



Arts Congress  
Advocate

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# Welcome to Arts Congress 2011 Training

Welcome to Arts Congress 2011 training! Today we will cover information you need to know to be an effective and confident advocate at Arts Congress 2011.

Thank you for taking this first step and preparing for our statewide arts lobby day.

Every year Arizona arts advocates gather at the State Capitol to celebrate the incredible impact arts and culture have on the economy of our state, the quality of education in our schools and the vibrancy of life in our local communities.

Arts Congress 2011 will continue that proud tradition of educating and informing our elected legislative leaders about the very real impact the arts have in our lives, as well as the tremendous positive economic impact creative industries make on the health of our state.

On February 7, 2011, you and hundreds of other arts believers will meet one-on-one and in small groups with your legislators. The messages you deliver will help secure the future of public arts funding in Arizona, and reinforce the critical role of arts in education. You – Arizona citizens and voters – are the best voice for the arts!

Thank you!



Joel Hiller  
President  
Arizona Action for the Arts



Catherine "Rusty" Foley  
Interim Director  
Arizona Citizens/Action for the Arts



# Why the Arts are Important to Arizona

## *The Arts are the Best of What's Important to Arizonans*

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Arizona has long considered itself **an enterprising and independent state**, offering vast opportunity, extraordinary natural beauty, and a rich and varied cultural history. **The arts in Arizona are the best reflection of those important characteristics that define us as Arizonans and are essential to our future.**

The West has always been occupied by independent, resourceful and courageous people. In Arizona we still believe in the importance of independence for individuals, communities and business. The arts are an essential part of fostering an independent spirit in generations to come. **Especially as we approach our State Centennial, we have an opportunity to reinvigorate the arts that helped create our identity as Arizonans.**

Whether it be saddles, boots, Native American style rugs, baskets, ceramics, silver or jewelry, handmade **works of art have long been an essential part of life in Arizona as useful, necessary implements of daily life and personal creative expressions.** Likewise, the stories, music and poetry of our region reflect our unique character and the rich culture of the West that is integral to Arizona's past and future.

The art of Arizona also celebrates **the legacy of hard work** that belongs to our ancestors. Mining, ranching, farming and development – all are reflected in the artwork and cultural expressions of Arizona. We are fortunate in Arizona to have a history of hard work which is celebrated in art works of all kinds.

Arizona and the people of Arizona are unique in this country, and it is our art that will allow these core values of Arizona to be passed on to future generations, and preserved in Arizona's independent and enterprising spirit.



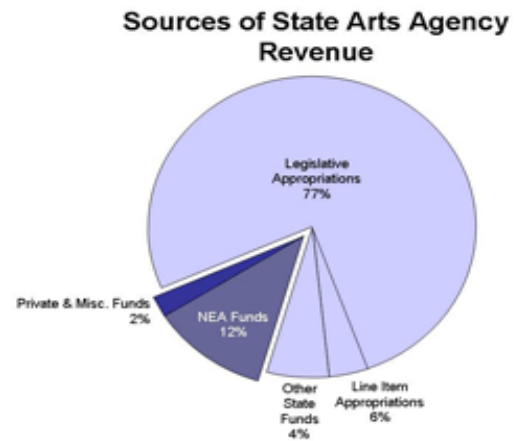
# How the Arts are Supported in Arizona

## What does Public Support of the Arts Mean?

Public support of the Arts in Arizona means that Arizona invests in the future of our state through the arts. The arts are a vital and vibrant sector in Arizona that enriches the lives of our citizens and enhances our ability to attract new enterprise and talented employees.

In Arizona, the Arizona Commission on the Arts uses its budget to provide public support to non-profit arts organizations, artists and arts learning. The Commission's budget comes from four sources:

- State appropriations
- NEA competitive matching funds
- Partnerships with corporations and foundations
- Earned or endowment revenue



## Non-Profit Arts Organizations

Non-profit arts organizations are a necessary part of arts in Arizona. Mission-driven, rather than profit-driven, these organizations ensure that quality, diverse art is available to all Arizonans through:

- Informational and educational activities
- Programs for families
- Arts education opportunities for children in and after school
- Opportunities for discount and free tickets
- Services to the community
  - Loaned staff, teachers, resources
  - Community and civic meeting and gathering spaces
  - Place building

### Non-profit arts organizations are funded in many ways:

#### Contributed Income - approximately 50%

- Private and corporate contributions, memberships, grants

#### Earned Income – approximately 50%

- Ticket sales, classes, touring, admissions, gift shop revenue

#### Government Funding - Only 2-8%

- This modest support ensures economical ticket prices, provides educational programs to a broad sector of our communities, supports arts education activities



## Arizona Commission on the Arts

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The Arizona Commission on the Arts is a 44-year old agency of the State of Arizona, directed by a 15-member, Governor-appointed board. The Arts Commission receives its funding from the State of Arizona and the National Endowment for the Arts, and other private partners.

