



Center for Community Arts and Cultural Policy

Annual Bulletin 2009-2010



THIS IS OUR STORY





Letter from the Director

Dear Readers:

The 2009-2010 academic year brought a number of transitions and opportunities to the Center for Community Arts and Cultural Policy (CCACP) at the University of Oregon. After many years of successfully leading the Center under both its former name of the Institute for Community Arts Studies as well as through its re-launch as the CCACP, Dr. Doug Blandy stepped out of his role as director to become our first Senior Scholar and to concentrate on his extensive academic and administrative responsibilities with other entities. We congratulate him, in particular, on his recent honor of being named “Art Educator of the Year” by the National Art Education Association.

With my appointment to the directorship of CCACP came the opportunity to review the current priorities, research themes, and administrative structure of the Center. This annual bulletin is designed to orient you to the scholarship associated with CCACP, the faculty and students affiliated with this research, and our diverse projects and initiatives that took place throughout the year. As we look forward to the 2010-2011 academic year, we anticipate restructuring our Center’s areas of research emphasis by themes that are transversal throughout the initiatives supported by CCACP. These four themes are: participatory culture; sustainability; international engagement; and cultural identity and change.

The 2010-2011 academic year will also include several high-profile events that will continue to position CCACP as a regional leader in research related to community arts, cultural policy, and cultural heritage. In November 2010, the new Oregon Folklife Network will be launched by a symposium on public folklore and cultural policy featuring visiting scholar Bill Ivey. In February 2011, CCACP and the Arts and Administration program will host the 10th annual Visual Culture Symposium in Portland Oregon, focusing on sustainability.

This publication offers you a snapshot of the range of research currently in progress under the auspices of the CCACP. We would welcome the opportunity to answer any questions or provide additional information.

Best regards,

Patricia Dewey, Ph.D.
Associate Professor and Director



The Center for Community Arts and Cultural Policy

The University of Oregon Center for Community Arts and Cultural Policy (CCACP) sustains and strengthens arts, culture and heritage through research, policy, education, and community engagement.

In its main objective to foster civic engagement and cultural resource development in the American West, CCACP, through research and education, supports policymakers and cultural sector professionals to:

- Cultivate public participation in the arts
- Foster creative activities
- Preserve cultural heritage
- Inform sustainable community cultural development

Center faculty, students, and affiliate members conduct and disseminate policy-relevant research, and create and provide professional development opportunities to address the needs of current and future leaders in a broadly defined cultural sector. The CCACP is most closely aligned with faculty and graduate students in the Arts and Administration Program and the Historic Preservation Program of the UO School of Architecture and Allied Arts.

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The Year in Review

Throughout 2009-2010, faculty and initiatives associated with the Center for Community Arts and Cultural Policy continued to emphasize a deep commitment to fully integrating teaching, research, and community engagement. Further, affiliated scholars are active in their commitment to cross-campus collaboration, and to advancing public scholarship at local, state, regional, national, and international levels.

The Center for Community Arts and Cultural Policy continued to grow and solidify its

“The CCACP and its affiliated faculty maintain close collaborative ties to the leadership of numerous other UO research centers...”

position in its strong and seamless connection with the Arts and Administration Program – and, secondarily, the Historic Preservation Program and the Folklore Program – at the University of Oregon. All graduate students in these academic units have regular opportunities to participate in Center research activities, visiting scholar presentations, and other initiatives. The CCACP is also visible in its engagement in local, state, and regional arts planning and development. CCACP faculty and student participation in digital culture and technology is extensive. One specific area of collective involvement from which the entire UO community will benefit is the e-Portfolios project, discussed on page 6. This project informs the UfoliO system, and is part of an international coalition for electronic portfolio research.

The CCACP and its affiliated faculty maintain close collaborative ties to the leadership of numerous other UO research centers and institutes, including the Center for East Asian Studies; the Center for Intercultural

Dialogue; the Center for the Study of Women in Society; the Center on Diversity and Community; the Wired (Digital) Humanities Project; and the Oregon Humanities Center. Faculty are also engaged participants in cross-campus initiatives such as the UO Arts and Cultural Council and the new Digital Scholars Consortium. Through participation in the UfoliO project, faculty are spearheading a multidisciplinary initiative that supports learning through e-portfolios across campus. Affiliated faculty serve on advisory boards of several such UO centers and institutes and engage in leadership roles in interdisciplinary educational initiatives across campus. Faculty are also close partners with arts and culture organizations locally, throughout the state and region, nationally, and internationally.

