



## Oakland County Art Institute Authority Report – 2013



**2.3–Governance**–Arts Authorities shall have the right to appoint two voting members to serve on the DIA’s Board of Directors.

- Oakland County Art Institute Authority appointed Thomas Guastello and Jennifer Fischer to the Detroit Institute of Arts Board of Directors.
- Mr. Guastello serves on the Investment Committee and Ms. Fischer serves on the Governance and Nominating Committee

**2.4.1–Privileges to County Residents**–Free admission

- Upon approval of the millage on August 8, 2012, the DIA immediately implemented free general admission to all residents in the tri-county area.

**General Admission – August 2012 – December 2012**

	8 / 12 - 12 / 12	\$ Value
Comp-Oakland County Resident-Adult	20,222	\$ 161,776
Comp-Oakland County Resident-Youth	4,294	\$ 17,176
Comp-Oakland County Resident-Schools	2,650	\$ 10,600
Comp-Oakland County-Adult Group	111	\$ 666
Comp-Oakland County-Senior	347	\$ 2,082
Member Scans-Oakland County	7,204	\$ -

- Total general admission for Oakland County residents during the period of 8/12 – 12/12 was **34,828**.
- The value of general admissions to Oakland County residents during this period is **\$192,300**.

**General Admission 2013**

Admission Category	# guests	\$ Value
Comp-Oakland County Resident-Adult	53,233	\$425,864
Comp-Oakland County Resident-Youth	17,186	\$68,744
Comp-Oakland County Resident-Schools	16,595	\$66,380
Comp-Oakland County-Adult Group	2,042	\$16,336
Comp-Oakland County-Senior	3,994	\$23,964
Member Scans-Oakland County	16,082	\$0
	109,132	\$601,288

- Total general admission for Oakland County residents during 2013 is **109,132**.
- The value of general admissions to Oakland County residents for 2013 is **\$601,288**.

\*Admissions represent general museum admission and do not include members, special exhibitions, special on-site events or off-site events.

**2.4.2–Student Services and Curriculum Development**

Since passage of the tri-county millage, the DIA has substantially increased services to students in Oakland County. The DIA reached its goal of providing field trips for 16,000 students from Oakland

schools in 2013. The DIA began opening on Tuesdays to accommodate additional school groups and hired a part-time dedicated staff member to increase awareness of the free bus transportation program and other DIA school services. A new graphic identity for DIA school programs now unifies print and electronic materials so teachers can readily identify relevant museum programs. The graphic identity theme, "Welcome to Your World," reinforces the idea that all students belong at the DIA, and the museum is a place where students can explore cultures from all over the world. The additional communications to schools has increased the number of field trips throughout the school year, most notably in the summer. Between summer 2012 and 2013, field trips by students from summer school and summer camps increased 170% across all three counties. We expect this trend to continue and are taking steps to ensure we can accommodate summer groups with quality programs.



### Student Field Trips

- A total of 17,490 students participated in field trips to the DIA during 2013. Complimentary transportation was provided to all student groups.
- The DIA successfully focused efforts on increasing participation by schools in northern Oakland County; both Oxford and Lake Orion Schools had significant jumps in attendance over the previous year.

### In-School Programs

- 641 students and teachers from Oakland County participated in DIA classroom talks about art in 2013.

### Curriculum Development

- Progress continues on collaboration with the InsideOut Literary Project, an independent program, which will make DIA images and writing prompts available to teachers through the DIA website (dia.org). This program will be available in mid-2014. This program will help teachers meet Common Core Standards for writing.
- DIA educators met with science teachers and the Detroit Climate Action Collaborative to develop a new school tour to help students learn about the environment and climate change through DIA art. The new tour will be offered to students in fall 2014. This effort will help teachers meet Common Core Standards for science.

### Programs for Homeschool Educators and Parents

- DIA staff promoted the museum's school programs at the annual HomeschoolingWorks "NOT Back to School Picnic" in September 2013. This event attracted more than 300 homeschool educators and their families from across Southeast Michigan, including from Oakland County.
- The DIA held its inaugural Homeschool Day in October 2013, which provided homeschool families with the opportunity to talk with Learning & Interpretation staff, learn about the collection from teaching volunteers in the galleries, and participate in an art workshop. This event attracted 370 people from across Southeast Michigan, including 71 homeschool educators and their children from Oakland County.

