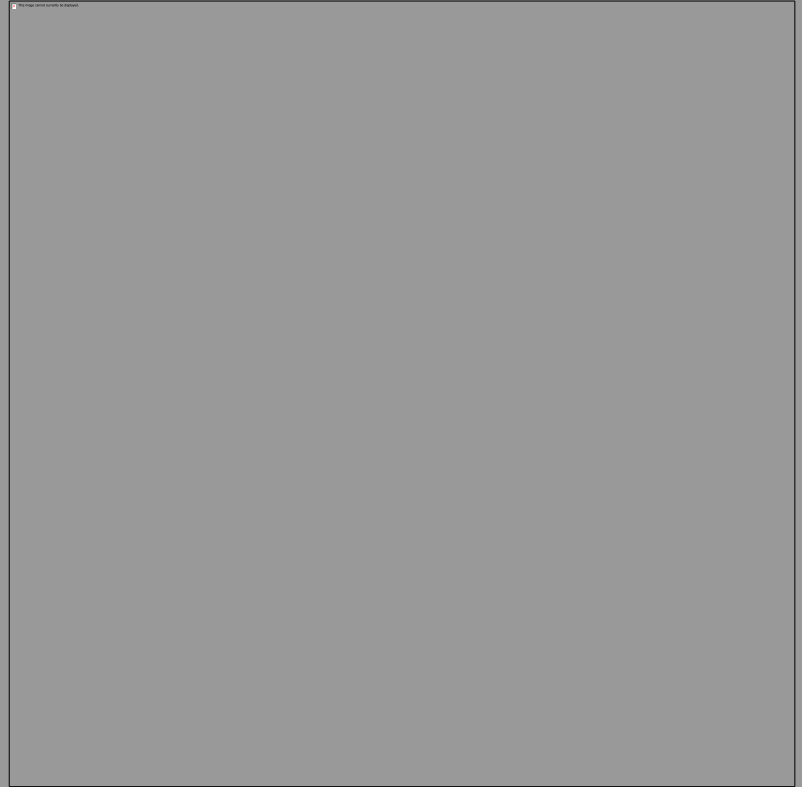


Entrepreneurship in the Arts

**A Case Study on Project Based Programming at Perspectives IIT
Math and Science Academy**
Emily Terrell

Design Dance

- **Community Based Dance Program**
 - **After School Weekly Classes**
 - **Community Center Programs:
Classes/Camps/Events**
 - **In School Residencies**



Today: Perspectives IIT Math and Science Academy

- Our Plan
- Implementation
- Successes and Setbacks
- Results and Future Growth
- Tangible Take Aways

