

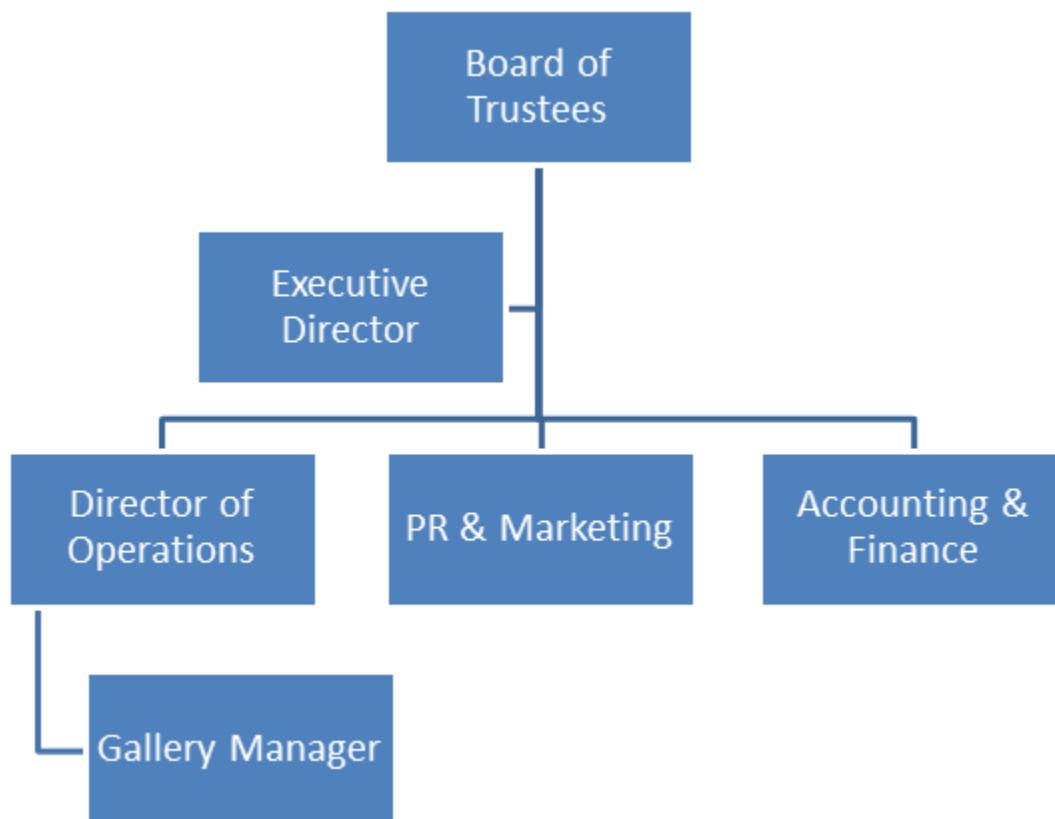
# Synergy Art Series

AAD 612 Cultural Administration

Max (Xiaoqing) Ma, Emily Payne, Stacey Ray and Raquel Vargas Ramirez

November 4, 2014

Group Assignment #2



## **Job Description - Synergy Art Series**

**Title:** Executive Director

**Reports to:** SAS Board of Directors

**Supervises:** Director of Operations, PR and Marketing Director, and Accounting and Finance Representative

**Based at:** Eugene, OR

### **Main Purpose:**

To lead SAS and oversee the general activities (administration, operations, program and strategic planning) of the organization by coordinating departments as a unit as well as serving as a liaison between the board and staff

### **Responsibilities:**

- Meet regularly with the Board of Directors to keep them informed on operations, and to communicate any pertinent issues that might arise in the organization and need to be addressed. The Executive Director will work with the board to come up with strategic solutions to challenges.
- Oversee the organization's staff, specifically maintaining regular communication with the Director of Operations, Marketing and Development Director and the Accounting and Finance Director. Provides strategic guidance in all areas.
- Ensure that the organization operates in a manner that fulfills the mission of SAS as well as the decisions of the Board. Must work collaboratively with business owners, community organizations, staff and volunteers to execute the vision and goals of SAS.
- Develop resources for the sustainability of the organization:
  - Manage the organization's fiscal responsibilities
  - Procure funding for programming and operations and lead fundraising efforts to obtain financial sustainability
- Establish and nurture lasting, stable relationships with sponsors, donors and partners.
- Work with the Board and SAS staff to develop programming for each season
- Lead the planning and approval of an annual budget

- Function as the “face” of the organization; the main representative and public spokesperson to outside sources
- Assign, approve and design job positions for recruited employees

## **Job Description - Synergy Art Series**

**Title:** Director of Operations

**Reports to:** Executive Director

**Supervises:** Gallery Manager and Volunteers

**Based at:** Eugene, OR

### **Main Purpose:**

To plan and coordinate the content and timelines for the Synergy Art Series seasons and events, as well as work with the Executive Director to develop programming for each season To oversee the operation of the organization’s facility and regulate the function and duties of its volunteers.

### **Responsibilities:**

- Arrange and plan the organization’s Annual Report summarizing its activities and achievements, as well as an overlook of the future of the organization
- Encourage professional and well-intended relationships among employees
- Enforce the organization’s rules and policies properly documents any misconduct situation
- Manage the use and booking of venues and the development of program materials
- Oversee a part-time Gallery Manager as well as the staffing and operations of the SAS gallery
- Oversee recruitment and duties of volunteers and temporary/interim or contracted employees, ensuring proper and agreed compensation
- Work with the Executive Director to develop specific programming and to identify possible programming topics that can be further explored

## **Job Description - Synergy Art Series**

**Title:** PR and Marketing Director

**Reports to:** Executive Director

**Based at:** Eugene, OR

### **Main Purpose:**

To serve as a liaison to SAS partner organizations, working with them to promote their events in the series and to generate outreach to young, educated audiences the community. The PR and Marketing Director manages the development and dissemination of SAS marketing and outreach materials and coordinates efforts for audience response to the series.

