

Leadership Exchange in Arts and Disability



LEAD.

August 17-20, 2011

The Kentucky Center for the Performing Arts
Louisville, Kentucky

Leadership Exchange in Arts and Disability

It is always one of my greatest pleasures to invite you to the Kennedy Center's LEAD conference. This year we are delighted to bring LEAD to Louisville, Kentucky through a partnership with the Kentucky Center for the Performing Arts and with support from the Kentucky Arts Council.

LEAD has been engaging cultural administrators from around the world in a conversation on accessibility, disability and inclusion for more than 10 years. The publication of the U.S. Department of Justice's 2010 Americans with Disabilities Act Regulations, effective March 15, 2011, makes the unique opportunities for dialogue and exchange among professionals at LEAD more relevant than ever. The 2011 conference is designed to provide opportunities for open discussion on the impact of these Regulations in cultural arts environments; it also includes the chance to ask questions of Regulations' authors—the Civil Rights Division of the Department of Justice.

The 2011 conference is packed with sessions on staff training, institutional buy-in, local and regional partnerships, and cultural tourism - and we're reprising several popular sessions, including the audio description Capacity Building Workshop. LEAD will also feature an exciting new track focused specifically on the use of technology as an accessibility and compliance tool. The Tech Track begins with an in-depth pre-conference session for ticket vendors and software developers on accessible web design, and continues with opportunities to engage with purveyors of some of the newest and hottest technologies on the market that can be used to make everything from a museum tour to a baseball game accessible to individuals with disabilities.

As always LEAD is an opportunity to hear from experts in the field; engage in a dialogue with patrons and visitors with disabilities; carry on discussions with our peers; and learn about and share resources, best practices, and solutions. Join us to create welcoming, accessible, and inclusive cultural experiences so that people with disabilities and older adults can exercise their civil and human rights— and do so with independence, dignity and respect.

See you in Louisville!

Sincerely,



Betty Siegel
Director of Accessibility
The Kennedy Center for the Performing Arts



August 17-20, 2010

The Kentucky Center
for the Performing Arts

Louisville, Kentucky

About Our Partners



The Kentucky Center for the Performing Arts

The Kentucky Center for the Performing Arts has four times been voted Kentucky's best venue for music, theater and dance by the readers of Kentucky Monthly magazine. But it is more than stages and theaters; it is the Governor's School for the Arts in Lexington, offering three weeks of intensive training for hundreds of Kentucky's finest high school artists every summer. Its educational programs bring the arts to children and adults in dozens of community centers, showcases, three institutes and all of Kentucky's educational regions. Through its programming and education departments, the Center is able to bring the arts to virtually all of Kentucky's 120 counties. And its accessibility services ensure that everyone can experience the wonders of the performing arts without barriers or restrictions. For more information, please visit www.kentuckycenter.org.



The Kentucky Arts Council

The Kentucky Arts Council (KAC) is the state government agency responsible for developing and promoting support for the arts in Kentucky. As the state's arts agency, the KAC creates opportunities for people to find value in the arts, participate in the arts and benefit from the arts through programs, grants and services. One of the principles that guides the work of the KAC is diversity; we believe that arts programs and services should be accessible to all people and communities of the Commonwealth. Through training, consultation and example, the Kentucky Arts Council encourages and supports all of the arts and cultural organizations in Kentucky in making arts venues accessible and making arts programming inclusive. For more information about Kentucky Arts Council programs and service, visit www.artsCouncil.ky.gov.

Conference Supporters:



August 17-20, 2010

The Kentucky Center
for the Performing Arts

Louisville, Kentucky

Conference Schedule

Conference events will take place at the Kentucky Center for the Performing Arts unless otherwise noted. Times and sessions are subject to change.

