



CREATIVE EXCHANGE

GIVING AND GETTING

WORKSHOP LEADER



Ruby Lopez Harper is the Director of Local Arts Services for Americans for the Arts. She is the Co-chair for the National Coalition on Arts Preparedness and Emergency Response, serves as Co-chair on the Support for Individual Artist Steering Committee for Grantmakers in the Arts and serves on the WETA Community Advisory Council. She is also on the board of the Gard Foundation. Prior to joining AFTA, Ruby was the Director of Grants and Services at the Greater Columbus Arts Council in Columbus, OH. At the Greater Columbus Arts Council, Ruby focused on grantmaking, community development, economic development and tourism, and public art. She has a varied background that includes corporate affairs, marketing, and business administration. She served on the Emerging Leaders Council for Americans for the Arts and was the primary contact for the Arts and Economic Impact Study for Central Ohio. She also worked with PhilanthropyOhio on their Member Services Committee. Ruby has an associate degree from Cerritos College, a certificate in Corporate Community Involvement from Boston College, and is a trained meeting facilitator.

AGENDA

8:00 a.m. Registration Begins

Networking & Morning Refreshments

8:30 a.m. Welcome

Debbie Mikula, executive director of the Arts Council of Greater Lansing

8:45 a.m. Introductions & Setting the Stage

Ruby Lopez Harper, director of Local Arts Services for Americans for the Arts

9:15 a.m. Workshop

Understanding Your Community to Drive Audience Engagement

Communication is everything. Being able to craft your messaging in a way that invites and includes the community you are trying to reach is key.

10:15 a.m. Break

10:25 a.m. Workshop

Flexing Your Advocacy Muscle

Sometimes it isn't what you're saying, but who is saying it for you and who you are saying it to. Learn how to build and strengthen the way you approach ambassadors and leverage networks in service to the work.

11:25 a.m. What We Heard

Taking a moment for reflection, we ask that you all to think back on the day thus far—make connections, share ideas and reveal opportunities. What are you finding most useful from today's conversation? What action(s) do you feel you can take within your sphere of influence? What are the most actionable ideas? What seeds can you plant? Let's explore.

11:55 a.m. Closing

Debbie Mikula, executive director of the Arts Council of Greater Lansing

1:00 p.m. – 5:00 p.m. Time with Ruby!

In addition to the morning workshop, attendees are welcome to sign up for complementary 1-on-1 consulting with Ruby! These 30-minute time slots are first-come-first-serve and you can sign up at the registration table. Consultations will be held at the Arts Council of Greater Lansing, located at 1208 Turner Street, Lansing.



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