Plan

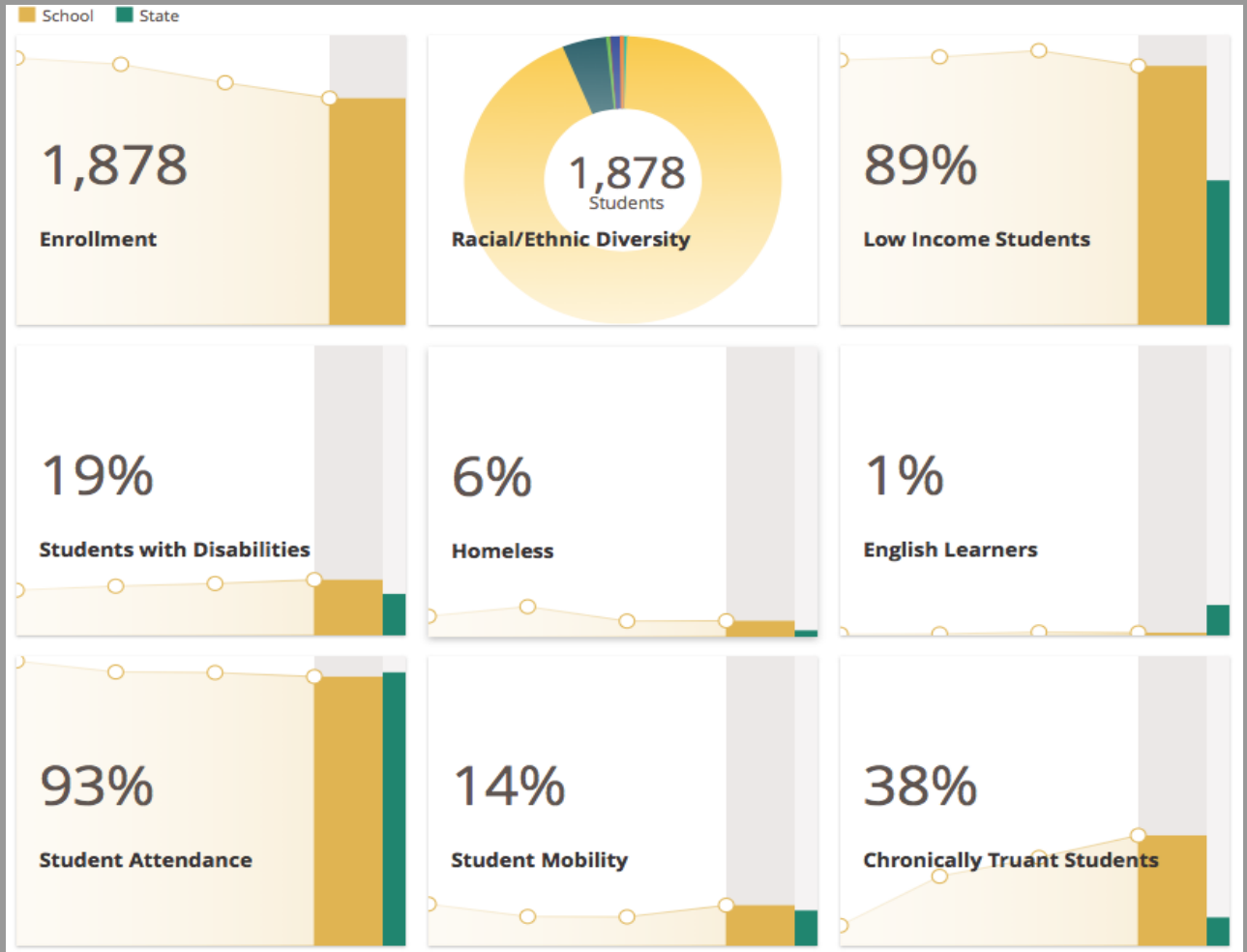
Entrepreneurship in the Arts Residency

- Poetry in Motion//Entrepreneurship
- WeWork
 - Communications
 - Project Management
 - Social Media/Community Engagement
 - Video Production
 - Props/Costumes/Set
 - Design/Branding/Web
- 12 Weeks
 - Weeks 1-4: Dance and Poetry
 - Weeks 5-8: Mentoring
 - Weeks 8-12: Committee Work Time and Culminating Performance



