

**CENTER FOR THE
PERFORMING ARTS
AT PENN STATE**

IMPACT
**ON THE UNIVERSITY
AND REGION**
2006 TO 2011

PENNSTATE



College of Arts
and Architecture

The Center for the Performing Arts (CPA) is a unit of Penn State's College of Arts and Architecture and has a central role in the academic life of the college and the University. In keeping with the public engagement mission of the University, the CPA also reaches out and engages citizens from across central Pennsylvania with its programs.

This report documents the significant impact of the CPA on the University and its service region. CPA programs, many in partnership with academic units with direct connections to curriculum, annually engage students, faculty, staff, and residents of central Pennsylvania in a variety of presentations and education programs.

The CPA presents world-renowned artists. Its facilities also become learning laboratories for student performances and classrooms for curriculum-related programs. It extends a "front porch" from the University to the community, and provides ticketing services on and off campus.

These significant programs would not be possible without the support of Penn State. Thanks to its patrons and contributors, the CPA is able to leverage the approximately \$1 million in annual University allocation to assemble a budget of \$3.7 million to support this extensive mission. In addition, the CPA has recently received two major grants totaling more than \$700,000 to develop programs that are national in scope and impact, and whose combined total budgets are nearly \$1.25 million. For its investment, the University reaps

the benefits of a major, highly respected performing arts center with a significant impact:

- **a national profile bolstered by recent major grants**
- **widespread integration with the academy with growing numbers of faculty and academic units partnering with the CPA on curricular-related programs**
- **high student attendance that increased to 33 percent of total sales in 2010–2011**
- **student-centered programs and services that involve thousands of students annually**
- **student employment and internships involving hundreds each year**
- **professionally managed facilities for hundreds of academic, University, and community presentations annually**
- **strong campus and community participation in performances, educational residencies, and presentations for schools (programs that garner frequent and positive media coverage)**
- **positive contribution to the economic health and quality of life in the region and a factor in workforce recruitment and retention**
- **community support reflecting a passionate following for the CPA**

UNIVERSITY IMPACT

Nationally recognized programs and their impact on the University

***The Secret Life of Public Spaces* (funded through the Creative Campus Innovations Program at the Doris Duke Charitable Foundation)**

Background: *The Secret Life of Public Spaces* aims to invigorate public space. Public space is the theatre of everyday life; on its stage we engage with the environment, culture, and citizenship. Everyday patterns often slip into invisibility and are lost to mindful engagement. *The Secret Life of Public Spaces* proposes that a rediscovery of movement (people), topography (surfaces), and devices (objects)—based on *inquiry* and *performance*—will reveal and recast the everyday dynamics of public spaces. Student performances will build on the interplay of movement and devices, a central theme in the work of Diavolo dance company, the Los Angeles-based artistic partner. Their explorations of community and campus spaces will introduce a third element, topography, and inspire Diavolo to bring active topography to the theatre stage. Creative activity and research, a team-taught class, and two world-premiere dance pieces will result.

- The Creative Campus grant program supports exemplary campus-based performing arts presenters developing and implementing programs and strategies that integrate their work across the academy.

- The CPA was one of more than 140 applicants, with only six projects receiving awards; the proposal was fully funded.

- The grant total was \$251,670, and the total budget for the project is \$458,520.

Details of *The Secret Life of Public Spaces*:

- In addition to working with artistic partner Diavolo dance theatre, the CPA is partnering with Penn State's departments of Architecture, Landscape Architecture, Dance, and Engineering.
- The goal of the program is to reawaken people to their environment; recast the role of public space; and create two unique dance works—one by the students using structures designed and created by the architects and engineers and a world premiere work by Diavolo that will become part of the company's repertoire.
- Anticipated project outcomes: development of a new curriculum integrating dance, architecture, landscape architecture, and engineering; two unique works of dance; and a heightened awareness of the performing arts as a vehicle through which teaching and learning across disciplines can occur.



A scene from a Diavolo production

Classical Music Project (funded by The Andrew W. Mellon Foundation)

Background: The Mellon Foundation invited a group of university performing arts center directors to a convening in September 2010 to discuss the state of classical music presenting activities on university campuses. Foundation staff then solicited ideas for ways in which the CPA would allocate funds to strengthen classical music presenting at Penn State. A full proposal, focusing on four components, was requested. The process by which the CPA developed the proposal was as inclusive as possible and specific to the Penn State environment, involving department heads and faculty from a number of other units. The foundation board elected in June 2011 to fund the proposal in full.

- The grant funds a three-year classical music program beginning in the 2011–2012 season.
- The grant total was \$470,000, and the total budget for the project is \$787,300.

Mellon Foundation funding will support a program consisting of four components:

- **Major Residency Program**—The CPA will develop and present a major residency program with an opera company during the 2012–2013 season and with a major American symphony orchestra for the 2013–2014 season.
- **Student Engagement Activities**—The CPA will engage classical music artists to interact with students through both organized and spontaneous presentations that explore different formats. Presentations will occur in traditional as well as non-traditional venues. Partnerships with student clubs and organizations and innovative marketing approaches will support engagement activities.
- **Curriculum Partnerships**—The CPA will develop an expanded curriculum program with campus partners to integrate classical music artists and projects with the arts and humanities curriculum.



Brentano String Quartet

photo: Peter Schaaf

Through on-campus courses, special topic courses, online courses, and interdisciplinary seminars, classical music presentations will be connected with academics in order to provide students with a more comprehensive understanding of the history and culture surrounding classical music.

- **Penn State Altoona Project**—The CPA will collaborate with Altoona faculty to bring visiting string ensembles to the Altoona campus each season for engagement activities and performances. The project will interact with and track Altoona students who engage with the project and then change assignment to the University Park campus. The goal is to have students continue their engagement with classical music through CPA programs at University Park.

- CPA Director George Trudeau leads the program. Marica Tacconi, professor of musicology, provides faculty leadership for the curriculum and academic components of the program.

- Penn State partners to date include the Schreyer Honors College Paterno Fellows Program; Institute for the Arts and Humanities; School of Music; College of Arts and Architecture e-Learning Institute; and Timothy Melbinger, lecturer in music at Penn State Altoona.

Examples of impact on students and the University from projects spanning 2006 to 2011

- **The Actors' Gang** (2006–2007)—the company was on campus for a half-week in connection with its performance of *1984*. Visited courses in Philosophy (Freshman Seminar and Philosophy, Art, and Film), English (Science Fiction Writing), Sociology (Race Relations), and Theatre (Graduate Seminar, Movement for Actors).

- **Actors from the London Stage** (2007–2008)—the five actors of the company were on campus for a week, including four performances (two public and two for high schools), visits to English courses (both introductory and advanced-level Shakespeare, Honors Literature Before 1800, Early British Literature), Schreyer Honors College workshop, and Theatre (B.F.A. Acting and Graduate Acting).

- **Russian National Orchestra** (2007–2008)—the orchestra was on campus for two days of activities, which included eight individual instrument master classes and a conducting workshop, all for School of Music students and faculty.

- **Orion String Quartet** (2008–2009)—the Orion played a new work, by composer David Del Tredici, co-commissioned by the Center for the Performing Arts. In addition to a master class with string students and a master class with guest clarinetist David Krakauer, Del Tredici was on hand for a composition master class and a voice reading of one of his choral works with Penn State voice students.

