

ARTS AWARD UNIT 2

THE LEADERSHIP PROJECT - MEETING 1

PRESENT

- Melanie (advisor)
- Zach (Gold)
- Reuben (Gold)

WHAT MAKES A GOOD LEADER?

- Organisation
- Direction
- Confidence
- Inspirational
- Enthusiasm
- Subject knowledge / skills
- Behaviour Management

YOUR OWN LEADERSHIP SKILLS



HAVE YOU HAD TO
LEAD BEFORE?

Reuben – Being a drummer, you have to lead music. Keeping the beat going or the song will fall apart. Giving directions on a trip. Sharing enthusiasm about an interest.



WHAT WERE YOUR
STRENGTHS?

Zach – volunteer at a church youth club, young children, behaviour management, enjoy engaging young people, can be difficult when the kids get over excited and out of control. Controlling your own behaviour is hard



WHAT WOULD YOU
LIKE TO IMPROVE ON?

STUDENT LEADERSHIP SKILLS TO DEVELOP

- Reuben: Being decisive. Making decisions. Could be good at commissioning work
- Zach: Raising my voice and presence in the room. Making sure I view my opinions and ideas.

ARTS WEBSITE JOINT PROJECT

- The project allows us to work on areas we are interested
- You can also meet your target of engaging others in the arts
- The site will run like an Art Magazine
- We will have a launch party for the site in the summer term
- Some examples...
- <https://www.art-is-fun.com/about>
- <https://www.apollo-magazine.com/apollo/>
- <https://treasuremedia.co.uk/treasure/>

WHAT MIGHT WE FIND ON A WEBSITE THAT ENCOURAGES YOUNG PEOPLE TO ENGAGE WITH THE ARTS?

- Things connected to their interests – popular artists, interviews? Exciting breaking exclusive
- Urban art (related to our area / our experience)
- Young artists – in our age range
- Ranking / listings / reviews
- Things that are unique to our area, our interests
- How to access resources
- Advice on education and opportunities in the arts
- Lists of competitions and opportunities
- Tutorials

ROLES

Zach Reuben

What do YOU think others in the group will be good at?

What do YOU think you might be good at

- Designer (Decides how the website will look) (ZL volunteered)
- Managing Editor (In charge of the mission statement and overall goals) (RW recommended)
- Talent Liaison (Gets interviews and commissions work) (ZL volunteered)
- Education and Tutorials (Creates or commissions educational resources) (ZL volunteered)
- Editorial / Articles (Writes or commissions articles about local (or non-local) artists)
- Content manager (Decides the overall content and menus for the site) (RW recommended)
- Events manager (Plans the launch event) (ZL recommended)
- Finance (organises a budget if one is needed) (ZL recommended)
- Reviews (organises reviews of art or art events) (ZL recommended)
- Blog (writes or commissions regular blog posts) (ZL recommended)
- Social Media (Posts about the site and builds up to the launch on our Instagram or anywhere else) (RW volunteered)
- Site Manager (uses Wordpress and posts things - scheduling) (RW might be good at scheduling, Maybe learning wordpress for ZL)

Is there anything you would like to do?

MISSION STATEMENT EXAMPLES

- TREASURE MAGAZINE “TO CREATE AN ART MAGAZINE TO SHOWCASE THE WORK OF TREASURE HOUSE STUDENTS AND OTHER ARTISTS THAT WILL ENCOURAGE PEOPLE TO MAKE ART OF THEIR OWN.”
- APOLLO “To provide in-depth discussion of the latest art news and debates and exclusive interviews with the world’s greatest collectors and artists”
- ART IS FUN “My aim with Art-is-Fun.com is to offer up the various nuggets of art knowledge that I have acquired over the years, both in terms of **practical, how-to knowledge**, as well as **educational information** about various aspects of art. This site is designed to be a **resource** and **inspiration** for art lovers and enthusiasts of **any skill level**.”

GOALS

- Main content? Things that connect young people from urban areas to the world of art.
- What we want to achieve? Get people to create something or find a course (we could have how to use music software, game software).
- Local or national? Or global? National or global would be cool (we could use the arts award blog to help get an audience)
- Young people or everyone? Aim at younger audience (but others can enjoy)
- Things that are important to us? Culture, unique interests, opportunities and education

A GOOD NAME FOR THE SITE?

- Spend the week thinking of name ideas!

ACTIONS FOR THIS WEEK

- Spend the week thinking of name ideas!
- Mention the idea to Tafari
- Use the goals to start creating a mission statement