Perspectives IIT Math and Science Academy

- CISC Partner
- Arts Programming
- Arts Liaison:
LaKisha Hoffman



Arts Goals

- Courage
- Connection
- Self Awareness
- Critical Thinking

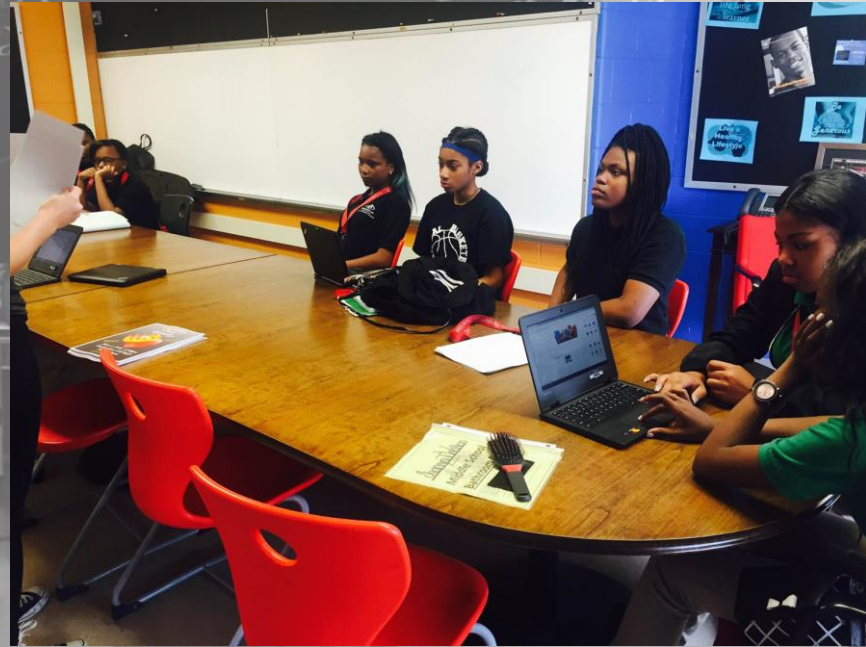
Entrepreneurship Goals

- Recorded Poetry (Group)
 - Choreography
 - Branding
 - Logo
 - Website
 - Costumes
 - Set Design
 - Working Budget
 - Communications Plan
 - Facebook
 - Instagram
 - Twitter
 - Marketing Plan
 - Fliers
 - Video Promotions
1. Why? Purpose
 2. Messaging/Content
 - a. poster
 - b. website
 3. Logo brainstorm/Colors
 4. DESIGN
 - a. logo
 - b. website
 - c. poster

Implementation

● Poetry

- Instructor: Erica //Heather Roberts
 - Freewriting
 - Themes: Friendship, Home, Identity
 - Series of Prompts
 - What does Home Mean to You?
 - Specific Examples
 - Taste
 - Smell
 - Touch



Dance

- Instructor: Kamin Gloria Mwez
 - Choreographic Basics
 - Instructor Choreographed Piece
 - Poetry
 - Pantomime vs. Abstract Movement
 - Home
 - Identity
 - Friendship



Successes and Setbacks

Partner Setbacks



- Attendance
 - Incentive Trips
 - Suspension
- Understaffed
- Time
- Unclear Expectations

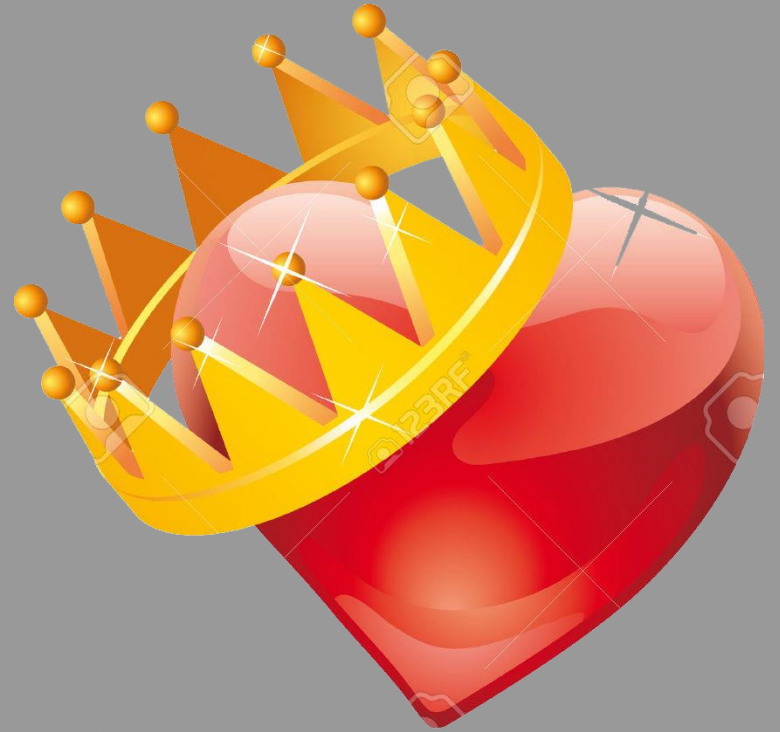
Residency Setbacks

- Poetry
- Mixed Student Engagement
- Mentor Communication/Expectation



Pivot!