Research trajectories and initiatives housed within the CCACP are currently aligned with four of the five current UO “Big Ideas.” A focus on cultural sustainability and the cultural dimension of urban planning and development aligns closely with the Sustainable Cities Initiative. Together with the Arts and Administration Program, CCACP is beginning to explore establishing an Arts and Healthcare research agenda and concentration area of graduate study, which is aligned with the UO Human Health and Performance initiative. Finally, the international scope of CCACP research – the ChinaVine project and the Cultural Development in the Pacific Northwest projects, in particular – fully support the campus-wide initiatives titled Global Oregon and The Americas in a Globalized World.



Community Arts

Affiliated faculty engage worldwide

In 2009-2010, three CCACP-affiliated faculty members continued research positioned in the Community Arts area of emphasis.

Dr. Doug Blandy's research focuses on art experiences that occur in community-based settings. His research has also concentrated on the relationships between art, education, community and place. His work is informed by the belief that arts and cultural settings have been, and continue to be, among those informal and formal enclaves in which people assemble, work, and act together for a variety of social, political, cultural, economic, aesthetic, and educational purposes. The arts are a catalyst for dialogue about individual and group identity as well as local, national, and international concerns. Blandy's two main research projects are ChinaVine and The Bob Ross Experience, both discussed below.

In fall 2009, Dr. John Fenn officially joined the UO Arts and Administration Program as Assistant Professor, responsible for developing a new Media Management concentration area of graduate study. Fenn's research encompasses ethnographic attention to creative processes embedded in everyday aesthetic production, whether manifest in material objects, electronic media, or emergent identities and social practices. He is interested in forms of communication as well as meanings

communicated, drawing on disciplinary tools from folklore, ethnomusicology, media studies, and digital humanities to engage in interpretation of the participatory dynamics of culture. His current research focuses on the ChinaVine project, as well as on investigation into the culture of boutique guitar effects pedals.

"The arts are a catalyst for dialogue about individual and group identity."

Dr. Lori Hager continued her research, teaching, and community engagement in youth arts policies and practices. She also continued her work on the Advisory Group of the Community Arts Convening and Research Project. On the Community Arts Network, she published a report, titled "International Community Arts", written in collaboration with a panel of scholars and practitioners who are on the frontlines of multinational community arts practices and research. Hager serves as the University of Oregon representative for Imagining America. Current developments in her ePortfolios initiative are profiled on page 6.



The ChinaVine Connection

ChinaVine is an interdisciplinary project aimed at educating English-speaking children, youth, and adults about the cultural heritage of China. Currently, faculty and students at four universities in the United States and three universities in China collaborate in this initiative. The primary means through which the mission is achieved is through an interactive website: <http://www.chinavine.org>



He Xue-sheng's paintings are inspired by growing up in Su Pu village in Southern Ningxia China.

The People's Republic of China (PRC) is currently engaged in an ambitious initiative to identify, preserve, and sustain its cultural heritage. This is occurring across provinces and involving myriad cultural institutions including museums, government offices, performing arts centers, and universities. Integral to this project is introducing this cultural heritage to an international audience.

In September 2009, a ChinaVine research team – including Professors Doug Blandy and John Fenn – traveled to Beijing and Jinan. In Beijing, the team conducted fieldwork with contemporary musical and visual artists. In Jinan, Blandy and Fenn participated as invited speakers in the 2009 “Handicraft Creates Wealth” international forum hosted by Shandong University of Art and Design.



The “Slogan Car” is used to transport artists and their guests to and from Song Zhuang Village artist district in Beijing.