Monday, August 15

8:30 a.m. – 5:30 p.m. _____
**Capacity Building Workshop:
 Developing Audio Description Skills**

Tuesday, August 16

8:30 a.m. – 5:30 p.m. _____
**Capacity Building Workshop:
 Developing Audio Description Skills**

Wednesday, August 17

11:00 a.m. _____
Conference Registration Opens

1:00 p.m. to 5:00 p.m. _____
PRE-CONFERENCE SESSIONS

- ADA Overview and Practical Applications for Cultural Institutions
- Web Accessibility for IT Professionals
- The Three “Rs” of Fundraising
- Captioning in Theater 101

6:30 p.m. _____
Dine-Arounds

Thursday, August 18

8 a.m. to Noon _____
PRE-CONFERENCE SESSIONS

- Creating an ADA Plan
- Evaluating Inclusive Arts-Based Experiences
- A New Era in Ticketing Policies
- Tips, Tools, and Techniques for Effective Staff Training

1:00 p.m. _____
Full Conference Begins

1:00 to 1:40 p.m. _____
Welcome

1:40 to 2:40 p.m. _____
**Framing the Discussion:
 Voices from the Community**

2:55 to 5:10 p.m. _____
CONCURRENT SESSIONS

5:15 to 6:15 p.m. _____
Affinity Groups

7:00 p.m. _____
Opening Reception – Free!
 21c Museum Hotel

Friday, August 19

8:00 a.m. _____
Continental Breakfast

9:00 a.m. to 10:00 a.m. _____
Disability Rights Around the World

10:15 a.m. to 12:30 p.m. _____
CONCURRENT SESSIONS

12:30 p.m. to 1:45 p.m. _____
Lunch

1:45 p.m. to 4:15 p.m. _____
CONCURRENT SESSIONS

4:30 p.m. to 5:30 p.m. _____
Affinity Groups

Saturday, August 20

8:00 a.m. _____
Continental Breakfast

9:00 a.m. to 11:45 a.m. _____
CONCURRENT SESSIONS

12:00 p.m. to 12:35 p.m. _____
Snapshot Sessions

12:35 p.m. to 1:30 p.m. _____
Lunch

1:30 p.m. to 4:30 p.m. _____
**Doing Access Justice:
 Legal Issues for Arts Administrators**

4:45 p.m. to 5:30 p.m. _____
Affinity Groups

6:30 p.m. _____
A Taste of Kentucky

7:30 p.m. _____
LEAD Awards Dinner

capability with well.



Pre-Conference Sessions

Wednesday, August 17, 2011 • 1:00 p.m. to 5:00 p.m.

Thursday, August 18, 2011 • 8:00 a.m. to Noon

Come early for one or two in-depth, interactive workshops on specific topics related to access in the cultural arts. Visit www.kennedy-center.org/accessibility/lead for more details on each session!

Pre-conference sessions are \$80 each.

Wednesday, August 17, 2011 | 1:00 p.m. to 5:00 p.m.

ADA Overview and Practical Applications for Cultural Institutions

Start your LEAD experience with a comprehensive introduction to the Americans with Disabilities Act (ADA). Discover how the ADA applies to cultural arts organizations in the areas of employment, participation in programs and services, effective communication, and facility access. Learn about ADA compliance and creative ways to leverage compliance to draw in new visitors and patrons.

Presenters:

Marian Vessels, Director, DBTAC: Mid-Atlantic ADA Center (MD)

Shelley Kaplan, Director, DBTAC-Southeast ADA Center (GA)

Is Your Website Designed for All? Web Accessibility for IT Professionals

Administrators be warned: There will be code! This is a web design and development workshop. Bring/encourage/send people from your organization's IT department to learn about emerging mandates for accessibility and the legal liabilities that come with recent and future extensions of the Americans with Disabilities Act (ADA). This technology accessibility primer will take web professionals through the legal and market reasons for accessibility; introduce policy and procurement issues and then settle down with tools, techniques and resources to help implement accessible information and interaction - including ticket sales, fundraising, and social media campaigns.

Presenter: Sharron Rush, Executive Director, Knowbility (TX)

The Three "Rs" of Fundraising: Research, Writing and Relationships

Times are tough and arts organizations are struggling to find funding to support their programs. There's no magic bullet but there are tools and techniques that will make your proposals and organization stand out in the crowd. This session will focus on practical tips for finding foundations and funders whose mission matches that of your programs and initiatives. The presenter will also provide useful strategies for developing and maintaining relationships with foundations that will, hopefully, lead to future or sustained funding. And no session on fundraising would be complete without a discussion on the basics of grant writing.