The Arizona Commission on the Arts is one of 56 state and jurisdictional arts agencies throughout the country.

The mission of the Arizona Commission on the Arts is: **We imagine an Arizona where everyone can participate in and experience the arts.** Among the “desired outcomes” identified in the Commission’s 2011-2014 Strategic Plan, *“Building an Artistic Future for Arizona”*, are that:

1. **Arizonans can access vibrant, quality arts and cultural activities wherever they live**, and have opportunities to participate as practitioners, professionals, patrons, donors and volunteers.
2. Arizona **residents can make healthy livable wages working in myriad facets of the arts**. Their contributions are valued and respected.
3. **Students have access to quality, robust arts education programs** in Arizona schools. In-school arts opportunities are enhanced by meaningful opportunities in out-of-school and community settings.
4. **Arts and cultural programs and organizations are considered societal cornerstones** and are employed as partners in the revitalization and sustainability of streets, neighborhoods and communities.
5. Recognizing the arts industry’s role in economic viability and enhanced quality of life, **Arizona’s for-profit businesses invest in the arts as partners, supporters and champions.**



## Local Arts Councils and City Arts Commissions

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Local arts councils (LAC) are frequently an overlooked resource for both artists and arts organizations within their regions in Arizona. While no two arts councils provide the exact same services or programs, most of them can provide managerial consulting assistance, grants and collaborative programming. In some cases, your local arts council can provide short-term loan assistance and help on starting a non-profit organization. Most arts councils have directories of artists and organizations that act as a resource for their region and beyond. More and more, arts councils are providing strong advocacy, training, programming, and visibility for local artists. At the very least, the local arts council is an excellent information resource for the arts community and the general public.

Arts councils are frequently looked upon to provide arts education services for their regions. Because LAC are tied to every art form, artists and arts organizations, they are the first resource to connect to when looking for advocacy and programming within schools and for the community.

In addition, arts councils are also looked to for assistance in arts facility planning by cities and towns. Quite often, the local arts council is considered a major partner in funding and building arts facilities.

**City-based arts commissions** differ from local arts councils primarily in their ability to fundraise as they are not 501©3 organizations, but part of local city and town governments. In addition, city arts commissions do not usually engage in programming but usually do provide grants and typically coordinate the cities' public art program. Cities frequently partner with the non-profit local arts council in their region to provide advocacy, programming and assistance in other key areas that are critical to the city's planning. There are exceptions to this rule but this is often the case in Arizona.

The national association for local arts councils is Americans for the Arts. Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

The following local arts councils are located within the State of Arizona:

Ajo Council for the Fine Arts  
Allied Arts Council of Lake Havasu  
Arts Alliance of the White Mountains  
Arts Council of the North Valley  
Avondale Municipal Arts Committee  
Bisbee Arts Commission  
Bullhead City Municipal Arts Commission  
Casa Grande Arts and Humanities Commission  
Chandler Cultural Foundation  
Cobre Valley Center for the Arts  
Flagstaff Cultural Partners  
Fountain Hills Cultural and Civic Association  
Gila Valley Arts Council  
Glendale Arts Commission  
Gold Canyon Arts Council  
Goodyear Arts and Culture Commission  
Mesa Arts and Culture Division  
Patagonia Creative Arts Association

Peoria Arts Commission  
Phoenix Office of Arts and Culture  
Prescott Area Arts and Humanities Council  
Prescott Valley Arts and Culture Commission  
San Pedro Valley Arts Council  
Scottsdale Cultural Council  
Sedona Arts and Culture Division  
Sierra Vista Arts and Humanities Commission  
Southern Arizona Arts and Cultural Alliance  
Superstition Area Cultural Alliance  
Surprise Arts and Cultural Advisory Board  
Tempe Cultural Services  
Tucson Pima Arts Council  
West Valley Arts Council  
Wickenburg Arts Advisory Commission  
Winslow Arts Commission  
Yuma Arts and Culture Division



# Arts Education in Arizona

## Benefits of Arts Education

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**Research documents** the many benefits an arts education provides to **all** students including: improved academic achievement, greater leadership and social skills, enhanced critical thinking and sharper problem solving skills, certain populations – students from economically disadvantaged circumstances, students needing remedial instruction, and young children – learning in the arts may be especially helpful in boosting learning and achievement.