The ChinaVine project will continue in 2010-2011, with the next fieldwork trip to China scheduled for September 2010. The purpose of the next trip will be to continue to study Son Qhong artist's village, interview urban zinesters in Beijing, and folk arts in Beijing and Shanghai. Also associated with ChinaVine will be the development of a new content management system for the website in collaboration with the UO Interactive Media Group. In addition, Blandy and Fenn have submitted a global seminars proposal to launch a research-oriented field school associated with ChinaVine in Beijing in summer 2011.

ePortfolios Spread Around the World

This research initiative seeks to address the convergence of media communication and the development of 21st-century skills in the arts management field. In 2009-2010, Prof. Lori Hager mainly focused on integrating a new eportfolio system throughout the Arts and Administration Program (AAD), and working with colleagues across campus, and internationally, to advance



Arts and Administration Program, Student, Course, and Faculty instructional blogs and eportfolios

research and practices in eportfolios in higher education. She presented on the project at the International ePortfolio Conference in London in June 2009, and continues to write and research about issues related to eportfolios, including the



role of new media in participatory culture, and student-centered learning in the 21st century cultural economy.

Beginning in fall 2009, an online learning community that is an integration of eportfolios and an open source web 2.0 “mashup” was made available to graduate students and faculty in the AAD program. The vision of this project is: To implement a comprehensive learning system that serves as a hub for the generation of dynamic learning communities between faculty, students, and professionals; that integrates demonstrations of excellence in academic objectives, community engagement, and leadership; and that fulfills the mission of the academic unit.

The Bob Ross Experience

Bob Ross’ PBS television series as well as art classes based on the Bob Ross method have captivated an international audience by promising participants that they can create immediate oil-painted masterworks worthy of framing and hanging. Associated with the series and classes is a million dollar arts supply enterprise. Integral to the success of the show, the classes, and the enterprise is Bob Ross’ charisma.

The purpose of this research project, conducted by Prof. Doug Blandy, is to consider Bob Ross and the Bob Ross method of art instruction within the context of American popular culture and arts education. Through taking courses in the Bob Ross Method, analyzing Bob Ross videotapes, interviewing participants in the Bob Ross method, and through a review of literature this study will provide insight into electronic media as a source of education, the role of personality in contributing to arts movements, the corporate connections between education and enterprise in a capitalistic society, the sociological and psychological motivations for making arts, the relationship of class to aesthetic preferences, the history of amateur arts instruction, and the relationship between art and leisure.

The Arcane Culture of Guitar Effects Pedals

A current project underway by Prof. John Fenn is an ethnographically-based investigation into the culture of boutique guitar effects pedals.

Used to manipulate the tone and timbre of any electronic musical sound – though widely associated with guitars – the effects pedals made by boutique builders generate significant interest among a wide range of end-users, especially evident in the contemporary media landscape.



Two OhNoHo pedals designed/built by Lawrence Scaduto: the Utter Stutter & the Chk Chk Boom

Outcomes of this project will entail an ethnographically-grounded understanding of relationships between musical practice and technology; and analysis of the importance of social and information networks in the production and distribution of boutique effects pedals; and a critical exploration of the relationship between aesthetics (sonic and visual) and the emergence of creative communities.

In April 2010, Fenn presented his research at the Experience Music Project’s Pop Conference in Seattle, focusing on the relationships between analog and digital technologies in the domain of boutique effects.

Cultural Diversity and Social Inclusion

Looking at museums with a critical eye

In addition to serving as Associate Director of the CCACP Cultural Diversity and Social Inclusion research strand, Dr. Phaedra Livingstone coordinates both the Museum Studies concentration area in the Arts and Administration Program and the UO Graduate Certificate in Museum Studies. Her research interests include museum interpretation and representation issues, museum management and social inclusion, feminist museology, and visitor studies. Her current research focuses on equity and diversity perspectives in museum planning, policy and practice.

Throughout 2009-2010, Prof. Livingstone's main research projects included continuing work on: the development of her book manuscript on interpretation issues in museum practice; her study of gender and the museum workforce across North America, entitled *Glass*