- **Thank You Gregory, A Tribute to the Legends of Tap** (2009–2010)—the company for this production, a tribute to Gregory Hines and others, was in town for a half-week providing master classes for Penn State Altoona students, plus students from surrounding Altoona dance studios; two master classes in the State College area, each of which included Penn State students in addition to younger students from area dance studios; an in-school lecture-demonstration at Mount Nittany Middle School; and a lecture on tap history for the Dance Appreciation course (Dance 100).



Penn State School of Visual Arts graduate student Joe Netta's metal sculpture arrives at Eisenhower Auditorium.

- **Kronos Quartet** (2009–2010)—The quartet's work *Awakening* required a stage set with a massive metal sculpture made of found objects. Master of fine arts student Joe Netta of Penn State's School of Visual Arts created the piece for the ensemble. The Nittany Valley Children's Choir performed with the quartet.

- **The Actors' Gang** (2009–2010)—on campus for two days in conjunction with its performance of *The Trial of the Catonsville Nine*. The company visited one theatre class (M.F.A. acting). In addition, the CPA collaborated with the Center for Democratic Deliberation to organize a roundtable featuring faculty members from African and African American Studies, History, English, Communications, and Communication Arts and Sciences discussing *Theatrical Performance as Social and Political Activism* with Actors' Gang company members.

- **Apollo's Fire** (2007–2008 and 2010–2011)—two residencies engaged the creative team, musicians, and singers of Apollo's Fire. In addition to Weiss Seminar lectures by Artistic Director Jeannette Sorrell, two members of Apollo's Fire worked with students majoring in vocal performance. Penn State School of Music students in violin and cello performance (2007–2008) and the Baroque Ensemble (2010–2011) engaged with Apollo's Fire musicians for master classes.

- **Tectonic Theater Project** (2010–2011)—on campus for a week in conjunction with its performances of *The Laramie Project* and *The Laramie Project Ten Years Later: An Epilogue*. Company members engaged with classes in Biobehavioral Health and Theatre, as well as several discussions in partnership with lesbian, gay, bisexual, and transgender equity groups on campus and in the community.

Academic engagement 2006 to 2011

Through its programs, the CPA makes deep and broad connections to the academic life of Penn State.

Curriculum-Connected Programs

During the past five years, 3,400 students participated in curriculum-related engagement activities with CPA-presented artists.

Colleges, schools, departments, and programs engaged with the CPA during that time include:

ARCHITECTURE/LANDSCAPE ARCHITECTURE

Two graduate students served on the Creative Campus planning team and made a presentation to Diavolo personnel on their research findings and team inspiration for the project.

Five students traveled to Los Angeles for a research-intensive study program with Diavolo personnel.

ARCHITECTURAL ENGINEERING

Two tours of Eisenhower Auditorium each semester (2.5 hours each) for past five years guided by CPA events manager.

One tour of Schwab Auditorium in 2011 guided by assistant director for AE424 design project

BIOBEHAVIORAL HEALTH

Two in-class visits/workshops

DANCE

Nine master classes

ENGINEERING

Senior engineering students created a capstone project to be utilized by the CPA's Creative Campus team. This project won second place in the Senior Capstone Exhibition

ENGLISH

Seven in-class artist visits/workshops

PENN STATE ALTOONA DANCE

Two master classes

PHILOSOPHY

Two in-class visits

MUSIC

Fifty-two master classes/workshops/question-and-answer sessions with artists

THEATRE

Ten master classes/workshops

VISUAL ARTS

Graduate student sculpture project/Kronos Quartet

SCHREYER HONORS

Two workshops

SOCIOLOGY

One in-class artist visit/workshop

Integrative Arts course *Introduction to the Performing Arts*

The CPA has a continuing partnership with the Integrative Arts online course *Introduction to the Performing Arts*. Course enrollment grew to approximately 450 students per semester in 2010–2011. Students attend selected performances as part of their course requirements.

Partnerships

The CPA partnered with the following units to present eight programs open to Penn State faculty, staff, and students:

ROCK ETHICS INSTITUTE

Faculty/graduate student seminar on Orwell's *1984* with members of the theatre company The Actors' Gang

CENTER FOR DEMOCRATIC DELIBERATION

Faculty/graduate student panel discussion on *The Trial of the Catonsville Nine* with members of the theatre company The Actors' Gang

INSTITUTE FOR THE ARTS AND HUMANITIES

WPSU Lobby Talk on Shakespeare with Penn State faculty and Actors from the London Stage

Two lectures by Jeannette Sorrell, artistic director and conductor of Apollo's Fire

WPSU LOBBY TALK

Lecture by Penn State staff archivist Barry Kernfeld on jazz pianist McCoy Tyner

SCHOOL OF THEATRE DANCE PROGRAM

Faculty lecture on *Female Archetype in the Work of Martha Graham*

INNOVATION PARK/coolBLUE COMMUNITY

Two *Learning Lunches* with Tectonic Theater Project artist, broadcast to several Penn State locations

ALUMNI RELATIONS

Brown bag lunch discussion with Tectonic Theater Project artist



A Tectonic Theater Project artist meets with University Park students.

Internships

During the past five years, twenty-five students have interned at the CPA, all in partnership with Penn State academic units.

- Nineteen were marketing and communications department interns in partnership with the College of Communications and the Department of Integrative Arts.
- Two were arts administration interns in partnership with the School of Music and Department of Integrative Arts.
- Four were events department interns. One student was from the School of Theatre and the other three were from Integrative Arts.

Presentations

During the last five years, the CPA supported 1,308 academic and 314 University presentations, averaging a total of 324 per year. Academic presentations include events sponsored by or affiliated with an actual course (e.g., all School of Music ensembles are included here). University presentations include events sponsored by units, departments, or colleges but not related to a specific course (e.g., commencements, conferences and institutes, and Spend a Summer Day). This data does not include CPA presentations or events sponsored by non-University-affiliated organizations.

| | |
|------------------|---|
| 2006–2007 | Academic presentations: 301 University presentations: 58 |
| 2007–2008 | Academic presentations: 266 University presentations: 95 |
| 2008–2009 | Academic presentations: 297 University presentations: 65 |
| 2009–2010 | Academic presentations: 243 University presentations: 44 |
| 2010–2011 | Academic presentations: 201 University presentations: 52 |



University Park students participate in the 2009 Student Patio Party at Eisenhower Auditorium.

Andy Colwell

Student engagement 2006 to 2011

CPA Presentations

Attendance

Penn State students have continued to show that they value CPA performances with their high level of participation. **During the past five years, students have purchased more than 50,000 discounted tickets.** Many students have transitioned from individual-event ticket buyers to subscribers, demonstrating a higher commitment to the CPA. **During the past five years, student attendance has grown from 25 percent to 33 percent of total paid attendance.** This is among the highest in the nation when compared to other major universities.

Student Patio Party

The annual CPA Student Patio Party, which began in 2008, takes place early in fall semester. The CPA subsidizes the additional 20 percent off the already-discounted Penn State student price during the two-hour party, amounting to an additional \$8,000 in subsidy in 2010. **Participation in the patio party has grown from 1,046 to 1,632 with a corresponding increase in University Park student ticket sales.** The percentage of student tickets for the season sold at the party has also grown, most recently to 17 percent.