## **3.0 Professional Development for Teachers**

### Teacher Enrichment and Communications

Oakland teacher participation in professional development and other educator programs increased by 89% between the 2011/12 and 2012/13 school years, totaling more than 240 individuals during the past school year. The DIA created the new position of School Relations Coordinator to increase communication with schools in the tri-county area and ensure that all teachers and administrators know about DIA school and teacher services. In 2013, DIA School Relations Coordinator met with more than 150 Oakland school administrators, both in the museum and at schools, sharing information about museum programs and gathering information about school needs and interests. Teachers now benefit from a stronger relationship between the DIA and the Oakland Intermediate School District.



- The DIA reached school 249 administrators or teachers in 25 of the 28 school districts in Oakland County through professional development workshops, educator events, and DIA school program informational presentations in 2013.
- The DIA developed a new electronic newsletter for teachers, debuting November 2012, notifying them of upcoming programs and professional development opportunities, promoting free field trips, and providing links to free educator passes and teaching resources. The Oakland Intermediate School District distributes the newsletter to teachers and principals.
- Teachers from Oakland County participated in monthly “Let Us Introduce You” teacher open houses in 2013. These events offer teachers the chance to sample tours that are offered to students and give them the opportunity to discuss issues with their colleagues and DIA educators. A different area of the DIA’s collection is featured each month.
- Oakland teachers also participated in the DIA’s Fall Educator Open House in October, where DIA staff gave tours, hosted discussions, and sought educator feedback on future school projects.
- The DIA provided free meeting facilities for 53 administrators from the Farmington Schools in August, and included tours of the museum and presentations about DIA school and educator programs during their visit.
- DIA staff presented the Visual Thinking Strategies (VTS) program at Marygrove College to students enrolled in an online school leadership course. Program attendees included participants from Oakland County Schools.
- DIA staff attended the December 2013 meeting of the Oakland Fine Arts Council and led a lively discussion to identify links between the DIA collection and classroom learning; 19 school districts were represented.
- Presentations about DIA school and educator programs were made to curriculum administrators for Oakland County schools, Bloomfield Hills, Farmington, Lake Orion, Oak Park, and Oxford Schools, as well as principals in Walled Lake and PTOC in Bloomfield Hills.

- In August, “Welcome to Your World” postcards were sent to all Oakland district administrators and principals with information about DIA school and educator programs.
- The DIA’s free educator pass program was restructured in 2013 to accommodate increased demand. It now offers new benefits, including a monthly newsletter and Classroom Connections teachers can use to introduce students to some of the DIA’s finest works of art.

**Total Spending on School Programs:**

Category	Value
Transportation	\$55,500.98
Admission (K-12 students)	\$69,960.00
Staff Time - Group Reservations, Learning & Interpretation	\$48,526.65
<b>Total School Program Spending</b>	<b>\$173,987.63</b>
Service Agreement	\$150,000.00
Variance	\$23,987.63

**4.0–Senior Programs**

In support of the service agreements, the DIA has developed a new senior tour program called Come Wonder Around, which includes complimentary transportation to and from the DIA, a guided tour or talk about the permanent collection, and a hospitality station offering a complimentary snack. The program was marketed beginning in February 2013 through direct mailings, personal calls, and advertising in local publications.



- The total number of Come Wonder Around trips for Oakland County in 2013 was 98, totaling 2,288 seniors exceeding the goal of 65 groups. The total number of Oakland seniors visiting the museum in 2013 was 3,994.
- The DIA has developed marketing pieces promoting the new program and distributed them to senior centers, organizations, and residential living facilities.
- The DIA expanded advertising in several markets focusing on our senior program, including in the magazine.

### Behind the Seen

- In 2013, the DIA launched an updated version of its Speakers Bureau program, called Behind the Seen. DIA volunteers go to community centers, libraries, senior residences and other facilities to present lively, illustrated talks about art in the DIA's collection. In 2013, the DIA gave Behind the Seen talks to 88 organizations in Oakland County.



### Minds on Art:

In April 2013, the DIA began a three-year partnership with the Alzheimer's Association of Michigan in the Minds on Art Program. This program brings individuals from across the SE Michigan region who are living with memory loss and dementia (including Alzheimer's disease) and their care partners to the DIA for six-week sessions that include gallery discussions and a hands-on studio workshop. The participants are selected by the Alzheimer's Association in Southfield and are divided into two groups, early-stage and mid-stage memory loss and dementia. The six-week session is repeated four times each year. Up to 20 participants (10 with the disease and 10 care partners) are included in each six-week session.