### **Responsibilities:**

- Plan and execute the organization's annual marketing plan to ensure that SAS effectively engages its target audience.
- Collaborate with the Director of Operations to better communicate the programming for each season
- Help to foster a strong collaborative network of art, culture and community organizations that will join the efforts of SAS. Maintain positive support and communication with partners.
- Manage the creation and dissemination of any collateral material that SAS may use for any communication, branding and promotion
  - Arrange design, printing and distribution efforts
  - Manage the organization's website and social media pages as well as any other digital media
  - Ensure that all distributed information is consistent, accurate and that it adheres to the mission, goals and values of the organization

## **Organizational Context**

Eugene, Oregon is a highly educated city, with a very vivid and unique arts and culture sector. It is receptive to community collaboration, as it is a vibrant place with a wide spectrum of personalities, opinions and culture, and people with many different lifestyles and experiences. Many factors affect the environment in which arts and culture organizations exist within the city.

According to national census data, only about 18% of the Eugene population is under age 18 and only about 13% is over age 65, leaving a large middle group of workers, students and professionals. The presence of the University of Oregon contributes to a large population of young adults in their twenties (U.S. Census Bureau, 2014). Enrollment at the university in 2013 was over 24,500 students, and the city population in 2013 was 159,190 which means that the UO population equates to approximately 15% if we make the assumption that those students all live within Eugene (University of Oregon, 2014). The statistics, as well as the presence of a dominant research university, tell us that many people in Eugene are highly educated. Approximately 40% of the Eugene population has a bachelors degree or higher, which is about 10% above the state average (U.S. Census Bureau, 2014). Synergy Art Series directly targets this audience of post-bachelor education students, young professionals, educators and active younger community members, ages 25-35.

The city has a relatively high poverty level with 23.1% of the population below the poverty line, compared to 15.5% of the state population below that line. The median household income of \$41,525 is less than that of the state at \$50,036. This may have an effect on arts participation as there may be less of an audience willing to purchase tickets or provide donations. Not only does the community have a higher poverty level, but it is not very ethnically diverse. The Eugene population is almost 86% white, and almost 82% white alone (not Hispanic or Latino), according to the national census (U.S. Census Bureau, 2014).

The climate of Eugene does not necessarily lend itself well to outdoor events, especially during the winter months, as the city can see approximately 140 days of precipitation, which equates to over 38% of the year, receiving almost 48 inches of rain. According to the Eugene Area Chamber of Commerce, the area maintains a relatively cool, wet climate with an average annual temperature of 53 degrees (Eugene Area Chamber of Commerce, 2014). Although weather conditions may prove challenging for certain location based programming, on the other

hand, such weather may give reason for people to spend recreational time indoors experiencing the arts and culture.

SAS collaborates with art organizations and artists, especially young/emerging artists in the Eugene and Springfield areas. Likely partners may include educational organizations, arts and culture organizations and other community organizations, specifically those that may be connected directly to SAS programming themes. Donors such as individuals, companies or organizations who invest in the programs will also form part of its constituencies, since they are an integral element to the program's existence and sustainability.

Specific partners may include MECCA, UO School of Art as well as the UO School of Music and Dance, Cinema Pacific, Cascadia Concert Opera, Jordan Schnitzer Museum of Art, Eugene Concert Choir, Eugene Peace Choir, Eugene Storefront Art Project, Hult Center, Very Little Theater and other Eugene arts and culture organizations.

In 2009 the Oregon Bach Festival released a geodemographic patron report which mentioned, at that time, the strongest demand for arts and culture was to be found in small pockets of Eugene, many of which were to be found downtown, near the university and in suburban areas to the south of the city. The study provided insight into audience overlap within various cultural organizations specific to OBF, and concluded with a summary that determined there was only a 25% overlap in audiences across the twelve Oregon Bach Festival Partners. The survey reached nearly 20,000 households that were existing culture patrons and collected direct input from over 1,400 cultural patrons, but it was determined that less than 6% were associated with three or more of the organizations. In their report OBF mentioned that "coordinated activities to cross-promote events and cross-pollinate audiences could go a long way toward increasing the frequency and breadth of participation" (Oregon Bach Festival, 2009). The study also stated that classical music patrons had more multiple affiliations than visual arts organizations, which had the least. SAS recognizes that there is a need to influence cross-participation and collaboration across art mediums and art and culture organizations in Eugene, to bridge the separated arts and culture pockets within the city, to introduce patrons to new art forms and to bring new audiences to organizations throughout the community.

## **Resources**

Byrnes, W. J. (2015). *Management and the arts* (pp. 254-259). New York and London: Focal Press, Taylor & Francis Group.

Eugene Area Chamber of Commerce (2014, November 3). Facts and Figures. Retrieved from [http://www.eugenechamber.com/community/facts\\_figures.aspx](http://www.eugenechamber.com/community/facts_figures.aspx)

Oregon Bach Festival (2009). Oregon Bach Festival partners research project. Geodemographic Analysis and Patron Survey, Eugene, OR: Surale Phillips, Decision Support Partners, Inc.

University of Oregon, Office of Admissions (2014, November 3). UO Facts. Retrieved from <http://admissions.uoregon.edu/profile.html>

U.S. Census Bureau (2014, October 20). State and County Quickfacts [Eugene, Oregon census data]. Retrieved from <http://quickfacts.census.gov/qfd/states/41/4123850.html>