Dr. Phaedra Livingstone at the Jordan Schnitzer Museum of Art

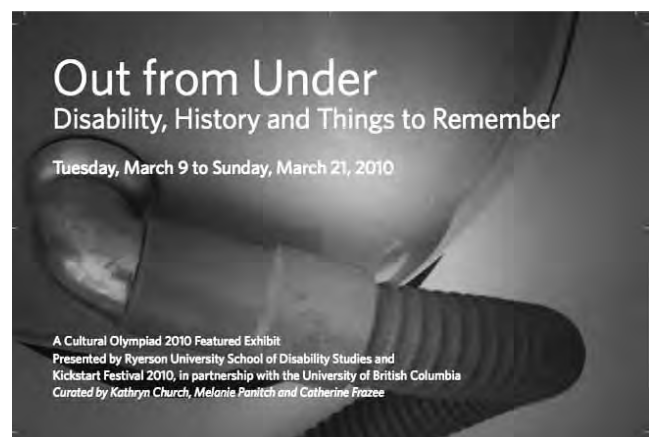
Ceilings for Glass Boxes; and the ongoing *Out From Under* disability history exhibition project (curated through Ryerson University, Toronto). In addition to the publications listed for 2009-2010, she delivered five international conference papers and two community presentations on these projects. She also mentored students in their research presentations for the Oregon Museums Association spring 2010 conference.



Museum touchscreens bring museum interpretation to life

Livingstone is an affiliated faculty member of the UO Center for the Study of Women and Society and has been participating in the CSWS interdisciplinary research interest group on gender and technology. She is also an active member of the UO Canadian Studies committee. Dr. Livingstone continues her participation on the long-range planning committee of the UO Jordan Schnitzer Museum of Art, and the applied research related to the museum's ongoing American Association of Museums reaccreditation project. She is a member of a team planning (grant proposal now under review) to conduct an innovative three-year

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Poster for "Out from Under" at the Cultural Olympiad



Cultural Policy

Examining the complex dance of art and government

Dr. Patricia Dewey leads the CCACP Cultural Policy research strand, in addition to coordinating the performing arts management concentration area in the Arts and Administration program and serving as chair of UO Canadian Studies. Dewey's main research areas are international cultural policy, cultural development, and arts administration education.



Melding arts, culture and policy is about enhancing the human experience

At the core of her research, Dewey seeks to understand complex interactions among governments, arts organizations, and the cultural sector of societies. Her research focuses on policy analysis and theoretical modeling of cultural policy institutions, processes and systems in the international context.

“Dewey continued to lead two major research initiatives in cultural policy...”

In 2009-2010, in addition to beginning work on program development initiatives pertaining to both Arts and Healthcare as well as Performing Arts Center Policy and Administration, Dewey continued to lead two major research initiatives in cultural policy, profiled below.

Deconstructing European Union Cultural Policy

In this study, Dewey is spearheading a new topic of scholarly inquiry in transnational cultural policy-making. Building on field research conducted in Europe in fall 2006 as a Fulbright European Union Affairs Research Program fellow, she continues to investigate the history, institutions, and policy process involved in EU cultural policy-making. Several journal articles and a book chapter have been published; a full book manuscript is in process.

The Pacific Northwest's Cultural Development

Building on earlier stages of this research initiative, 2009-2010 brought an increased focus on Cascadia-region urban cultural planning and development. This year, Dewey's deepening engagement in UO Canadian Studies led to research paper presentations with the Pacific Northwest Canadian Studies Consortium as well as the Association of Canadian Studies in the United States. Participation in the 19th annual summit of the Pacific Northwest Economic

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The European Union provides fertile ground for study

Cultural Heritage and Interpretation

Chronicling cultural identity and change from Montana to Drvenik Veli



Jackson Street Store and Cogswell-Taylor House, Virginia City, Montana.

Dr. Kingston Heath, director of the University of Oregon's Historic Preservation Program, serves as Associate Director for Cultural Heritage and Interpretation with the Center for Community Arts and Cultural Policy. Heath's thematic area of research has to do with "place-based studies." His current work allows him the opportunity to reach beyond the United States to explore vernacular resources and cultures on a global scale. His most recent book (2009), *Vernacular Architecture and Regional Design: Cultural Process and Environmental Response*, defines a set of strategies for understanding and addressing the complexities of regional settings through a series of international case studies.

Professor Heath received a \$50,000 grant in summer 2009 to continue his teams' documentation of historic resources in the former mining camps of Virginia City, Montana (a National Historic Landmark) and the adjacent community of Nevada City. Following his research in Montana summer 2008, the article "The 'Finney House' as an Index of Social and Technological Change in Nevada City, Montana" appeared in the official guidebook for the Annual Meeting of the Vernacular Architecture Forum in Butte, Montana, June 10-13 2009.

Heath was a member of the organizing committee for the conference, chaired a paper session titled "When the Ore Runs Out," and led tours for the VAF. Heath plans to develop a



Cogswell-Taylor House (c. 1868) recordation, condition assessment, and historic context report. Graduate students Chrisanne Beckner (left) and Lisa Berenschot (right) on site, summer 2009.



