

TIPS FOR CREATING AN ARTS EDUCATION DIRECTORY PROFILE FOR AN ARTS ORGANIZATION

CREATING YOUR PROFILE

SECTION 1: A summary of the educational experience. (1 sentence)

This should be a subheading that summarizes the educational experience and grabs the reader's attention. The first sentence is the text that will be displayed on the search page. The goal is to entice the reader to click on your organization's profile to read more.

Examples:

- *Explore connections between the arts, learning, and identity using music, poetry and visual arts.*
- *Contemporary dance performance with demonstration and audience participation.*
- *We dance, uplift, challenge and inspire students to deal with themes of struggle, compassion and hope!*
- *Learn about people around the world through their songs and musical instruments.*
- *We teach about Aztec culture through dance and music.*

SECTION 2: Brief description of the organization. (4 sentences)

How would you describe your organization to someone who has never heard of it? (1 sentence)

Company X is a professional theatre company committed to producing the plays of Shakespeare in a way that is engaging and accessible to today's audiences.

What can you say to demonstrate professionalism and artistic excellence? (1 sentence)

Organization X has engaged and inspired audiences at the Sacramento Poetry Fest, California Celebration of Literacy and appears regularly at the Sacramento Public Library.

What impact does your organization have on the community? (1 sentence)

Since 1982, Company X has served over 12,000 youth through free concerts, assemblies, workshops, and music residencies.

What is unique about your organization? Is it the population that you serve, the content of your presentation, the artists, etc.? (1 sentence)

Company X reaches out and connects with traditionally underserved populations in the arts, to promote creativity and self-expression through writing poetry. (population)

Company X introduces audiences to Southeast Asian cultures through music and dance. (content)

SECTION 3: Brief description of your arts education programs (2-5 sentences)

Provide a brief description of the program focusing on what the students will experience and the value it adds for the student and teacher.

This hands-on workshop allows the students to create music as a group and feel successful in a short period of time. It is a great option for schools that don't have instruments or a music program as it introduces students to the basic elements of music quickly in an engaging manner.

Avoid jargon or references to institutions, organizations, awards, etc. unfamiliar to non-artists.

Instead of this: *Company X was awarded the Artist Extraordinaire Award from the Prestigious Arts Education Association of America*

Try this: *Our dancers will lead your students through engaging lessons quality tested at over 40 sites that use the elements of dance to teach science concepts.*

List a general description about your educational offerings here. You can go into greater depth in your Samples.

Instead of this: *"The Road Runner and Coyote" runs April 15 - May 25, 2011 at 10am and 1pm*
Try this: *Theatre X offers 45 minute live theatre performances in the school for grades K-8*

SELECTING & ORGANIZING YOUR SAMPLES

Choosing the profile image, your Avatar

- Your Avatar is the first image that will appear whenever your organization's profile is browsed
- If you had to choose one image to tell the story of what you do, what would it be?
- Choose an action photo rather than a logo.
- Remember your audience. What image do you think they would want to see?
- Keep in mind the size of the image and the available space for it on your listing.



For technical assistance with your samples, please contact Laura Norman at lnorman@cityofsacramento.org.

Developing Samples and Descriptions

As a registered user of the Directory, you will be able to maintain a Media Gallery of up to 16 files that can be attached to your profile as Samples. These Samples give you the opportunity to more fully describe who you are and what you provide. Each Sample is comprised of 3 parts: The file itself (in JPG, MP3, or PDF format), its caption, and a description. On your profile, each file is displayed as a thumbnail with the caption directly beneath it. Viewers can then click on the caption or thumbnail to view the file at full size, along with both the caption and the description.

Below is a list of recommended Samples, and we advise that you use all that are applicable to you and your educational offerings. We strongly recommend you use at least the 3 suggestions in bold type. When using a suggestion from the list, please use the exact wording below as your caption. This will provide the user with a more consistent overall experience with the directory. Use only the ones that further the visitor's knowledge of you in a useful way.

- 1. Avatar – (profile image described above)**
2. Description of Organization
3. Our Work Samples – (the organization's professional work)
4. Student Work Samples
- 5. Sample Activities – (arts education activities you want to offer)**
6. Program for Schools
7. Programs for Community Sites
8. References and Reviews – (where you have recently presented and how they felt about you)
9. Ongoing Classes, Workshops & Camps
- 10. Fees and Logistical Requirements**



To maximize your Media Gallery, consider combining several images into a single PDF document. For example, rather than having six separate files of student work samples, combine them all into a single document titled, "Student Work Samples."

Your Sample captions and descriptions are vehicles to understanding the arts experiences you can provide. You will need to develop descriptions for each Sample you want to use. For Samples other than those listed above, you will also need to create a caption that draws the visitor into the subject matter contained within the Sample.

GENERAL TIPS

- **When building narratives, start with bulleted phrases to work out your ideas.** Then, choose those bullet points most vital to your story and turn them into concise sentences.
- **Consider your audience when creating your profile and selecting your images.** The users of the Directory will primarily be school teachers, principals, parent volunteers, and staff at community organizations. Don't just cut and paste existing marketing messages into the profile if they are not a good fit for an audience searching for information about arts education programming.
- **If possible, get input from both your arts education and marketing departments** (if you have them) to make sure your profile narratives includes information that is relevant to an educator and descriptions that best represent the organization as a whole.
- **Your profile should tell the story of what you do in a way that is relevant to the audience.** When considering what to include, think about how it adds to the story. If it doesn't, don't include it.

Instead of this description: *In this picture, our troupe performs "Sylvester and the Magic Pebble" from our 2010 season. Our Traveling Troupe performs over 200 performances every school year, and always receives rave reviews! Call 916.555.SHOW to inquire about this season's shows and availability.*

Try this: *Our professional actors, seen here performing "Sylvester and the Magic Pebble" from our 2010 season, will provide your students with a 45 minute live performance, as well as a 15 minute Q&A session. Prior to the performance, teachers will be provided with guides that illustrate how the concepts presented in the performance can be reinforced in the classroom through Visual & Performing Arts Standards based lessons. Call 916.555.SHOW to inquire about this season's shows and availability.*

Instead of this caption: *Oil Painting: Jimmy Eating an Apple, 2010*

Try this: *Our trained docents will use artwork from the Museum's collection to talk about the elements of art (form, color, shape, texture, value, space, line).*

- **Be succinct.** Users may be quickly browsing through listings in the directory. The more succinct your listing is, the more likely they will read it.
- **Check your spelling.**
- **Remember to visit your profile periodically to update the program information.**

CONTACT INFORMATION & RESOURCES

If you would like assistance either with developing content or navigating the Directory website, please contact Laura Norman at lnorman@cityofsacramento.org.

This and other guides are available for download from our website, at www.sacmetroarts.org/arts-education-resource-directory.html.

Videos that illustrate photographing your artwork, converting documents to the appropriate format, etc. are available at www.YouTube.com or other similar sites.