**Student achievement** -Students who take four years of arts and music classes while in high school score 91 points better on their SATs than students who took only one-half year or less (scores of 1070 vs. 979, respectively). **The College Board (2009)**

**Life-time impact** - U.S. employers rate creativity/innovation among the top five skills that will increase in importance over the next five years, and rank it among the top challenges facing CEOs. Among eleven subjects offered in high school, superintendents rank arts activities in the top four that are most likely to develop creativity. **Ready to Innovate (2008)**

**Problem Solving** –Learning in individual art forms, as well as in multi-arts experiences, engages and strengthens such fundamental cognitive capacities as spatial reasoning (the capacity for organizing and sequencing ideas); conditional reasoning (theorizing about out-comes and consequences); problem solving; and the components of creative thinking (originality, elaboration, flexibility.)” **Critical Links (2002)**

Longitudinal data of 25,000 students demonstrate that **involvement in the arts** is linked to **higher academic performance, increased standardized test scores**, more community service and **lower dropout rates**. **Dr. James S. Catterall, Graduate School of Education and Information Studies, UCLA.**

## Additional Facts about Arts Education

- Arts-based learning nurtures motivation, including active engagement, disciplined and sustained attention, persistence and entrepreneurial risk-taking. – *Critical Links*, Arts Education Partnership, 2002.
- 93% of Americans agree the arts are vital to providing a well-rounded education for children. – Harris Poll, 2005.
- Students receiving arts-based instruction for at least 3 hours on 3 days of each week are 4 times more likely to be recognized for academic achievement. – Dr. Shirley Brice Heath, Stanford University, 1998.
- Students receiving arts-based instruction for at least 3 hours on 3 days of each week are 3 times more likely to be elected to class leadership positions, and more likely to win awards for school attendance. – Dr. Shirley Brice Heath, Stanford University, 1998.
- Students receiving arts-based instruction for at least 3 hours on 3 days of each week are 4 times more likely to participate in math and science fairs. – Dr. Shirley Brice Heath, Stanford University, 1998.



## State and National Standards for Arts Education

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### **Federal Standards**

Arts education is included as one of the core subject areas in the *No Child Left Behind* Act, the current version of the Elementary and Secondary Education Act.

### **Arizona Standards**

Arizona has promulgated Arizona Academic Standards in the Arts - Revised in 2006.

**Elementary and middle schools** - State Administrative Code requires that common schools (grades K-8) **must** offer music and visual arts, while the other performing arts are voluntarily offered.

**High schools** - State Administrative Code high school graduation requirements include a shared credit requirement – fine arts or vocational arts.

**University admissions** - The Arizona Board of Regents requires one unit of fine arts for admission to state universities

**Teacher Certification:** Arizona has a PreK-12 arts education teaching certificate, adopted in 2008.

### **Arts Education in Our Local Schools**

Arizona's local school districts and charter schools are asked to implement the federal and state policies listed above. It is at the local level where the "rubber meets the road," as governing boards and administrators attempt to fund all that is requested of them with fewer dollars, as the state goes through this budget crisis. It is up to local arts advocates to keep local governing boards and school administrations informed that they support arts education for all students in their local schools and communities.

### **Arizona Statistics \***

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#### **The Partnership of Schools and Local Arts Organizations**

Fifty-seven percent of Arizona schools have formed partnerships with one or more community-based arts organizations in order to deepen learning opportunities with arts and culture organizations. This is significantly higher than in other states across the country. Partnerships of classroom educators, arts specialists, and community arts resources (artists and arts organizations) play an integral role in designing and delivering arts learning programs that serve the interests and needs of individual schools. These partnerships also are occurring with social service organizations and communities.

