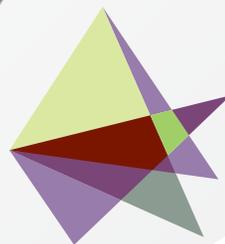


Educational Services Catalog



NAS

NATIONAL ARTS STRATEGIES

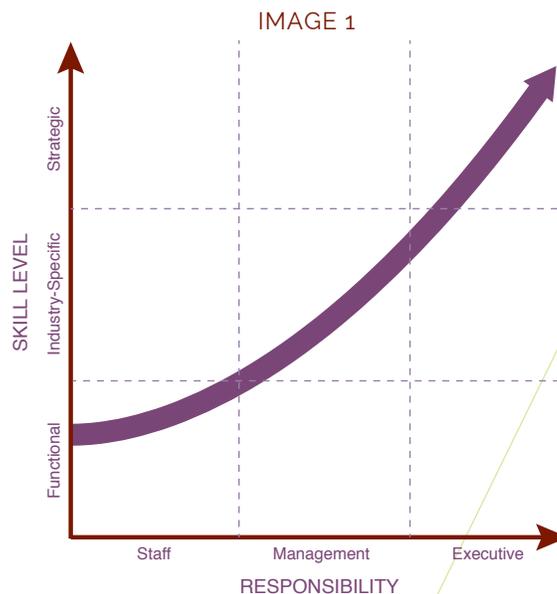
NAS has a long history of working to make the arts and culture sector stronger and more dynamic. We know that artists, cultural entrepreneurs and cultural organizations are integral to making vibrant communities. Strong leadership is a critical factor for success. We partner with funders, agencies, membership organizations and cultural institutions to create custom educational experiences that support and strengthen leaders in many forms. Our programs leverage proven curriculum, talented faculty and experiential learning support.

Our approach

We develop market-leading education services for a variety of players in the arts and culture ecosystem: artists, grantmakers, cultural entrepreneurs, board members and executives. Though programs are tailored to help each type of participant achieve specific goals, our guiding programmatic pillars remain constant: bring together the right group of people, facilitate learning and create space for conversations that push at the boundaries of what is possible and challenge people to effect change.

Our first step in developing a program is to work with the community or organization to assess their needs and their networks. We then look at the skills required to address the goals specified.

We've developed the Leadership Path diagram (Image 1) to frame our thinking on the needs of leaders over the progression of their careers. It shows the connection between career advancement and personal development. We know that it is difficult to find the right training to advance at the desired pace. We also know that as we



move through our careers gaps in knowledge and skills can appear. Whether an artist, an entrepreneur or a professional working within an organization, our programs fill those gaps and help individuals and communities thrive.

The breadth and depth of our national and international networks gives ongoing context to our work. Our long history and deep knowledge of academic frameworks and our focus on application, create a unique, transformational experience for program participants and a rich return on investment for funders.



History

Our initial focus (1983-2002) on financial capacity building was realized through a national network of stabilization programs. The legacy of this work includes a now standard focus on balance sheet strategy and asset-building in arts and cultural organizations, the use of liquidity measurements as a metric for organizational health and the incorporation of capitalization initiatives as a priority in funder driven programs.

Our strategy expanded to help build overall leadership capacity beginning in 1996. Since then NAS has developed the premiere education programs for the arts and culture sector.



Educational Services

INDIVIDUAL OPPORTUNITIES

Sponsor participants in our individual advancement programs; discounted rates are available for those sponsoring multiple participants

Chief Executive Program

One-year intensive international program for arts & culture CEOs to tackle big, field-wide questions. Leaders leave with ideas, tools & connections to strengthen their communities & the cultural sector

Creative Community Fellows

Nine-month incubator gives change-makers the tools, training & access to a community of support to help them use art & culture to drive transformation in their communities

Executive Program in Arts and Culture Strategy

A partnership with the University of Pennsylvania, this eight-month online & in-person certificate program gives participants the foundational knowledge & frameworks to take the next step in their career

TEAM LAYERED-LEARNING EXPERIENCES

Enroll a group in on-demand online courses; receive focused online facilitation & tailored exercises to help make the jump from theory to practice

Leading Innovation in Arts and Culture

Six-week course will create environments where new ideas are constantly created, shared, evaluated & the best ones are put to work

Integrated Marketing

Three-week course explores systematic approaches for understanding customers, planning marketing strategies & communicating value

Arts and Culture Strategy

Five-week course introduces several key frameworks to help arts & culture leaders make better short & longterm decisions