Clockwise from top left: Adjunct faculty Dr. Kirk Ranzetta, graduate student Lisa Berenstadt, and Professor Shannon Bell

book prospectus on the cultural diversity and socio-spatial organization of Montana's earliest mining camps.

"Heath's thematic area of research has to do with place-based studies."

Later in summer 2009, Heath directed the Croatia Conservation Field School that he established in concert with the Croatia Ministry of Culture's office in Trogir. The nine-credit interdisciplinary curriculum took place on a small island in the Adriatic, Drvenik Veli, from August 15 to September 11, 2009. This research-oriented field school will continue in summer 2010, and will lead to a book project on traditional stone architecture along the Dalmation Coast.

Continued from page 8

Cultural Diversity and Social Inclusion

curatorial and applied research project related to art and archival collections held at the JSMA and a second university art museum.

Out From Under was selected to travel to Vancouver this winter, where it was displayed as part of the Cultural Olympiad, held in conjunction with the 2010 Winter Olympics. A new online exhibition was also launched (www.ofu.ryerson.ca) which extends the travelling version and offers a number of additional accessibility and educational resources. Dr. Livingstone is currently conducting curatorial research for the development of a new exhibition on the history of equity and diversity action on the University of Oregon campus, drawing on UO and private archival materials. It will be on display winter 2011 in Knight Library.

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Cultural Policy

Region and subsequent discussions with the leadership of the organization is leading to the introduction of an "Arts and Culture" sub-working group affiliated with the existing working groups within this highly influential entity in regional policy-making. This sub-working group will be gradually introduced at both the 2010 annual summit in Calgary and the 2011 annual summit in Portland.



The arts of Canada and the US come together in Cascadia

Visiting Scholars

Throughout the 2009-2010 academic year, a series of visiting scholars was supported and promoted by the Center for Community Arts and Cultural Policy, the Historic Preservation Program and the Arts and Administration Program. Numerous additional guest speakers and expert practitioners visited courses taught by affiliated faculty and provided students with engaging lectures and workshops. Our distinguished visitors in 2009-2010 included the following:



Randy Cohen, *Americans for the Arts* VP of Local Arts Advancement

On November 6, 2009, Randy Cohen – VP of Local Arts Advancement with Americans for the Arts (Washington, DC) was featured in a series of events co-sponsored by the Center for Community Arts and Cultural Policy, the Emerging Leaders in the Arts Network (ELAN), the Arts & Business Alliance of Eugene, and the City of Eugene.

Among the most noted experts in the field of arts funding, research, policy, and using the arts to address community development issues, Randy Cohen presented on the topic: *How your community can thrive through the arts.*



Poster for “At hand: A trans-media performance event” and “Reasons for taking a walk in the dark: The collaborations of Maria del Carmen Montoya and Kevin Patton”

In launching a new Media Management area of concentration, the Arts and Administration Program featured artists Kevin Patton and Maria del Carmen Montoya as visitors from January 28 to 29, 2010. These renowned intermedia artists, whose interdisciplinary work ranges from performance to sculpture to installation using computational interactivity to link the visual and the aural, framed a series of events on the theme: *Collaborations, interactivity, and managing media.*

In May 2010, CCACP partnered with the Arts and Administration Program as well as several student associations to host Adam Hutler, founder and executive director of the nonprofit arts consultancy group Fractured Atlas. This group helps artists and arts organizations nationwide function more effectively by providing access to funding, healthcare, education, and improved technological capacity. Hutler conducted two professional development sessions addressing *new models for nonprofit organizations and technology and artists.*

Finally, the Historic Preservation Program is pleased to host Dr. Marco Antonio Rezende as a post-doctorate scholar from Brazil from winter 2010 to winter 2011. He offered a course titled Earth Architecture in spring 2010 and will offer a class on Brazilian architecture in fall 2010.