Groups

From 2006 to 2011, the CPA group sales department provided service to a total of eighty-five Penn State student groups to attend CPA presentations. The numeral after each group name indicates the number of times the group has attended a presentation. The department also provided group sales services to clients of the CPA Arts Ticket Center, including Penn State's schools of Music and Theatre, community presenters, and touring event promoters.

| | |
|---|----|
| Agricultural Administration Diversity Enhancement | 2 |
| Arts and Architecture 100 | 11 |
| Chinese Student Association | 3 |
| College Assistance Migrant Program | 18 |
| College of Earth and Mineral Sciences | 17 |
| College of Education Arts Initiative | 35 |
| College of Health and Human Development | 5 |
| Continuing Education—Dance | 16 |
| Dance Program | 32 |
| Department of African and African American Studies | 2 |
| Department of Art History Freshmen Seminar | 2 |
| Department of Comparative Literature | 1 |
| Department of English | 4 |
| Department of Physics post-doctoral students | 19 |
| Department of Sociology and Crime, Law, and Justice | 1 |
| Department of Spanish, Italian, and Portuguese | 2 |
| Discover House | 24 |
| Eberly College of Science | 10 |
| Essence of Joy | 2 |
| Euro Club | 1 |
| Filipino Student Association | 1 |
| Forum on Black Affairs | 7 |
| Fulbright Scholars | 2 |
| Glee Club | 1 |
| Graduate Student Association | 5 |
| Gymnastics Club | 1 |
| Institute for the Arts and Humanities | 3 |
| Jewish Student Association | 1 |

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|--|----|
| Martial Arts Club | 1 |
| Office of International Affairs | 1 |
| Office of Multicultural Affairs | 1 |
| Orchesis Dance Company | 5 |
| Paterno Fellows Program | 7 |
| Paul Robeson Cultural Center | 1 |
| Penn State Altoona | 5 |
| Penn State Harrisburg | 2 |
| Penn State Hazleton | 1 |
| Residence Life | 4 |
| School of Music | 7 |
| School of Music Jazz Studies | 3 |
| School of Music World Music course | 7 |
| School of Music—American Choral Directors | |
| Student Association | 3 |
| School of Theatre | 4 |
| School of Visual Arts | 2 |
| Student Support Services | 13 |
| Tango Club | 1 |
| Ukrainian Society | 1 |
| United Soul Ensemble | 2 |
| University Libraries | 3 |
| Upward Bound | 2 |
| Another thirty-five student groups were organized independently. | |

Sponsored Events

Student organizations, committees, or individual students produce student-sponsored events. **From 2006 to 2011, the CPA supported 125 student events, an average of twenty-five per year.**

| | |
|-----------|----|
| 2006–2007 | 25 |
| 2007–2008 | 26 |
| 2008–2009 | 24 |
| 2009–2010 | 22 |
| 2010–2011 | 28 |

Community Advisory Council

Penn State students serve as representatives on the CPA Community Advisory Council. In 2010–2011 the council included four student representatives.

Student-Centered Services

Support for student organizations and committees

As a professional component of an academic college and a key intersection for student interaction, the CPA is dedicated to sharing the expertise of its staff members and providing professional training to all who wish to create performances, present programming, or gather to celebrate accomplishments. **The list below includes the seventy-one student organizations and committees—plus University units, departments, and institutes—that between 2006 and 2011 either utilized one of CPA's facilities and/or one of its professional services such as ticketing, production, and/or audience services to implement a public performance or presentation.** Many of these clients return year after year, which allows strong and mutually beneficial relationships to develop. Mentorships develop between CPA staff members and the student liaisons for some of the organizations. When the relationship is new, CPA staff members spend a great deal of time guiding clients through the appropriate University policies and procedures, including the University Park Allocation Committee process, contracting, and risk management.

Africana Research Center
 Alpha Phi Alpha
 Alumni Association—Penn State Student Talent Show
 Asha for Education
 Asian Pacific American Coalition
 Asian Studies
 Black Caucus
 Campus Crusade for Christ
 Center for Women Students
 College of Agricultural Sciences
 College of Communications

College of Earth and Mineral Sciences
 College of Health and Human Development
 College of the Liberal Arts
 Confucius Institute and Joint Center for Energy Research
 Department of Economics
 Department of Statistics
 Dialog Forum
 Dickinson School of Law
 Discover House
 Distinguished Speaker Series
 Division of Undergraduate Studies
 Fraternity and Sorority Life
 Greek Week
 Homecoming Activities
 IFC/Panhellenic Dance Marathon
 Indian Graduate Student Association
 Indian Student Association
 Information Sciences and Technology
 Student Government
 Institute for the Arts and Humanities
 Interfraternity Council
 Iota Iota Iota
 Library Learning Services
 Martin Luther King Jr. Commemoration Student Committee
 Martin Luther King Jr. Commemoration University Committee
 Men's Club Volleyball
 National Society of Collegiate Scholars
 National Panhellenic Council
 No Refund Theatre
 Office of Physical Plant Central Environmental Services
 Office of University Relations Campus and Community Affairs
 Office of University Relations Public Information
 Omega Psi Phi
 Orchesis Dance Company
 Panhellenic Council
 Paranormal Research Society
 Paterno Fellows Program
 Penn State Bands
 Penn State Catholic Center
 Penn State Centre Stage

Penn State International Dancers
 Penn State Outreach—Conferences and Institutes
 Penn State Public Broadcasting
 Penn State Thespians
 Penn State Undergraduate Admissions Office
 Phi Beta Sigma
 RAAS Society
 Rock Ethics Institute
 ROTC
 School of Music
 School of Theatre
 Schreyer Honors College
 Sigma, Sigma, Sigma
 Smeal College of Business
 Student Affairs—Late Night Penn State
 Student Programming Association
 Tapestry Dance Company
 Volé
 Whiplash
 Young Americans for Freedom
 Zeta Phi Beta

Employment

The CPA annually employs an average of 170 students in its ticketing, audience services, artist hospitality, and production departments. Many learn skills and techniques that either supplement their academic experiences or lead them to new career options. CPA staff members view the relationship with these employees as long-term commitments and an integral part of each student's academic progress. It is common for CPA staff members to assist former employees in gaining acceptance to other colleges and universities for advanced study or to offer advice, supporting documents, and contacts for internships or employment elsewhere.

Professional staff support for campus and student organizations

CPA professional staff members are respected in their fields, serving on national boards and in service organization leadership positions. Many have received national awards in recognition of significant accomplishments.



Carl Kosala

A Penn State student works on a production crew call at Eisenhower Auditorium.

During the last five years, CPA staff members have provided professional services to thirty-two campus academic units, University entities, and student organizations. In many cases support is provided on an annual basis.

2010 Campaign Kick-off Celebration Planning Committee
 African and African American Studies
 African American Religion course
 Blue Robot
 Campus Student Employers Focus Group
 Chi Omega Sorority
 College of Arts and Architecture, Department of Integrative Arts instructor
 College of Earth and Mineral Sciences, Museum and Art Gallery Advisory Board
 ComRadio
 Commission for Women
 Forum on Black Affairs Martin Luther King Jr. Commemoration Committee
 Global Connections for International Students
 Greek Sing
 Imagining America
 Onward State
 Orchesis Dance Company
 Palmer Museum of Art Friends Board
 Palmer Museum of Art Gala chair
 Penn State Belly Dance Club
 Penn State Coaches vs. Cancer Student Organization
 Penn State Thespians
 Penn State York, Pullo Center for the Performing Arts
 Popular Entertainment Group
 School of Music
 School of Theatre Cultural Conversations Festival
 The Daily Collegian
 The Daily Collegian Board of Directors
 University Access Committee
 University Communicators
 University Video Task Force
 WKPS
 Zero Tolerance for Hate Network

REGIONAL IMPACT

Public Performances

Attendance

During the past five seasons, the CPA has sold and distributed 215,666 tickets for its presentations, excluding Penn State student tickets. That's an average of 43,133 per season. Including Penn State students brings the total sales to 265,764 tickets, an average of 53,152 per season.