- Re-set Meeting and Student Check In
- Liaison Support from Management Staff
 - Timeline
- Pare Down
 - Website
 - Video Production
- Celebration
- Culminating Event Preparation



Culminating Event

- **Setup**
 - Full Group Dance
 - Recorded Poems
 - Small Group Dances
 - Curtain Call
- **Parents, Invited Audience**
 - Mentors from WeWork



Results and Future Growth

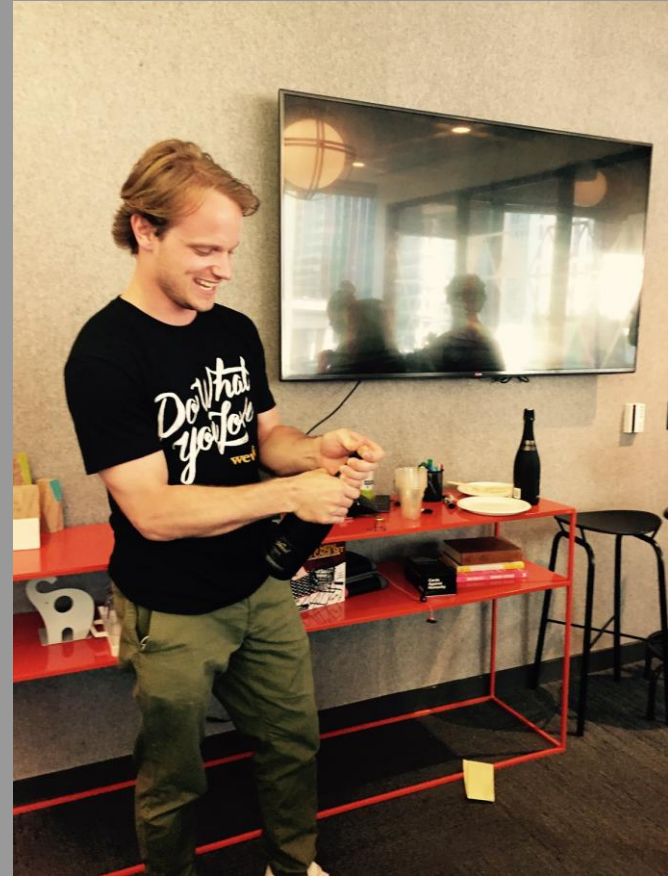
Student Results and Aftermath



- Social Emotional Impacts
- Parent Comments
- Audience Reaction
- School Feedback
 - *“I believe that our students were not used to having a structured creative outlet, as we did not provide them electives in the arts. The biggest obstacle was that our students did not have the confidence in themselves to believe that they could put together a performance. Design Dance did an amazing job of listening and collaborating with our students to provide them a unique experience. Through the Design Dance staff’s positive reinforcement of what skills our students brought to the table, the program came together in an amazing way. Our students’ commitment, confidence, and enthusiasm skyrocketed and culminated in a performance that they felt proud of” - LaKisha Hoffman, Arts Liaison and School Social Worker*

Next Steps

- Mentor Celebration
- Recap Meeting with Perspectives
IIT Principal, Brandy Woodward



Take Aways

- SEL Goals vs. Deliverables
- Ability to Pivot, Pilot Programs
- Students as Collaborators
- Clear Expectations



Thank you!

www.designdance.net

Emily Terrell, Operations Manager

emily@designdance.net