- 134, 203 students attended school without access to music or visual arts instruction provided by highly qualified arts teachers.
- 75% of schools participated in arts-based field trips.
- 56% of schools have updated curricula to reflect the Arizona Academic Standards.
- 53% of schools use informal assessment to measure student progress in the arts.
- 50% of schools have NO budget for curricular support in arts education. 79% of schools spend less than \$1 per student in a year, or less than ½ a penny a day.
- 39% of high schools weight arts courses equally with other academic subjects. Only 12% weight advanced arts coursed equally with other advanced academic courses
- 34% of rural schools do not have a highly qualified arts teacher as compared to 15% for suburban schools.

\*Engaging Students, Supporting Schools, Accessing Arts Education: Highlights from the Arizona Arts Education Census Project  
[http://www.azarts.gov/wp-content/uploads/2010/07/Engaging\\_Students102010.pdf](http://www.azarts.gov/wp-content/uploads/2010/07/Engaging_Students102010.pdf)



# Economic Impact of the Arts in Arizona

We know the Arts are critical to the vitality of Arizona's economy. Arts Congress 2011 will be your chance to share that information with your State Legislators. Each team will be given an Legislator Information Packet. You will be asked to leave this packet with your Legislator, and you will also find a document in this packet that breaks down the economic impact of the arts in your District. Please review this document before you leave it with your Legislator. Below you will find some general talking points about the economic impact of the Arts:

## The Arts Industry in Arizona

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According to Americans for the Arts' 2010 *Creative Industries Report*, Arizona is home to 11,600 arts-related businesses and 47,712 people employed in the arts sector. More than 600 Arizona nonprofit organizations identify as providers of arts and cultural programming. Of these, an estimated 5% have annual budgets over \$1 million; 15% have budgets between \$250,000 and \$999,999; 40% have budgets between \$25,000 and \$249,999; and 40% have budgets of less than \$25,000.

## Why the Arts are a Vital part of the Arizona Economy\*

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- The arts contribute to economic competitiveness through the generation of jobs, tax revenue, and consumer spending.
- Arts activities draw new dollars into the state economy through tourism and the export of unique cultural goods.
- Businesses, in order to thrive, require the imagination, problem-solving and communications skills that arts education cultivates.
- Arts education contributes to overall student success in school, enhancing academic achievement, and educational attainment as well as school climate and student self esteem.
- City planners, property developers, and economists are increasingly recognizing the arts as an effective anchor for development and revitalization.
- A thriving arts sector creates a high quality of life, which is beneficial in attracting and retaining businesses and workers and ensuring a healthy tax base for the state over the long term.
- Citizens support the arts, and voters expect it to be an ongoing area of state investment.
- Now more than ever, states need the economic, educational, and civic benefits of the arts.
- The arts contribute to community resiliency, and help communities to find creative solutions to complex problems and to heal from traumatic events.
- Underserved communities are at particular risk during economic downturns, and the arts are a proven strategy for addressing their needs. Rural, inner city, and historically poor areas need the arts advantage during times of economic turmoil.

*\*Building Public Value for the Arts in Arizona: Advocacy, Promotion and Audience Engagement, published by the Arizona Commission on the Arts and Arizona Citizens/Action for the Arts*



# 2011 Legislative Overview

## 2011 Legislative Session

### Budget Situation in Fiscal Year 2011 and Fiscal Year 2012

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- Arizona faces a daunting budget deficit in the current Fiscal Year 2011 and in Fiscal Year 2012.
- The FY '11 shortfall is estimated at about \$763 million followed by \$1.15 billion deficit in FY '12
- To illustrate the depth of the problem, a little more than half the State's current budget is voter-protected. Meaning it is off limits to any legislative action that would cut or eliminate spending. So the legislature has roughly \$4 billion to work with to solve a \$1.4 billion deficit. Within that \$4 billion is \$1 billion for the Department of Corrections (prisons) which is unlikely to be cut. Unprotected education funding makes up the next highest budget item in this amount, followed by indigent health care. Therefore, the Governor and Legislature has a very difficult task of solving this budget deficit.

### Governor

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- Republican Jan Brewer was elected to a four-year term in November 2010
- She has indicated that she would see the budget deficit being resolved through cuts and working with a public-private partnership to help bring jobs to Arizona.
- She has all but ruled out additional sales tax increases.