Total attendance for all events in Eisenhower and Schwab auditoriums for the past five years was 543,752, an average of 108,750 per year.

Penn State New Employee Ticket Program

The program annually offers two complimentary tickets to new University Park employees. The program, funded by the Office of the Provost, has grown in popularity with 306 participants in 2010–2011.

During the five years, almost 1,300 people have benefited from this program. The CPA partners with the Human Resources Development Center in marketing the program to new employees.

Groups

From 2006 to 2011, the CPA group sales department provided service to a total of 167 local, regional, state, and out-of-state groups to attend CPA presentations. The numeral after each group name indicates the number of times the group has attended a presentation. The department also provided group sales services to clients of the CPA Arts Ticket Center, including Penn State's schools of Music and Theatre, community presenters, and touring event promoters.

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|---|----|---|----|
| 21st Century Keystone Learning Center | 22 | Bald Eagle Area High School Music Department | 2 |
| Allstate | 1 | Ballroom Dance Organization | 1 |
| Altoona Arthritis and Osteoporosis Center | 5 | Bellefonte Area High School | 1 |
| Altoona Dance | 1 | Bellwood Area High School | 1 |
| Altoona Regional Hospital | 1 | Bollman Charter Service | 1 |
| Arts Conservatory of Central Pennsylvania | 5 | Bronx Prep Charter School | 1 |
| | | Brown Elementary School | 2 |
| | | Central High School | 1 |
| | | Central Pennsylvania Festival of the Arts | 1 |
| | | Central Pennsylvania Martial Arts Supply | 1 |
| | | Centre County Office of Aging | 3 |
| | | Centre Dance Studio | 27 |
| | | Centre Learning Community Charter School | 12 |
| | | Clarion University Theatre Department | 1 |
| | | Curves of Lewistown | 1 |
| | | DuBois Central Catholic High School | 1 |
| | | DuBois Vocal Arts Ensemble | 1 |
| | | English Speaking Union | 1 |
| | | First National Bank Lifestyle 50 | 1 |
| | | Forum on Black Affairs | 8 |
| | | Freedom Excursions | 2 |
| | | Friends of the Altoona Public Library | 1 |
| | | Girl Scout Troop—Belleville | 1 |
| | | Girl Scout Troop—Centre Hall | 2 |
| | | Girl Scout Troop—Clearfield | 1 |
| | | Girl Scout Troop—Hollidaysburg | 1 |
| | | Girl Scout Troop—Huntingdon | 1 |
| | | Girl Scout Troop—Spring Mills | 1 |
| | | Girl Scout Troop—State College | 6 |
| | | Grace Lutheran Church/55 Plus Club | 3 |
| | | Grier School | 8 |
| | | Happy Valley Chinese School | 1 |
| | | Hemlock Girl Scout Council | 1 |
| | | Hillel | 1 |
| | | Hollidaysburg Area High School Music Department | 1 |
| | | Home School Program | 1 |
| | | Homewood at Martinsburg | 2 |
| | | Juniata College Alumni Association | 2 |
| | | Juniata College Music Department | 3 |

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| Juniata College Spanish Department | 1 | R & J Tours | 1 |
| Junior Baroque Festival | 3 | Ray Walker Associates | 2 |
| Kennedy Dance Centre | 18 | Raytheon Corporation | 13 |
| Knights of Columbus | 3 | Reedsville/Belleville Rotary Club | 2 |
| Lewistown Area High School | 1 | Seneca Highlands Intermediate Unit 9 | 1 |
| Lewistown Hospital | 2 | Sight Loss Support Group of Central Pennsylvania | 1 |
| Lock Haven University Dance Department | 5 | South Hills Business School | 1 |
| Lock Haven University Office of Culture and Diversity | 1 | St. Francis University Alumni Relations | 1 |
| Lock Haven University Student Support Services | 3 | St. Francis University General Education Department | 1 |
| Lock Haven University Theatre Department | 3 | St. Mary's Ukrainian Catholic Church-Ramey | 1 |
| Mansfield University Music Department | 1 | St. Peter's Church | 1 |
| Marantha Learning Center | 1 | State College Area High School | 3 |
| Martial Arts Instructor | 1 | State College Area High School A.A.S.G. Program | 1 |
| Maryland School for the Deaf | 1 | State College Area School District Delta Program | |
| McGinley School of Irish Dance | 1 | Japanese course | 1 |
| Meadowlark Photography | 2 | State College Area High School Girls Volleyball Team | 1 |
| Moshannon Valley Junior-Senior High School | 3 | State College Friends School | 2 |
| Mount Aloysius College Fine Arts Department | 2 | State College Presbyterian Church | 1 |
| Mount Nittany Medical Center | 4 | State College Suzuki Program | 2 |
| Mount Nittany Middle School | 3 | Supelco | 1 |
| Nittany Echo Choir | 1 | The Hite Company | 1 |
| Nittany Travel Agency-Lock Haven | 16 | The Literary Club | 1 |
| Nittany Valley Children's Choir | 2 | The Meadows | 1 |
| Osher Lifelong Learning Institute | 19 | Treasure Lake-DuBois | 1 |
| Our Lady of Victory School | 2 | UCJC Church Arts Initiative | 2 |
| Penn State Altoona Continuing Education | 1 | Unity Church of Jesus Christ Arts Initiative Program | 3 |
| Penn State Altoona Dance Program | 7 | Village Community Center | 5 |
| Penn State Alumni Association | 1 | West Branch Cub Scout Pack 46 | 1 |
| Penn State Alumni Association, Centre County Chapter | 10 | Williamsburg Area High School | 1 |
| Penn State DuBois Alumni Association | 4 | Women's Welcome Club | 2 |
| Penn State Germanic and Slavic Languages and Literature | 2 | ZedX Corporation | 1 |
| Penn State Hazelton Music Department | 1 | Another fifty-two groups were organized independently. | |
| Penn State Office of Annual Giving | 1 | | |
| Penn State Tango Club | 1 | | |
| Penn State Ukrainian Society | 1 | | |
| Pennsylvania Academy of the Arts | 2 | | |
| Pennsylvania Academy of Physicians | 1 | | |
| Pennsylvania Governor's School for the Agricultural Sciences | 1 | | |
| Philipsburg Osceola High School | 3 | | |

Artistic Viewpoints

Moderated discussions are offered one hour before most public performances, except for matinees for children. Usually the artist(s) and/or company representative(s) participate in *Artistic Viewpoints*.

Kids Connections

One hour before each matinee for children, attendees may participate in creating crafts, reading, and large-motor-skill activities that relate to the performance they are about to experience. Penn State departments and student organizations have participated.

Outreach engagement programs and partners 2006-2011

The CPA mission includes a focus on programs that engage the community with professional artists. These programs take a variety of forms as illustrated in the following list by season.