**Total Spending on Senior Programs:**

Category	Value
Senior Centers Millage Program (including CWA & MoA), Marketing, Expos	\$71,715.94
Behind the Seen in kind value, admissions for senior programs	\$33,968.00
Staff Time - Community Relations, Group Reservations	\$20,089.00
Total Senior Program Spending	\$125,772.94
Service Agreement	\$100,000.00
Variance	\$25,772.94

**5.0 Community Collaborations**



The Detroit Institute of Arts is bringing framed reproductions of eighty of its most famous works to the main streets and landmark outdoor spaces of Metro Detroit, including a number of Oakland



communities. By reimagining area cities and suburbs as a grand, open air gallery, the project aims to connect with audiences outside of traditional museum walls.

Inside|Out (I|O) 2013 communities included:

- Novi, Pontiac, Walled Lake, Rochester Hills, Hazel Park, Huntington Woods, Berkley and Pleasant Ridge.
- The DIA installed more than 50 reproductions throughout Oakland County over the spring and summer of 2013.
- Highlights of the Inside|Out programming in 2013 included a community-led bike tour of the installation in Pleasant Ridge/Huntington Woods, guided tours of the installation in Novi and Huntington Woods, a large community kick-off celebration in Pontiac and art making at the Peace Festival in Walled Lake.
- Hazel Park celebrated their community day at the DIA with the Hazel Park High School Jazz Band welcoming their residents to the museum.



- Senior centers in each of the I|O communities were invited to take advantage of free bus trips. Groups from Novi, Pontiac, Walled Lake, Rochester Hills and Hazel Park have all taken part in this program.

#### College and University Outreach:

##### Meadowbrook Hall & Oakland University:

Executive Director of Conservation and Collections Strategies, Salvador Salort-Pons initiated a collaborative project with Oakland University's Meadow Brook Hall to restore *The Infant St. John the Baptist in the Wilderness*, an important work of art by the Spanish painter Murillo. The project included a seminar type learning program for students from Oakland University's Art & Art History department and Chemistry department. During the conservation, students participated in discussions with the curator and conservator about how and why the restoration work was to be completed and extended the learning into their classroom at OU. The entire process was documented for further extension throughout the K-12 community in Oakland County and will be available on the DIA's website.

The work of art will be on long term loan at the Detroit Institute of Arts for five years. The piece was unveiled in early 2014 with a reception at the DIA that included all team members, students and invited guests. Plan are underway to extend this relationship in further directions.



##### Oakland Community College:

DIA staff participated in several classes at Oakland Community College as guest lecturers. Museum staff discussed museum collection policy, conservation practice and careers in museum studies.

### Society of Active Retirees (SOAR):

Curators led a lecture series for the Society of Active Retirees (SOAR) at Oakland Community College. The Society of Active Retirees (**SOAR**) is a community-based, non-profit, lifelong learning initiative affiliated with Wayne State University, Oakland University and with the Elderhostel Institute Network. SOAR offers a broad range of non-credit courses, covering a wide range of topics, and provides its members with multiple opportunities for social and cultural enrichment and personal growth.

### Fairs and Festivals:

#### Arts Beats & Eats:

Participation in 2013's AB&E festival in Royal Oak included a "Pop up" installation of Inside|Out as well as an outdoor film screening of "A Cat in Paris". It was estimated that over 1,500 people visited the Inside|Out installation over the duration of the fair where visitors were met with museum staff and volunteers who provided informative and interesting mini-tours of the works. Detroit Film Theatre staff flawlessly executed an outdoor screening experience for families on both Saturday and Sunday nights of the festival.



#### Southfield International Festival:

Detroit Institute of Arts staff participated on the planning committee for Southfield's International festival which celebrated its 49th anniversary of sharing the cultural diversity of communities throughout southeast Michigan. The DIA hosted art making, an "pop up" installation of Inside|Out and a speaker series at the Southfield Library leading up to the annual celebration.

#### Art Making:

The DIA studio and teaching artists have provided art-making activities at fairs and festivals throughout Oakland County, reaching people young and old with hands-on creativity:

- Waterford PeaceFest
- Rochester Art & Apples
- Ferndale DIY Art Fair
- Birmingham Street Art Fair
- Southfield International Festival
- Birmingham Wintermarkt



**Total Spending on Community Programs:**

Category	Value
Inside Out, Arts Beats & Eats, Community group programs from Oakland	\$118,220.45
Curator talks, consulting, donations, other in kind contributions	\$6,058.30
Staff Time - Community Relations, Group Reservations, Public Programs	\$52,000.72
Total Community Partnership Spending	\$176,279.47
Service Agreement Goal	\$300,000.00
Variance	\$(123,720.53)