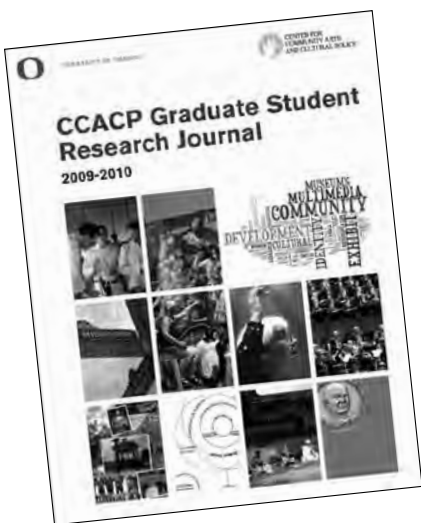


Student Research

The UO Center for Community Arts and Cultural Policy and its affiliated faculty are proud to support and promote graduate student research. The Center does so by providing graduate research fellowships, faculty project-based research support, funding for conference travel, and an active visiting scholar series. At present, guided by available funding streams, the CCACP most directly supports graduate students in the Arts and Administration Program. However, the Center seeks to expand its support of students in other closely related academic units in coming years.



Sample Visualization from Student Research



This journal project was inspired by the research journal that has been published by the Associated Students for Historic Preservation (ASHP) on an annual basis since 1989. All of these publications are available online at <http://www.uoregon.edu/~ashp/journal.html>. The ASHP Journal provides a forum in which to convey views and information, as well as promote spirited debate within the field of historic preservation at the local, state, and national levels. ASHP's purpose is to advance knowledge and understanding of historic preservation policy and practice among students, professionals and educators throughout the nation.

The 2009-2010 academic year marks the launch of an annual journal that profiles research completed by graduate students in the UO Arts and Administration Program. This publication provides a snapshot of the terminal theses, projects, and capstones completed by master's degree students in spring 2010, and seeks to draw the attention of a larger audience to the excellent scholarship completed in the program – all of which is available for download through the UO Scholarsbank. The “Research and Publications” link on the Arts and Administration Program website (<http://aad.uoregon.edu>) offers details of student research available online.



The graduate student organization affiliated with the Arts and Administration Program, the AAD Student Forum, was restructured as the Emerging Leaders in the Arts Network (ELAN) in 2009 to better focus the efforts of the group. The impressive range of activities conducted by the association is available on its website: <http://uofolio.uoregon.edu/elan/>



CCACP Affiliated Faculty Publications in 2009-2010

- Blandy, D., & Bolin, P. (Eds.). *Matter matters*. Reston, VA: National Art Education Association (in press).
- Blandy, D., & Congdon, K. G. (2010). The making of ChinaVine: Partnering across countries. In A. Arnold, E. Delacruz, A Kuo, & M. Parsons (eds.), *Globalization, art and education*. Reston, VA: National Art Education Association.
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- Dewey, P., & Duff, S. (2009). Reason before passion: Faculty views on internationalization in higher education. *Higher Education*, 58, 491-504. DOI 10.1007/s10734-009-9207-z
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- Church, K., Panitch, M, Frazee, C., & Livingstone, P. (2010). 'Out From Under': A brief history of everything. In R., Sandell, J. Dodd, & R. Garland-Thomson (eds.), *Representing disability: Activism and agency in the museum* (pp. 197-212). London: Routledge.



A Commitment to the Arts is Good Business

When a community is committed to the arts – through a solid arts policy and the encouragement of artists and performers – and to culture – through respect for its history and diversity – it creates the kind of environment that retains young people, attracts new industry and quality employees, and helps ensure healthy businesses.

Communities can learn more about the benefits and implementation of a strong arts and culture program from the outstanding work of the faculty and programs affiliated with the Center for Community Arts and Cultural Policy. Classwork prepares students to be successful in their professional lives serving communities; interns contribute many hours to agencies; and at CCACP, research is timely, accessible, and infinitely applicable for use in communities everywhere.

Learn more about CCACP at ccacp.uoregon.edu and consider supporting this important work. Your gift will support faculty in their vital research, assist with the production and dissemination of case studies and reports, and help CCACP stage nationally-recognized and respected symposiums.

Supporting the Work of the Center for Community Arts and Cultural Policy is Good Business

Make your gift to CCACP today.

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Send a check payable to the *UO Foundation* and note CCACP in the memo line. Checks can be mailed to:

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Eugene, OR 97401-3273

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Go to <https://supportuo.uofoundation.org> and specify CCACP in the Gift Designation and Amount 'Other' box.

Graduate Research Fellows, 2009-2010

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