2006-2007

- A free public screening of *Paul Taylor Dancemaker*
- Open rehearsal and question-and-answer session with violinist Joshua Bell for members of the community-based Junior Baroque Festival
- Songwriting workshop for members of the general public with Red Grammer at State College Presbyterian Church
- In-school workshop with Red Grammer at Radio Park Elementary School

2007-2008

- Mini-performances with Actors from the London Stage for residents of Foxdale Village and The Village at Penn State
- Shakespeare master classes with Actors from the London Stage for State College Area High School and Bellefonte Area High School thespians
- Lobby talk with cast members from Actors from the London Stage at the WPSU studios

2008-2009

- Harlem Quartet mini-performance for residents of Centre Crest Nursing Home, Bellefonte, in partnership with the Centre County Office of Aging



Juliana O'Malley 2010

Central Pennsylvania children participate in a February 2011 movement workshop with a Merce Cunningham Dance Company teaching artist.

- Master class with Hubbard Street Dance Company for Tyrone's Grier School students
- Post-performance discussion with Chanticleer for members of State College Area High School Master Singers
- Brownbag discussion at WPSU lobby with jazz expert Barry Kernfeld on the music of McCoy Tyner
- Week-long in-school residency at State College Area High School with an Acting Company teaching artist

2009-2010

- Open master class for community dance schools with cast members of *Thank You Gregory, A Tribute to the Legends of Tap* at Penn State Altoona
- Open master class for community dance schools with cast members of *Thank You Gregory* at Indigo night club in State College
- Jazz guitarist Julian Lage mini-concert for residents of Hearthside Rehabilitation and Nursing Center in State College
- Multiple residency activities with the Aulos Ensemble for participants in the Junior Baroque Festival

2010-2011

- Community dinner to welcome members of Tectonic Theater Project
- Discussion with Greg Pierotti of the Tectonic Theater Project for the Gay-Straight Alliance of State College Area High School
- Jazz pianist Taylor Eigsti and vocalist Becca Stevens mini-concert for residents of Centre Crest Nursing Home in Bellefonte
- Week-long dance workshop for the community with RIOULT dancers at the C. Barton McCann School of Art in Petersburg
- Open auditions for youth to participate in the RIOULT performance
- Eroica Trio performance for residents of Foxdale Village in State College
- Nittany Valley Youth Choir participation in the Natalie McMaster concert
- Merce Cunningham Dance Company family workshop

School-Time Matinees

In the last five years, the CPA has presented twenty-eight School-Time Matinees. A total of 25,149 children and educators from 250 schools in eighteen central and western Pennsylvania counties (Armstrong, Blair, Cambria, Centre, Clearfield, Clinton, Cumberland, Elk, Forest, Huntingdon, Indiana, Jefferson, Juniata, Lycoming, McKean, Mifflin, Union, Warren) attended those programs.

Tours

The CPA engages schools and other community groups through staff-guided facility tours. State College Area School District elementary and middle schools incorporate the tours into their arts-focused curriculum each spring. Leadership Centre County and Upward Bound have also toured Eisenhower Auditorium.

Facilities use and ticketing services

In addition to participation through event attendance, the CPA offers community non-profit organizations access to its facilities for presentation of events. The relationships created are often collaborative because the community organizations share patrons with the CPA, and sometimes organizational leaders are CPA patrons. CPA staff members provide event management in areas such as production, audience services, ticketing, and occasionally marketing. Local organizations served during the last five years are:

Ballet Theatre of Central Pennsylvania

Central Pennsylvania Festival of the Arts

Journey of Courage

Nittany Valley Symphony

State College Choral Society

Economic Impact

The CPA's annual budget is approximately \$3.5 million and special programs add approximately \$350,000 annually. The organization has twenty-eight full-time and 170 part-time employees. Budget expenditures



Students prepare to board their bus after attending a School-Time Matinee at Eisenhower Auditorium.

and payroll contribute to the economic well-being of the region.

The CPA engages performing artists and companies to come to State College, some for multi-day visits. Touring companies stay in hotels and patronize area restaurants and other businesses.

More than 50,000 people annually attend CPA presentations, which generates approximately \$1 million in ticket sales each season. A generally accepted calculator for the economic benefits relative to ticket sales is that for each dollar spent on a ticket, three dollars are spent in the community for related services.

The CPA is a member of the Chamber of Business and Industry of Centre County (CBICC) and the Central Pennsylvania Convention and Visitors Bureau.

The CPA participates in the CBICC Business Expo and other chamber events. It maintains contact with CBICC staff and is working to advance this relationship. A partnership to study the economic impact of arts activity in the county is being explored. The CBICC hosts a member night at a CPA performance in the 2011–2012 season.

The Central Pennsylvania Convention and Visitors Bureau has awarded the CPA grants each year since 2004 totaling \$75,600 to market presentations in the surrounding counties of Cambria, Clearfield, Clinton, Huntingdon, and Mifflin. CPA sales outside Centre County vary from season to season but range from 15 percent to 18 percent of total sales, or approximately 5,000 to 7,000 people. Those patrons often dine in Centre County restaurants, shop in Centre County stores, and sometimes stay overnight at Centre County hotels.

Quality of Life

The Knight Foundation and Gallup recently conducted a three-year study of twenty-six diverse communities across the United States, including the State College area. The study, *Soul of the Community*, aims to determine what makes people feel attached to a place and whether communities with a higher level of citizen attachment are better off economically. The number-one quality that attaches people to place is social offerings, including arts and cultural venues. It can be extrapolated that the reason the State College area scored high for this main attribute is due, in part, to the strength and popularity of the CPA. Additionally, the study found that communities that scored high on all key attributes demonstrated a corresponding high level of gross domestic product and local economic growth.

The CPA's contribution to the quality of life in central Pennsylvania is also demonstrated through the anecdotal evidence of its role in recruiting and retaining employees at Penn State and area businesses. Those involved in recruiting, along with area real estate professionals and others, report that CPA programs are of keen interest and great help in the process of attracting qualified individuals and families to relocate to the area.

Also anecdotally, community and business leaders cite the CPA as one of the mainstays of the local community, crucial for the presence and vitality of large portions of the business economy.



AnDa Union

APPENDIX A: HIGHLIGHTS OF CAMPUS ENGAGEMENT PROGRAMS IN 2011–2012

A. Season-long focus on Chinese performing arts

The CPA will present four performances, two each semester, featuring Chinese performing arts. This focus on China is a collaborative project of the Major University Presenters (MUPs) consortium, Arts Midwest, and the Chinese Ministry of Culture. CPA Director George Trudeau, lead MUPs representative for the project, joined a delegation of university presenters who visited China in December 2009 to attend performances and meet artists being considered for future United States tours. Penn State's Asian Studies program and The Confucius Institute are partners for this project.

In 2011–2012 the CPA presents the following artists as part of this season-long focus:

AnDa Union in October 2011

- The ensemble performs traditional Mongolian music with instruments including the *morin khuur* (horse head fiddle), the *maodun chaoer* (three-holed flute), and Mongolian versions of the lute and mouth harp.

- British filmmaker Tim Pearce brings his documentary about the ensemble for a screening at the State Theatre in State College. Elements of the documentary are incorporated into the performance.

- In addition to the public performance, the ensemble presents a School-Time Matinee.

- Campus engagement activities and partners include a keynote speech by Tim Pearce titled *The Modern Nomad*; a variety of engagement interactions to be coordinated in conjunction with our partners, The Confucius Institute and the Asian Studies program.