Presenter: Kim Hutchinson, Executive Director, Disability Funders Network (VA)

Captioning in Theater 101: Everything You Ever Wanted to Know but Were Afraid to Ask

There are many, many options available to theaters that wish to include captioning in their programs. How do you know which is the right one for your organization? This workshop will take participants through the process to develop a clear understanding of the pros and cons of the different approaches. Presenters will cover the A to Z of setting up a captioning program, including who uses captioning; the technologies available to deliver captions; the pros and cons of running an in-house captioning program, outsourcing, or working with other nearby venues; what makes a good captioner; how to schedule captioned events; how to evaluate the quality of captioning services; and more!

Presenters:

Tabitha Allum, Chief Executive, STAGETEXT (U.K.)

Lissy Lovett, Programme Manager, STAGETEXT (U.K.)



Pre-Conference Sessions *continued*

Thursday, August 18, 2011 | 8:00 a.m. to 12:00 p.m.

Getting Started: Creating an ADA Plan

If you are starting an access program but are unsure of where to begin, this is the session for you! A follow-up to *ADA Overview*, this session will give you guidance on implementing access in a cultural arts organization. Presenters will take you step by step through the process of developing an access plan and provide you with tools to assess what you do and don't have, methods for developing sound policies, and ways to get buy-in from the disability community and your colleagues.

Presenters:

Deborah Lewis, Executive Director, Arts Access Now (CA)

Marian Vessels, Director, DBTAC: Mid-Atlantic ADA Center (MD)

Shelley Kaplan, Director, DBTAC-Southeast ADA Center (GA)

Evaluating Inclusive Arts-Based Experiences

When people hear the term "evaluation", they often associate it with accountability. But evaluation is more than accountability—it's also a tool for professional learning, a process for creating more audience-focused experiences, and a way to involve more people with disabilities in the design and development of inclusive arts-based experiences. During this workshop, you'll learn methods for conducting evaluations that examine the outcomes of arts-based experiences for people with disabilities. In addition, you'll learn how to integrate evaluation into a process of continual improvement of arts and museum-based experiences for people with disabilities—and how such a process can serve both as a form of professional development of arts-based professionals and as a way to engage your audience in design and development. We'll provide tools and strategies for conducting evaluations specifically with people with disabilities, and also lead group activities where you can practice core evaluation skills related to collecting, analyzing and reporting evaluation data.

Presenters:

Christine Reich, Director of Research and Evaluation,
Museum of Science, Boston (MA)

Anna Lindgren-Streicher, Research and Evaluation Project Manager, Museum of Science, Boston (MA)

A New Era of Ticketing Policies

The 2010 ADA Regulations, effective since March 15, 2011, changed the way that cultural arts organizations need to shape ticketing policy. Join us to review and discuss best practices for implementing the Regulations and be part of the conversation about the many facets of good accessible ticketing policies including pricing, hold and release policies, ticket exchanges and transfers, and the online sale of accessible seats.

Presenter:

Betty Siegel, Director of Accessibility,
The John F. Kennedy Center for the Performing Arts (DC)

Tips, Tools, and Techniques for Effective Staff and Volunteer Training

Staff and volunteers are the public face of your institution. With proper training they can be enthusiastic and informed allies in your efforts to create a disability and senior-friendly patron/visitor experience. This session will address strategies for maximizing your training efforts, offer practical suggestions, supply sample training manuals and materials, and look at key components of thorough and effective training sessions.

Presenter:

Celia Hughes, Executive Director, VSA Texas (TX)



Conference Highlights

Subject to change. Visit us online at www.kennedy-center.org/accessibility/lead for more details!

The Foundations of Access

This series of introductory sessions will cover the basics of access in the cultural arts. Learn to survey your facilities' physical accessibility; provide materials in alternate formats; and arrange sign language interpreters for tours, events, or performances; and more!

Doing Access Justice: Legal Issues for Arts Administrators

This forum opens with a brief introduction to the major federal disability rights laws and quickly transitions into a dynamic, participant-driven Q&A session with experts from the U.S. Department of Justice and Disability Business and Technical Assistance Centers.

Access Advisors

Sign up to be matched with an Access Advisor! Throughout the conference, your Advisor will be available to answer any lingering questions, connect you with resources, and give guidance on which sessions might best suit your situation.

Website Accessibility Consultations

Meet one-on-one with an expert on accessible web design and get practical, useful recommendations on how to make your website more accessible. Not the web developer for your organization? No problem! During the consult, you'll receive a detailed report that you can take back to your IT department!