**Senior “Come Wonder Around” from Oakland County:**

SENIOR CENTERS MILLAGE PROGRAM - OAKLAND

GROUP NAME	CITY
JEWISH SENIOR LIFE	Oak Park
MINDS ON ART	Southfield
MINDS ON ART	Southfield
SUNRISE SENIOR LIVING	West Bloomfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield
NOVI INSIDE OUT	Novi
MINDS ON ART	Southfield
OAK PARK COMMUNITY CENTER	Oak Park
MINDS ON ART	Southfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield
SPRINGFIELD TOWNSHIP SENIORS	Springfield Township
MINDS ON ART	Southfield
INDEPENDENCE VILLAGE WHITE LAKE	White Lake
MINDS ON ART	Southfield
MINDS ON ART	Southfield
BOTSFORD COMMONS SENIOR COMMUNITY	Farmington
AMERICAN HOUSE REGENT STREET	West Bloomfield
MINDS ON ART	Southfield
HIGHLAND ADULT ACTIVITY CENTER	Highland
ZION CHRISTIAN CHURCH/50 PLUS WISDOMS GENERATIONS	Troy
MINDS ON ART	Southfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield
HAWORTH CENTER	Farmington Hills
AMERICAN HOUSE OAKLAND	Pontiac

AMERICAN HOUSE/HAZEL PARK	Hazel Park
MADISON HEIGHTS SENIOR CENTER	Madison Heights
MILFORD SENIOR CENTER	Milford
ELM HAVEN MANOR	Pontiac
PEARL WRIGHT SENIOR CENTER	Ferndale
GOLDEN OPPORTUNITY CLUB	Pontiac
HECHTMAN JEWISH SENIOR LIFE	West Bloomfield
JEWISH SENIOR LIFE	Oak Park
SUNRISE SENIOR LIVING - ROCHESTER	Rochester
HAWORTH CENTER	Farmington Hills
INDEPENDENCE TOWNSHIP SENIORS	Clarkston
TROY COMMUNITY CENTER	Troy
ASSOCIATION OF CHINESE AMERICANS	Madison Heights
RUSSIN JEWISH LIFE	Oak Park
HURON VALLEY COUNCIL OF THE ARTS (GALLERY TO GALLERY)	Huron Valley
WALTONWOOD AT UNIVERSITY	Rochester
BIRMINGHAM AREA SENIORS CENTER	Birmingham
920 ON THE PARK	Troy
MINDS ON ART	Southfield
ALL SEASONS OF ROCHESTER HILLS (No PES)	Rochester Hills
OPC OF ROCHESTER	Rochester
MINDS ON ART	Southfield
MINDS ON ART	Southfield
ROYAL OAK SENIOR CENTER	Royal Oak
HUNTINGTON WOODS, BERKLEY AND PLEASANT RIDGE SNRS	Huntington Woods
LIFEPOINT CHRISTIAN CHURCH	Waterford
MINDS ON ART	Southfield
AUBURN HILLS SENIOR CENTER	Auburn Hills
MINDS ON ART	Southfield
FERNDAL METHODIST CHURCH	Ferndale
HERITAGE IN THE HILLS	Auburn Hills
MINDS ON ART	Southfield
MINDS ON ART	Southfield
ORION SENIOR CENTER	Lake Orion
JVS SOUTHFIELD	Southfield
SENIOR OUT TO LUNCH @ SHEPHERD OF THE LAKES CHURCH	Walled Lake
WOODSIDE BIBLE CHURCH	Troy
THE VILLAGE OF HOLLY WOODLAND	Holly
SPRINGFIELD TOWNSHIP PARKS AND RECREATION SENIORS	Springfield Township
BLOOMFIELD TOWNSHIP SENIORS	Bloomfield

MADISON HEIGHTS SENIOR CENTER	Madison Heights
WATERFORD PARKS & RECREATIONS	Waterford
MINDS ON ART	Southfield
AMERICAN HOUSE SOUTHFIELD	Southfield
MINDS ON ART	Southfield
RUSSIAN JEWISH LIFE	Oak Park
AMERICAN HOUSE WEST BLOOMFIELD	West Bloomfield
FARMINGTON HILLS INN	Farmington Hills
MINDS ON ART	Southfield
INDEPENDENCE TOWNSHIP SENIORS	Clarkston
WELCOME BAPTIST CHURCH	Pontiac
MINDS ON ART	Southfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield
JEWISH SENIOR LIFE	West Bloomfield
INSTITUTE OF RETIRED PROFESSIONALS (IRP)	West Bloomfield
MINDS ON ART	Southfield
MINDS ON ART	Southfield

# Oakland County School Districts

2012 Professional Development, Educator Events, School Relations