Jin Xing Dance Theatre Shanghai

National Acrobats of China in November 2011

- Direct from Beijing, the first national performing arts troupe established (1950) by the People's Republic of China.
- The CPA is part of the company's inaugural tour to the United States.

Shanghai Chinese Orchestra Chamber Ensemble in February 2012

- This ensemble of twenty elite members and soloists is drawn from China's first large-scale modern ensemble of traditional instruments that was formed in 1952.
- Campus engagement activities and partners include a family program in partnership with the Happy Valley Chinese School providing the opportunity to learn about traditional instruments in an informal setting; other engagement interactions to be coordinated in conjunction with The Confucius Institute and Asian Studies program.

Jin Xing Dance Theatre Shanghai, *Shanghai Tango*, in February 2012

- China's first independent dance company is the creation of acclaimed Chinese dancer and choreographer Jin Xing.
- *Shanghai Tango* features ten pieces that mix East and West in dance, music, and costumes. The work weaves ten years of the choreographer's best work and provides a glimpse of contemporary Shanghai.
- Campus engagement activities and partners include a master class for students in the Dance program, a lecture by Jin Xing to members of the Commission on Lesbian, Gay, Bisexual, and Transgender Equity (LGBTE) and students of the LGBTE Center.

B. Culminating performances of Creative Campus Innovations Project in April 2012

The CPA Creative Campus project combines dance, engineering, architecture, and landscape architecture to explore *The Secret Life of Public Spaces*. Two performances culminate this cross-campus program.

The Secret Life of Public Spaces

- A performance of a site-specific work by and for Penn State students, danced on structures designed and built by Penn State students.
- The performance occurs at three sites—University Park's Old Main, The Arboretum at Penn State, and State College's Sunset Park.

Diavolo performance to include commissioned work

- Performance by Los Angeles-based dance company Diavolo, artistic partner for the Creative Campus project.
- The performance includes the world premiere of a work, co-commissioned by the CPA, by Diavolo Artistic Director Jacques Heim.
- Campus engagement activities include multiple visits by Diavolo artistic personnel; creation of a class to be team taught by faculty in Architecture, Landscape Architecture, and Dance; ongoing presentations of the work created by the students; master classes; interaction among Diavolo members and student leaders in the Schreyer Honors College.

C. Classical Music Project begins

The 2011–2012 season is the first for the CPA Classical Music Project, which is funded by The Andrew W. Mellon Foundation. Preliminary planning took place during the proposal development process. Upon notification of the grant award in June 2011, project planning commenced. Partners are being developed for student engagement activities and curriculum partnerships in 2011–2012 involving artists already scheduled. The project features a residency and performance by the Brentano String Quartet at Penn State Altoona in March 2012. Planning continues for future seasons, including the participation of an opera company in 2013–2014.

D. Penn State celebrates American dance creator Paul Taylor in October 2012

The CPA has partnered with Penn State's Institute for the Arts and Humanities (IAH) to celebrate the work of renowned American choreographer Paul Taylor. State College's State Theatre, the Penn State Dance program, Penn State Altoona, and Penn State Public Broadcasting are additional partners. Public events include a screening of the Academy Award-nominated documentary *Paul Taylor Dancemaker* at the



Paul Taylor Dance Company

State Theatre, a performance by the Taylor 2 company at Penn State Altoona, and a CPA-presented performance of the Paul Taylor Dance Company at Eisenhower Auditorium. Taylor 2 and the Paul Taylor Dance Company present master classes for dance students at Altoona and University Park, respectively. Paul Taylor comes to Penn State to engage with faculty and students. WPSU's Patty Satalia is scheduled to interview Taylor. At the Eisenhower performance, Taylor receives the IAH Medal for Distinguished Achievement.

E. First of three seasons of Beethoven string quartets in October 2011 and March 2012

The St. Lawrence String Quartet and Brentano String Quartet begin a shared three-season cycle of the masterful Beethoven string quartets. Campus engagement projects include master classes and connections with related humanities curriculums. Penn State partners include the Paterno Fellows Program, the School of Music, and the Schreyer Honors College.

F. Season-long focus on world cultures

The CPA 2011–2012 season is especially inclusive of global voices. Artists presented throughout the season represent the cultures of China, India, Uganda, Germany, Cuba, Austria, Spain, Ireland, England, Israel, and the South Pacific. These presentations offer many possibilities for campus engagement programs. Partners include Penn State's School of Music; Dance program; Paterno Fellows Program; Schreyer Honors College; College of Earth and Mineral Sciences; Institute for the Arts and Humanities; Commission on Lesbian, Gay, Bisexual, and Transgender Equity; Asian Studies program; and The Confucius Institute.



© Annemarie Mounitz 2010

Members of the Penn State Philharmonic pose outside Carnegie Hall before the ensemble's President's Concert performance at the historic New York City venue in March 2010.

G. School of Music featured performances in December 2011 and February 2012

In a new initiative, the CPA features two Penn State School of Music presentations to provide more visibility for student performing arts programs. The two programs, selected by the School of Music, are *Mosaic* and President's Concert: A Sneak Preview.

H. Program-related films at the State Theatre

The CPA is partnering with the State Theatre in downtown State College to present three documentary films that connect to season programs.

***Paul Taylor Dancemaker* in October 2011**

This Oscar-nominated documentary chronicles the life and work of the choreographer and artistic director.

***From the Steppes to the City* in October 2011**

Documentary that traces AnDa Union's journey from rural Inner Mongolia to its vibrant capital Hohhot. Filmmaker Tim Pearce introduces the screening and conducts a discussion following the film.

***Time & Tide* in November 2011**

This documentary chronicles the geologic changes occurring at a swift pace for the people of tiny island nations in the South Pacific. It provides a context for the CPA's presentation of *Water is Rising*.

I. Other programs of interest in 2011–2012

***Water is Rising, Music and Dance of Pacific Island Atolls*, in November 2011**

- Thirty-six music and dance artists from three Pacific nations celebrate the cultures of coral atolls at risk of being submerged by rising sea levels.
- The performance features new songs and dances, plus projected images, conveying the performers' deep connections to nature, family, ancestors, and religion.
- The Foundation for World Arts at the University of California at Los Angeles is the presentation partner.
- A related film is being shown at the State Theatre.
- Campus engagement activities and partners include a lecture by Judy Mitoma, a UCLA faculty member who researched the area and conceived the tour, partnering with Penn State's College of Earth and Mineral Sciences to coordinate a discussion around climate change; the Schreyer Honors College, connecting students from its new living option, The Globe, with Mitoma and the performers; and educational outreach programs to three middle schools for lecture-demonstrations.



Water is Rising

Chamber Orchestra of the Theatre of Early Music, *Love and Betrayal*, in November 2011

- A program of George Frideric Handel love duets featuring countertenor Daniel Taylor, soprano Deborah York, and a chamber orchestra.
- Project partners include Penn State's Weiss Endowment and School of Music.
- Campus engagement activities and partners include master classes for School of Music students and a seminar on the time and context of Handel in partnership with a musicologist.