Space is limited. *Participants must request consult when registering.*

Technology Update

There are many handheld devices on the market that can be used to make everything from a museum exhibition to a baseball game accessible to people with disabilities. How do you know if any of them are a good fit for your organization? This two-part session aims to help answer that question by bringing together representatives from several major companies to describe and demonstrate the capabilities of their products. And if hearing the presentation isn't enough, participants will also have the opportunity to try out the devices and chat one-on-one with the company representatives after the session.

Crash Course in Emergency Evacuations

This session will focus on crowd management basics with an emphasis on developing evacuation plans that includes moving patrons with disabilities to safety. Participants will learn about the challenges of moving people to new locations in a variety of situations. Scenarios will be presented in large group and team settings. Participants will determine the type of evacuation necessary, demonstrate how they would direct people to exits, identify way-finding aids, and create a pre-event check list.

Social Media with Accessibility in Mind

Today's world is a social one. The success of many organizations is beginning to rely upon managing online reputations, online branding and interactions. How can non-profits use social media to their advantage? What tools are available to ensure the accessibility of a user's experience? This session will be your guide to developing strategies and using tools as a way to connect with the disability community.



Capacity Building Workshop

Subject to change. Visit us online at www.kennedy-center.org/accessibility/lead for more details!

Developing Audio Description Skills

A Capacity Building Workshop presented by the Audio Description Coalition and the Kennedy Center Leadership Exchange in Arts and Disability (LEAD) Conference



Monday & Tuesday, August 15 & 16, 2011 • 8:30 a.m. to 5:30 p.m.
The Kentucky Center for the Performing Arts

Fee: \$550 per person

The Audio Description Coalition presents an interactive workshop to introduce the core skills of audio description and to demonstrate how they can be applied to many arts environments, including theater, dance, and museum exhibitions.

This intensive workshop, based on the 2010 capacity building curriculum developed by an international committee of audio description professionals, will be led by audio description trainers with a combined 60+ years of experience. The training is structured to accommodate describers at all levels of expertise—from beginners who have never tried audio description to experienced describers who want to expand their existing skills.

At the conclusion of this capacity building workshop, participants will be ready to further develop their skills as beginning describers. Workshop leaders will provide individual guidance to help participants take the next steps in their development with brief one-on-one consultations at the end of the workshop, and will be available for follow-up calls and emails throughout the next year.

The training fee covers two days of training; training materials; and a box lunch, snacks and beverages on both days. Registrants will receive a certificate of participation upon completion of the two-day training

Presenters:

Celia Hughes, Executive Director, VSA Texas (TX)

Deborah Lewis, CEO, Arts Access Now (CA)

Bill Patterson, President, Audio Description Solutions (PA)

Additional Information

CALL 202-416-8727 (voice)
202-416-8728 (TTY)

CLICK www.kennedy-center.org/accessibility/lead

WRITE access@kennedy-center.org



Special Events

Dine-Arounds

Wednesday, August 17 at 6:30 p.m.

Don't eat dinner alone! Start networking early – or continue the conversations started at a pre-conference session – by joining other LEAD-ers for dinner. Sign up when you register!

Opening Reception – Free!

Thursday, August 18 – 7:00 p.m.

Celebrate the start of the 2011 LEAD Conference! Mingle with colleagues and make new contacts while checking out the exhibits at 21c Museum Hotel.

LEAD Awards Dinner – \$55 or FREE with your Full Conference Registration!

Saturday, August 20 at 7:30 p.m.

Join us for an elegant evening to recognize the achievements and contributions of colleagues as leaders in the field of cultural arts accessibility.

A Taste of Kentucky – FREE with Awards Dinner reservation!

Saturday, August 20 at 6:30 p.m.

Truly a Kentucky tradition, bourbon is marked by the subtle flavor of charred oak barrels. And since 95% of all bourbon comes from Kentucky, Kentuckians know best how to showcase their most famous libation. Join in tasting the best bourbon Kentucky has to offer!

The bourbon tasting is open to anyone age 21 or over who has a ticket for the LEAD Awards Dinner. Space is limited; please sign up to attend when registering.

Poster Sessions – New!

