pia Moriarty. Dr. Moriarty is an expert and independent consultant in cultural anthropology. She has her Ph.D. in Education from Stanford University and M.A. in Anthropology from San Francisco State University.

The research, funded by the Nathan Cummings Foundation and the Rockefeller Foundation, will document the specific groups that carry out cultural programs, their organizational formats, sources of support, leadership, demographics, problems and opportunities. In the course of this research, we hope to address several questions:

- What is the condition of amateur cultural participation in Silicon Valley?
- What policies might increase participation?
- How can amateur participation be promoted without imposing undue organizational structure?
- In what specific ways can amateur and professional cultural organizations become more mutually supportive?
- What is the state of company-sponsored cultural expression, and is it advancing or retarding community identification?

This research, supervised by a local advisory committee, will result in four products:

- The identification and convening of local leaders in amateur cultural groups to design a Community & Neighborhood Arts initiative.
- A full initiative design that will form the basis for eliciting funding and other resources.
- The publication of our second working paper, distributed locally and published in national journals, adding to the body of our existing critical research. Expected release: June 2003.
- An online database that catalogues participatory cultural activities. Expected August 2003

Although it would be premature to predict specific features of the initiative, they might include the development of rehearsal, performance and exhibition venues, information exchanges for teachers, technical and equipment support, and discounted liability insurance.

For more information, contact Brendan Rawson at 408.283.8506 or brendan@ci-sv.org.

Cultural Initiatives Board of Directors

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Bob Wayman, Treasurer
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Ann Gralnek
Michael Hackworth
Christine Harris
Kim Polese
Kim Walesh

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Photos by Pia Moriarty

THERE'S NOT ENOUGH
ART IN OUR SCHOOLS.

NO WONDER
PEOPLE THINK

**MARTHA
GRAHAM**

IS A SNACK
CRACKER.

Charles Maguire, from "Martha Graham: Seven Faces in Progress" by Robert Maguire



For more information about the importance
of arts education, please contact
www.AmericansForTheArts.org.



Americans for the Arts has partnered with the Ad Council on a national advertising campaign to promote arts education for children.

The campaign educates the public on how the arts impact a child's development and shows parents how to ask for more art for their children.

The arts are much more than just fun "extra" activities for children. In addition to learning to express themselves creatively, the arts teach children to be more tolerant and open. The arts also promote individuality, nurture self-confidence, and improve academic performance.

Visit the Americans for the Arts website for more information and resources.
www.artsusa.org.

David A. Sousa, Ed.D.

on The Brain and the Arts

Author of How the Brain Learns

Explore cutting edge research on the role of the arts in brain development. Discover how music, movement, and visual arts stimulate brain growth and cognitive capacity.

Q: *How do the visual and performing arts stimulate brain development?*

creative education symposium

November 13, 2002

6:30 - 8:30 p.m.

Le Petit Trianon Theatre

72 North 5th Street • San José, California

Program

6:30 p.m. Check In & Reception

7:00 p.m. Dr. Sousa's Presentation

7:45 p.m. Community Dialogue

Information + Registration

go to www.ci-sv.org or call 408.283.3409

This event is free, but registration is required.

Presented by Cultural Initiatives Silicon Valley • Sponsored by The David and Lucile Packard Foundation

Position Available: Director of External Relations

Cultural Initiatives Silicon Valley is currently seeking a Director of External Relations. Reporting to the Executive Director, this position is responsible for fund development, financial management and oversight of the Leadership Development Program of Cultural Initiatives.

Responsibilities

- Develop and run fund development program: research individual and institutional donors; write proposals, LOIs, and grant reports; effectively staff Board and other volunteers in soliciting donations; develop and manage annual gifts campaign; and create systems for recognition and cultivation
- Manage organizational finances: develop and monitor program and organizational budgets; forecast cash flows monthly; oversee investments, annual audit and contract accountant
- Manage Leadership Development Program including identifying and contracting guest artists for a quarterly speaker series, identifying opportunities and presenting and participating in regional forums; developing and executing new program elements
- Supervise the work of Communications Coordinator and Administrative Coordinator

Qualifications

- Bachelor's degree required, Masters preferred
- 3-5 years fundraising experience, including major gifts
- Excellent quantitative and analytical skills
- Excellent oral and written communication skills
- Background and interest in arts management preferred
- Proficiency with MacOS and Microsoft Office applications, especially Excel

Application

Please send cover letter and resume to:

Candidate Search

Cultural Initiatives Silicon Valley

1153 Lincoln Avenue, Suite I • San José, CA 95125-3009

Tel 408.283.7000 • Fax 408.283.2127 • Email cisv@ci-sv.org.

Competitive salary and benefits, commensurate with experience.

Art of Greatness Update

Kate Cochran, COO & Program Director, Leadership Development

The *Art of Greatness* campaign is Cultural Initiatives' effort to raise the remaining funds needed for our flagship Creative Education Program in 2003. We are pleased to announce that we have currently raised \$382,600 toward our goal of \$1.1 million.

We would especially like to thank the Morgan Family Foundation for their challenge grant of \$100,000. We would also like to thank the William Randolph Hearst Foundation and Bill and Marie Bianco for their generous gifts of \$50,000 and \$25,000 respectively.

The Creative Education Program builds the arts into the core curriculum by providing cash grants, technical assistance and professional development to our public elemen-

tary schools. Our primary goal is that all K-6 students participate in weekly, sequential, standards-based, in-school arts instruction in one or more artistic disciplines.

The Creative Education Program is currently reaching 60% of the 244 public elementary schools in the county, and contributions to the *Art of Greatness* will ensure the continuation of these programs.

We are seeking to raise an additional \$732,000 in gifts. If you

would like more information about the *Art of Greatness* campaign, please contact Kate Cochran at kate@ci-sv.org or 408.283.8507. ●

Cultural Initiatives Silicon Valley would like congratulate

Jim and Pat Compton

on receiving the Arts Council Silicon Valley's

Special Lifetime Achievement Award

Presented October 8th at the 2002 Silicon Valley Arts & Business Awards. *Thank you, Jim and Pat, for your continued generous support in the community.*