Mike Daisey, *The Island at the Birth of the World*, in January 2012

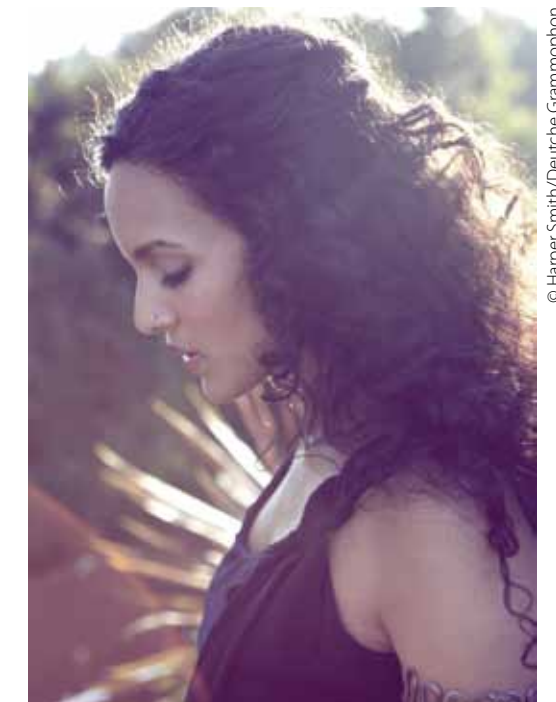
- A groundbreaking monologist presents the story of his journey to a remote South Pacific island whose people worship America at the base of an erupting volcano. Daisey wrestles with the largest questions of what their religion can tell us about our deepest values and the beliefs that lie at the heart of our world.
- Presented in partnership with Juniata College's Halbritter Center for the Performing Arts.
- Campus engagement activities and partners are likely to include Penn State's Rock Ethics Institute.

Spirit of Uganda in March 2012

- Spirit of Uganda's performers, aged 8 to 18, evoke the sounds and movements of their lush and diverse East African homeland while serving as ambassadors for Uganda's 2.4 million orphans.
- In addition to the public performance, the troupe presents a School-Time Matinee.
- Campus engagement activities and partners include a community dinner for the performers with students and families in our community, complete with cultural dance exchanges; exploring partnerships with professors whose research focus is Uganda.

Anoushka Shankar, *Traveler*, in April 2012

- Sitar superstar unites the passionate and diverse music of Spain with the vibrant, ancient forms of the Indian classical tradition.



© Harper Smith/Deutsche Grammophon

Sitarist Anoushka Shankar

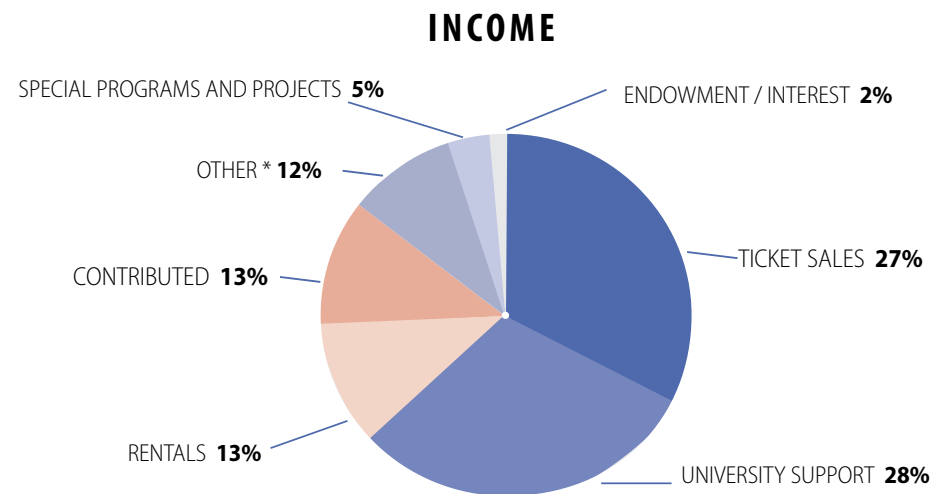
APPENDIX B: CPA ORGANIZATIONAL INFORMATION

Fiscal responsibility

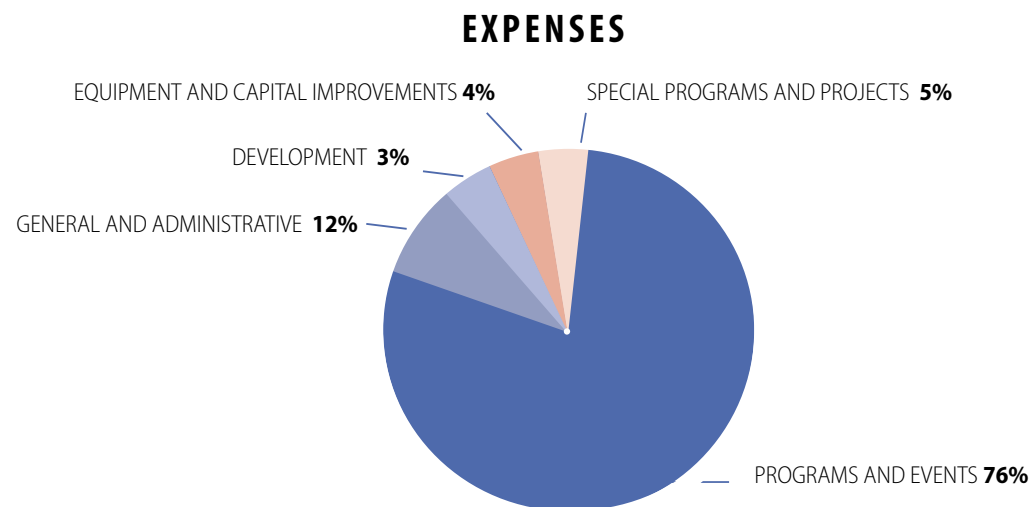
The CPA has diverse sources of revenue with 72 percent coming from earned and contributed income and 28 percent from a University allocation. Approximately 76 percent of expenses are for program and events with 12 percent general and administrative. The CPA itself funds a range of capital improvements (4 percent).

Income and expenses for 2010–2011 fiscal year

The CPA organizational budget totaled \$3,702,460. Seventy-two percent of revenues were earned and contributed through ticket sales and services, facility and equipment rentals, performance program advertising, concession sales, fundraising, grants, and endowments.



* Includes performance program advertising, concession sales, ticketing services, and other miscellaneous income.



External support—five-year history

Combined annual support from membership and sponsorship has increased by 50 percent in the past five years, from slightly more than \$200,000 to more than \$300,000.

The number of endowments has grown and endowment support has subsequently increased. Support from grants remains strong, and the number of hospitality partnerships has increased.

Membership

Memberships have increased 33 percent from around 300 in 2006 to more than 400 in 2011. Growth in income from membership has been slightly more modest, increasing from around \$120,000 to more than \$150,000. Members are typically individuals and not companies, corporations, or foundations.

Sponsorship

Sponsorship income in the period has nearly doubled, increasing from around \$80,000 to more than \$150,000.