### House of Representatives

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- There are 40 Republicans and 20 Democrats in the House.
- There are 30 newly-elected members in the House.
- Republican Kirk Adams was re-elected by the Republican Caucus to serve as Speaker again.
- There are 4 Senate members who have crossed over from the Senate to the House.

### Senate

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- There are 21 Republicans and 9 Democrats in the Senate.
- There are 19 newly-elected members in the Senate.
- Republican Russell Pearce was elected to serve as Senate President.
- There are 12 House members who have crossed over to join the Senate.



# 2011 Policy Talking Points

On February 7, 2011 we will be at the State Capitol to ask our elected officials to support arts and arts education in Arizona. Arizona Action for the Arts has adopted the following Key Principles and Public Policy Positions which should be the talking points that are important for you to share with your State Legislators.

## Key Principles

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1. Arts and culture organizations in Arizona comprise a large, critical economic sector known as creative industries. The sector boasts a major employment base, tax revenue and overall economic stimulus.
2. Like other key sectors, creative industries play a significant role in Arizona's economic development, especially as it relates to the tourism economy, attraction of knowledge workers and location of new businesses.
3. Public funding for the arts is inadequate to provide the degree of investment needed to leverage private sector support and sustain the growth of the creative industries sector in Az.
4. Maintaining a level of local public funding for the arts necessary to secure federal matching funds (NEA) is critical because without those funds – which specifically support the Arizona Commission on the Arts – investment in the arts economy will fall to a level that puts the sector at risk.
5. In addition to preserving existing funding streams for the Arizona Commission on the Arts, we are committed to providing leadership to efforts to develop alternative public funding models that will provide consistent and sustainable revenue streams to support arts and culture in Az.

## Arizona Action for the Arts Public Policy Strategy 2011

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### Public Funding for the Arts in Arizona

1. Because the arts have taken more than their fair share of revenue cuts over the last three years, AZAA will advocate **maintaining the current level of general fund appropriations for the Arizona Commission on the Arts.**
2. AZAA will advocate for maintaining overall **funding for the Arts Commission sufficient to maintain the federal, NEA match.**
3. Because the **Arts Trust Fund** is a dedicated and sustainable revenue stream funded and created by Arizona businesses, AZAA **will oppose any efforts to raid those funds, or repeal or amend the enabling legislation authorizing the funding.**
4. AZAA will exert **leadership to seek and identify creative, sustainable funding streams for the arts that do not depend on the state general fund**



## Arts Education in Arizona

1. At the state level, AZAA will support efforts to support and advance the Arizona arts education standards as a core component in a K-12 education system that promotes excellence and competitiveness for our state.
2. Locally, AZAA will identify and develop local arts advocates who will promote teaching to the arts standards as a priority to parent organizations, teachers and school boards.

### Additional Talking Points

AZAA will support **community arts education** programs delivered by Arizona arts and culture organizations and teaching artists, to build strong, systemic arts education programs for students throughout our state.

AZAA will support the efforts of the Arizona Commission on the Arts to expand opportunities for Arizona youth to participate in and experience the arts, and to deliver Arizona arts education programs, grants, resources and services to educators, teaching artists and administrators, in both school and out of school settings.



# Overview of Arts Congress 2011

## Format for Arts Congress 2011

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This year we will continue the format for Arts Congress that we adopted last year. Therefore, you will have several opportunities to interact with your State Legislators including a small team face-to-face meeting, district caucuses, gallery introductions and more.

Please come prepared for an entire day of interaction with elected officials and networking with arts advocates from around the state.

## Registration

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Please arrive at the Senate Lawn early for registration. Registration tables will be set up on the north side of the Senate Lawn. Registration is scheduled from 7:30am to 8:30am. The registration table will be staffed throughout the day, so please go to registration even if you arrive after 8:30am.

## Small Team Meetings

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Please register for Arts Congress by January 31 in order to guarantee a face-to-face with a State Legislator from your District in a small team. While staff will do its best, we cannot guarantee face-to-face meetings for late registrants. These meetings will be lead by the Legislative Liaison for assigned to each Legislator. Please remember that a team strategy works best for this type of meeting, we encourage you to actively work with your Legislative Liaison both on the day of Arts Congress and beforehand.