A poster session is the perfect way to share what you and your organization are doing to make the cultural arts accessible to people with disabilities and older adults. Be sure to check the box to receive more information about poster sessions when registering!

Discounts and Funding Opportunities

Team Registration Discounts

If your organization sends more than one person to the full conference, the registration rate drops to \$175 per person! Please Note: The team registration rate is only available to board or staff members of arts or cultural organizations; arts or cultural service agencies; university or college staff; and state or local government employees.

Roommate Connection

Looking for a roommate? Sign up for Roommate Connection when you register and Kennedy Center staff will connect you with other LEAD attendees interested in sharing a room.

Grant Opportunities

The Creative Capacity Fund (CCF) provides funding for qualified individuals and organizations in the Los Angeles and the San Francisco Bay Area, including individual artists and arts administrators, to attend workshops, conferences, and other training opportunities locally and nationally. Visit <http://cciarts.org/ccf/> for complete details and to apply.

Discounts for INTIX Members



If your organization is a member of INTIX, you can take \$10 off the registration fee for any pre-conference sessions!



Conference Hotel

Discounted room rates have been arranged at the **Galt House** and **21c Museum Hotel** in downtown Louisville. A limited number of rooms are being held and the rates won't last forever so call immediately!

Galt House

140 North Fourth Street
Louisville, KY 40202
502-589-5200 (voice)
www.galthouse.com

To make your reservation:

- Book your room online at https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=3225020
- Call (508) 589-5200 (voice) or (800) 843-4258 (voice) and mention the LEAD 2011 Conference and Training.

Room Rates – Available until August 1, 2011

Deluxe Guest Rooms: \$109.00 per night

Suites: \$129.00 per night

Rates do not include tax.

Accessibility

The Galt House has accessible rooms and suites with and without roll-in showers. To reserve an accessible room online, please check the "Disability" box in step two of the reservation process and describe the accommodations you need in the text box.

21c Museum Hotel

21c Museum Hotel
700 W. Main Street
Louisville, KY 40202
(502) 217-6300 (voice)
www.21chotel.com

To make your reservation call (877) 217-6400 or (502) 217-6300 and mention the Kennedy Center's LEAD Conference.

Room Rate – Available until July 15, 2011

\$169.00/night

Rates do not include tax.

Accessibility

A limited number of accessible rooms are available. Please request accommodations when making your reservation.



The Kennedy Center

David M. Rubenstein, *Chairman*

Michael M. Kaiser, *President*

Darrell M. Ayers, *Vice President, Education*

The Kennedy Center's Accessibility Programs are supported in part by the U.S. Department of Education, the Rosemary Kennedy Education Fund, and Mike and Julie Connors. Additional support is provided by the Deborah Rose Foundation and the Christopher and Dana Reeve Foundation.

The U.S. Department of Education supports approximately one-third of the budget for the Kennedy Center Education Department.

The contents of this document do not necessarily represent the policy of the U.S. Department of Education, and you should not assume endorsement by the Federal Government.





Space is limited to approximately 200 participants so respond immediately!

Not all registrations will be accepted. Preference will be given to registrants who are directly responsible for making programs and facilities accessible to people with disabilities at cultural arts institutions or cultural arts service agencies.

Please fill out sections 1-6 and submit one form per person attending the conference. Forms may be photocopied. Teams registering for the team discount should send all forms in together. **Payment must be received with your registration.**

1. Attendee Information

Name _____ Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone (Voice) _____ Phone (TTY) _____

E-mail Address _____ Web Address _____

I am attending as part of a team. Name(s) of team member(s): _____

Please sign me up for **Roommate Connection**.

2. Accommodations and Dietary Restrictions

Please indicate which of the following you will need to participate in the conference (check all that apply). Accommodation requests must be received by July 20, 2011.

Wheelchair Access Easy Access (few or no steps) Sign Language Interpreters

Printed materials in large print Assistive Listening Device Computer Assisted Real-time Translation (CART)

Printed materials on CD Audio description Printed materials in Braille

Other (please specify): _____

Dietary Restrictions (please specify): _____

Food Allergies (please specify): _____

3. Organization Profile (please check all that apply)

Please check all that apply.

Non-profit For-profit Theater Government Agency

College or University Service Agency Arts Center Museum

Other: _____

Cancellation Policy

All requests for refunds must be in writing and received no later than end of business 5:00 pm EST, August 15, 2011. Substitutions of attendees may be made at any time without charge.