Corporate Sponsors

Allegheny Power
American Ale House
AmeriServ Bank
AT&T
Avánt Garden
AW & Sons
Barash Group
Beating the Odds Foundation
Best Buy
College Park Communities
Corvette America
Cramer Studio
Designer's Studio

Foxdale Village
GN Associates
Graystone Bank
Harrison's Wine Country Grill & Catering
Herbert, Rowland & Grubic, Inc.
Hoag's Catering/Celebration Hall
Jersey Shore State Bank
Joel Confer BMW
Kish Bank
Kohlhepp Stone Center
Kranich's Jewelers
KTH Architects, Inc.
M & T Bank
McNees Wallace & Nurick LLC
McQuaide Blasko Attorneys at Law
Mount Nittany Medical Center
Nittany Bank
Nittany Eye Associates
Penn State Hospitality Services
Pennsylvania Academy of Cosmetology
Sanders Window Fashions
Sovereign Bank
Spaces Design Center
Spats Café and Speakeasy
SPE Federal Credit Union
The Village at Penn State
TIAA-CREF
Town&Gown
U.S. Foodservice (Western PA)
Vaughn Shirk Interior Design

Endowment Sponsors

John L. Brown Jr. and Marlynn Steele Sidehamer Endowment
Nina C. Brown Endowment
Norma and Ralph Condee Chamber Music Endowment
Glenn and Nancy Gamble Endowment
McQuaide Blasko Endowment
Penn State International Dance Ensemble Endowment

Individual Sponsors

Lea Asbell-Swanger and Terry Swanger
John L. Brown and Lynn Sidehamer Brown
Janet Fowler Dargitz
Gay D. Dunne and James H. Dunne
Don and Mary Ellen Fisher
Kelleann Foster
Glenn and Nancy Gamble
Arnold and Marty Gasche
Robert and Helen Harvey
Robert and Jacki Hunt
Bill and Honey Jaffe
Robert Moir
Dotty and Paul Rigby
Virginia Robertson
Bud and Carol Rowell
Fred and Denise Wood
Sandra Zaremba and Richard Brown

Group Sponsors

Community Advisory Council
Central Pennsylvania Fans of World Music

Endowments

The CPA has experienced growth during the past five years in the number of endowments and in endowment support. **Five new endowments were created since 2006 (noted in bold below), bringing the total number of endowments to fourteen.**

Lynn Donald Breon Endowment *

John L. Brown Jr. and Marlynn Steele Sidehamer Endowment

Nina C. Brown Endowment

Richard Robert Brown Program Endowment
Norma and Ralph Condee Chamber Music Endowment
Eisenhower Auditorium Endowment
Helen and Sidney S. Friedman Endowment

Glenn and Nancy Gamble Endowment

Hall-LeKander Endowment

Honey and Bill Jaffe Endowment
William E. McTurk Endowment *
McQuaide Blasko Endowment
Penn State International Dance Ensemble Endowment
Gerald B. M. and Sylvia Stein Endowment *

** Future pledged endowment*

Grants

Grants provide yet another critical source of support for the CPA, including those from private foundations as well as public funds from arts councils or foundations. During the last five years, grants have come from:

Association of Performing Arts Presenters Creative Campus Innovations Grant Program
Central Pennsylvania Convention and Visitors Bureau
The Marilyn Horne Foundation
Mid Atlantic Arts Foundation
National Endowment for the Arts

New England Foundation for the Arts
National Dance Project
Pennsylvania Council on the Arts
Pennsylvania Performing Arts on Tour
University Park Allocation Committee

Hospitality partners

The sixteen hospitality partners during the last five years provided complimentary goods or services to the CPA. They provide various items, ranging from overnight accommodations for artists to flowers, linens, and catering services. Hospitality partners are:

The Atherton Hotel
Avánt Garden
Best Western University Park Inn & Suites
Comfort Suites/Sleep Inn
Courtyard by Marriott
Fairfield Inn & Suites
Gardners Candies
Hampton Inn & Suites
Harrison's Wine Grill & Catering
Holiday Inn Express
Penn State Hospitality Services
Quality Inn
Ramada Inn
Residence Inn by Marriott
Springhill Suites
Zola New World Bistro



Spirit of Uganda, a project of Empower African Children

Dan Ozminkowski

Strategic Plan highlights

Vision: Enriching lives through inspiring experiences

Mission: The Center for the Performing Arts at Penn State engages and enriches the University and communities through exemplary programs in presentation, education, research, and service.

Core Values: Arts Leadership, People First, Service Focused, Creative Innovation, Committed Stewardship

Programming Philosophy: The Center for the Performing Arts presents national and international artists that:

- are of the highest caliber;
- position the organization as a leader in the field;
- offer a diverse balance of artist voices;
- incorporate both the familiar and challenging;
- integrate in a meaningful way with the academic community;
- provide cultural enrichment for the citizens of central Pennsylvania.

CPA presentations include a wide range of performing artist genres with a focus on touring Broadway, classics, jazz, chamber music, dance, theatre, world music, and family presentations. Other programming considerations include the appropriateness of CPA facilities, presentation history, context, and balance within and with other area venues and performing arts offerings.

The goals of the CPA are to:

- present a diverse program of high-quality professional performing arts events;
- increase participation in its programs;
- provide professional arts and facility management along with exemplary customer service;
- complement and support University academic programs;
- continually enrich and broaden knowledge and understanding of the performing arts and the CPA;
- ensure the continued health of the performing arts by serving as a commissioner and presenter of innovative and original work;
- provide service to other performing arts industry-related organizations through membership and leadership;
- demonstrate exemplary environmental stewardship by conducting operations in a manner that is as “green” as possible, making an effort to reduce our carbon footprint and volume of waste.

Community Advisory Council members and affiliations in 2010–2011

Officers

Robert Martin, chair
Alfred Jones Jr., vice chair

McNees Wallace & Nurick attorney (retired)
Centre County Community Foundation executive director

Members

William Asbury Penn State vice president for student affairs (retired)
Patricia Best State College Area School District superintendent (retired)
Lynn Donald Breon Penn State Corporate Controller’s Office senior budget analyst (retired)
Rick Bryant Central Pennsylvania Festival of the Arts executive director
Janet Fowler Dargitz elementary school teacher (retired)
Helen Harvey high school teacher and department chair (retired)
Nancy Herron Penn State Office of the Vice President for Commonwealth Campuses associate dean
William James Foxdale Village executive director
Kay Kustanbauter Penn State Nittany Lion Club executive director (retired)
Debra Latta State College Area School District elementary principal
Fran Levin Penn State Hospitality Services director of sales and marketing
Pieter Ouwehand Merck chemical engineer (retired)
Patricia Quinlivan Wienken & Associates financial advisor
Dorothy Rigby teacher and small business project coordinator (retired)
Shirley Sacks community representative
Vaughn Shirk Vaughn Shirk Interior Design owner
Susan Steinberg Centre County District Attorney’s Office victim advocate (retired)
Nancy VanLandingham RE/MAX Realty Realtor®
Nina Woskob GN Associates vice president

Student representatives

Julian Haas major: Sociology
Doug Lohman major: Integrative Arts
Brant Markley major: Marketing (graduate program)
Bram McGinnis major: Labor and Employee Relations



Artists performing as part of the Center for the Performing Arts 2011-2012 season include Cuban jazz pianist Chucho Valdés, Shanghai Chinese Orchestra *erhu* player Duan Aiai, and American humorist Mike Daisey.

Professional Affiliations

- Americans for the Arts
- Association of Performing Arts Presenters
- Central Pennsylvania Convention and Visitors Bureau
- Chamber of Business and Industry of Centre County
- Chamber Music America
- Citizens for the Arts
- Dance USA
- International Performing Arts for Youth
- International Society for the Performing Arts
- International Ticketing Association
- Major University Presenters
- Music Accord
- Pennsylvania Presenters
- State College Rotary Club
- United States Institute for Theatre Technology
- University and College Designers Association

NOTES

This publication is available in alternative media on request.

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