## Caucuses

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Some of the larger arts districts will have an opportunity to meet other advocates and Legislators at Caucus meetings at Arts Congress. The Caucus meetings are open to registered Arts Congress participants that reside in the District of the Caucus. You are not required to attend a Caucus meeting, but it is another excellent opportunity to interact with your legislators and show your legislators how significant the arts support is in their district. Please take advantage of this opportunity, as meeting with a Legislator in a small team and meeting your Legislator in a Caucus meeting can be different and valuable experiences.

## Gallery Introduction

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The Gallery introductions are an opportunity for arts advocates to visibly show our support for public support of arts and arts education. The Gallery introductions are scheduled for approximately 1:00pm in the House and Senate. Please choose one of the Galleries to go sit and be recognized as Arts Congress participants. Also, please keep in mind that committee meetings and schedules frequently push back the schedules of Legislators, so be prepared to wait in the Gallery from 1:00pm to 2:00pm.

## Lunch

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As a registered participant at Arts Congress we invite you to join us for lunch. AzCA/AA will provide a sandwich lunch. You will be given a ticket for your lunch at registration.



While lunch is included in the day, we would encourage you and your team to invite your Legislator to lunch. There are a number of restaurants close to the Capitol, many of which are frequented by law makers. Please feel free to extend this courtesy invitation to your Legislators and spend some additional time getting to know your elected officials.

## Schedule for the Day

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Each team will meet with their Legislator at different times throughout the day, as the Legislator’s schedule allows. Once you are assigned to a team, please fill out the information below to keep you on schedule for the day.

### Small Team Meeting

I am part of team \_\_\_\_\_. I am meeting with \_\_\_\_\_, at \_\_\_\_\_.

### General Schedule

Event	Location	Time of Day
Registration	Senate Lawn	7:30am
Welcome/Introduction	Senate Lawn	8:30am
Small Team Meetings Begin	Legislator Offices	9:00am
Networking Begins	Senate Lawn/League	9:00am
Advocate Session A	League of Cities	10:00am
Caucus Meetings A	League of Cities	11:00am
Lunch Begins	Senate Lawn	11:45am
Gallery Introductions	House and Senate Galleries	1:00pm
Advocate Session B	League of Cities	2:15pm
Caucus Meetings B	League of Cities	2:15pm
Check Out Begins	Senate Lawn	2:30pm

**Caucus Meetings A:** Districts 8, 11, 29

**Caucus Meetings B:** Districts 6, 15, 27

**Advocate Sessions A:** You can be an Arts Advocate; Arizona Commission on the Arts 101

**Advocate Sessions B:** Arts Education in 2011; Local Arts Agencies 101



# Planning for Arts Congress

## Preparing for Arts Congress

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Before you arrive at Arts Congress 2011, please do the following:

1. Attend a Pre-Arts Congress Training. While the materials for the training are available online, you will gain even more from an in-person or webinar workshop.
2. Your Team Captain/Legislative Liaison will contact you before Arts Congress to coordinate schedules, your teams approach to the small team meeting with your Legislator, and logistics.

## Meet up with Your Team

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1. Register and meet up with your District Team
2. Review Talking Points with Your Team and Decide who will say what and when

## Meeting Checklist

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- Keep your introductions brief :
  - o Name, occupation, where you live or work within the district
- Share one brief story
  - o The most effective stories are personal with a global appeal, talk about how the arts improve your community experience or impact your family
- Give the Legislator the packet
  - o This packet was prepared specially for his/her district.
  - o Point out reports included with attention to district-specific information
- “Arts Work” button
  - o Give the Arts Work button to your legislator
- Take a photo
  - o Ask you legislator to pose for a photo with you and your team
- Invite your Legislator to the Governor’s Arts Awards
  - o Hand your legislator his/her personalized invitation to the Governor’s Arts Awards in April, and emphasize that you look forward to seeing him/her again at that event.
- Thank your legislator for their time, attention and commitment to our state

## Check out with AzCA Staff

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After your small team meeting and before you leave Arts Congress, please check out with AzCA/AA staff. We want to hear about your meeting and will take care of mailing the written Thank you note for you and your team. Your interactions with your Legislators are key to our future success as a community, please share with us.

- Share with us the outcome of your meeting with AzCA/AA staff
- Drop off Feedback form
- Drop off written and signed Thank You Note