Mail registration form to:

LEAD 2011
Accessibility Program
The Kennedy Center
P.O. Box 101510
Arlington, VA 22210

Fax registration form to:

(202) 416-4840
Attention: Accessibility
Remember to fax both sides
of the registration form

E-mail registration form to:

access@kennedy-center.org
Please write "LEAD 2011"
in the subject line

We reserve the right to offer qualified substitute presenters in the event of an emergency, illness, etc. If a particular presentation has to be cancelled, attendees are still responsible for the full amount of their registration fees. Every effort will be made to immediately notify registrants of changes or cancellations. There are no exceptions to this refund policy.



4. Registration Information Full Conference – August 18-20

Full conference registration includes access to sessions starting at 1:00 p.m. on August 18 and all day August 19 and 20. Your full conference registration fee also includes one ticket to the LEAD Awards Dinner on August 20.

Please select one of the following. Prices listed are per person. Please see page 9 for information about Team Registration.

- Non-Profit Arts or Cultural Organization Staff or Board MemberIndiv.: \$195/ Team: \$175
- State or Local Government EmployeeIndiv.: \$195/ Team: \$175
- Non-Profit Arts or Cultural Service Agency Staff or Board MemberIndiv.: \$195/ Team: \$175
- Non-Profit Disability Service Organization Staff\$295
- University or College StaffIndiv.: \$195/ Team: \$175
- For-Profit Cultural Organization, Business or Consulting Firm Employee.....\$495

One-Day Conference Pass

One-Day passes are available only to board or staff members of arts or cultural organizations, arts or cultural services agencies, University and College staff, and State and Local Government employees

- Thursday, August 18, \$100 (Note: Conference begins at 1:00 p.m.)
- Friday, August 19, \$100 Saturday, August 20, \$100

Full Conference Subtotal = \$ _____

One Day Pass Subtotal = \$ _____

5. Pre-Conference Sessions

August 17 – 1:00 until 5:00 p.m. Check only one:

- ADA Overview\$80 / INTIX: \$70
- Web Accessibility for IT Professionals.....\$80 / INTIX: \$70
- The Three "R"s of Fundraising.....\$80 / INTIX: \$70
- Captioning in Theater 101\$80 / INTIX: \$70

August 18 – 8:00 a.m. until Noon Check only one:

- Creating an ADA Plan\$80 / INTIX: \$70
- Evaluating Inclusive Arts-Based Experiences...\$80 / INTIX: \$70
- A New Era in Ticketing Policies\$80 / INTIX: \$70
- Tips, Tools, and Techniques\$80 / INTIX: \$70

Pre-Conference Sessions Subtotal = \$ _____

Capacity Building Workshop

Monday, August 15 and Tuesday, August 16 from 8:30 a.m. to 5:30 p.m.

- Developing Audio Description Skills.....\$550

Capacity Building Workshop Subtotal = \$ _____

6. Special Events

LEAD Awards Dinner

- Yes, I will attend the LEAD Awards Dinner on Saturday, August 20. I understand that I will receive one free ticket to the Awards Dinner with a full conference registration but will need to purchase tickets for any guests.
 - I would like to purchase tickets to the LEAD Awards dinner. Number of tickets _____ x \$55.00 = \$ _____
- Name(s) of Guest(s): _____

Evening Reception

- Yes, I plan to attend the FREE evening reception on Thursday, August 18
- I will be bringing a guest. Guest Name: _____

Access Advisor

- Yes, I'd like to have an Access Advisor.

Website Accessibility Consultation

- Yes, I'd like to sign up for a FREE Website Accessibility Consultation.

Poster Sessions

- Yes, I'd like more information on presenting a poster session.

Special Events Subtotal = \$ _____

A Taste of Kentucky

The bourbon tasting is open to anyone age 21 or over who has a ticket for the LEAD Awards Dinner. I.D.s are required.

- Yes, I'd like to participate in A Taste of Kentucky. Number participating: _____

7. Payment

Sections 4, 5, & 6 Total = \$ _____

Payment accepted by check payable to The Kennedy Center Accessibility Program.

- Check (Check or PO Number): _____
- Please contact me so I can pay by credit card (Visa and MasterCard only)