Value in Arts and Culture

Three-week course contextualizes value creation for the arts & culture sector, a perfect course for new board members

ON-DEMAND COMMUNITY SEMINARS

Work with NAS to build an in-person one- to three-day seminar for up to 50; these intensive working sessions feature the best management teaching & help teams quickly make sense of challenges & find new ideas

Day of Learning

One-day custom seminar focused on exploring & applying three or four frameworks or tools that are best suited to your specific challenges

Digital Strategies

Examine an integrated approach to social media, digital marketing & programming to advance mission & deliver results

Extending Your Reach

Get frameworks for analyzing & creating a more productive portfolio of partners that all align with the organizations' visions

Finance

Explore revenue mix, resource allocation, financial decision-making & managing a balance sheet for long-term sustainability

Managing People

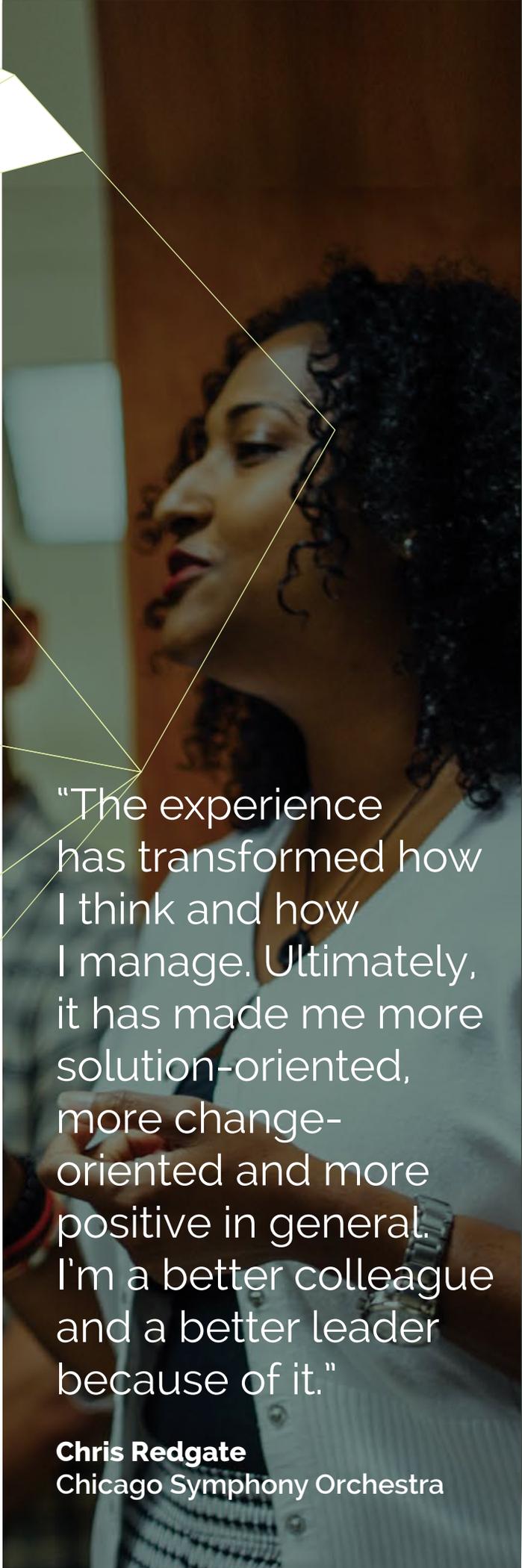
Learn to think more strategically about optimizing an organization's staff by developing a thriving organizational culture

Strategic Governance

Evaluate board structures, focus on relationships, decision-making & establishing effective governance

Strategy

Learn the critical frameworks of strategic analysis & how to effectively integrate mission & strategy



"The experience has transformed how I think and how I manage. Ultimately, it has made me more solution-oriented, more change-oriented and more positive in general. I'm a better colleague and a better leader because of it."

Chris Redgate
Chicago Symphony Orchestra



NAS

NATIONAL ARTS STRATEGIES

Many funders, agencies,
membership organizations
and cultural institutions have found
unique value in working with us.

Below are some of the partners
we have developed programs with :

American Express
Association of Art Museum Directors
The Boettcher Foundation
Chicago Symphony Orchestra
The Cleveland Foundation
Hong Kong Arts Administrators Association
Houston Arts Alliance
The Metropolitan Museum of Art
New Orleans Center for the Creative Arts
Oman Ministry of Heritage and Culture
Salzburg Global Seminar
Serviço Social do Comércio (SESC)
Smithsonian Institution

Contact us



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