



Annual Membership Meeting
January 25, 2024
6:00 – 7:30 PM EST via Zoom

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6:00 – 6:05 pm

Opening performance - Sloka Iyengar, NOAH Board Member

6:05 – 6:10 pm

Call to Order and Welcome by the President, Melanie Cohn

- Confirm and Approve Minutes of the 2023 Annual Meeting

6:10 - 6:15 pm

Summary of 2023 Organizational Achievements - NOAH Staff

6:15 - 6:35 pm

Committee Reports

- Conference - NOAH Staff
- Membership - NOAH Staff
- Professionalization - Christina D. Eskridge, Secretary
- Strategic Planning - Brooke DiGiovanni Evans, NOAH Board Member

6:35 - 6:40 pm

Review and Adopt Annual Budget for 2024 - Elysian McNiff Koglmeier, Treasurer

6:40 - 6:45 pm

Recognizing Outgoing and Incoming Board Members - Gaelen McCormick, Vice President

6:45 – 7:20 pm

Annual Meeting Breakouts - an opportunity to hear from our members on strategic topics affecting NOAH and the field as a whole.

Topic: As we grow and diversify our membership, how can NOAH strategically engage folks to forge meaningful connections and foster inclusivity? Who should NOAH be connecting with as we expand our arts in health community?

7:20 – 7:30 pm

Report-outs and Closing Remarks

7:30 pm

Adjourn

Proceedings:

At a meeting of the National Organization for Arts in Health, held through a Zoom conference call on January 27, 2023, the President being in the chair of the board was called to order.

I. President's Report:

Barbara opened the meeting welcoming everyone and introduced Gaelen McCormick as the opening performance.

Barbara called for approval of the minutes from the last annual meeting in 2022. There was no discussion and notes were approved.

Barbara gave opening remarks highlighting the various NOAH activities and accomplishments. She reminded members that the conference information is still available on the Whova App. She introduced the new 2023 board members. Barbara introduced the committee report outs.

II. Committee Reports:

Advocacy Committee:

Daive Fakunle reported on the focus of the Advocacy Committee in the coming year. The goals are to increase awareness and embrace the impacts of arts and culture on health and well-being in a variety of settings including health and healthcare spaces.

The group plans to advance the existing relationships and create new relationships with organizations and agencies around arts culture and health. The committee also would like to better understand the number of healthcare organizations (hospitals) that have arts, culture, and health programming. The committee would like to engage with Americans for the Arts, Grantmakers for the Arts, National of Black Storytellers, National Association of Arts Agencies, and International Arts and Mind lab at Johns Hopkins, and others.

David encouraged the members to think about health entities that are important to cultivate connections with, institutions can be health entities at the local, state, or national level. The breakout group will discuss strategies and techniques to engage new organizations.

2023 ANNUAL MEMBERSHIP MEETING MINUTES (CONT'D)

The advocacy committee is also committed to a focus on equity, inclusion, and diversity, not just on the board, but in NOAH members and how we are talking about diversity in the field and with whom we are including. The committee wants to uphold different viewpoints, knowledge, and wisdom that exist in arts, culture, and health.

Professionalization Committee:

Patricia Lambert reported on the professionalization committee and its many components. A number of people are working on different aspects in an effort to develop resources to professionalize artists and administrators who engage in the arts in healthcare facilities and community settings. Patricia shared the resources available on the NOAH website aimed at professionalization including: the Foundational Paper about Arts and Health (2017), the 2018 Code of Ethics (in process of being updated and will be published this year), and the *Core Curriculum* book (2021).

The committee's efforts are currently focused on two main priorities: (1) increase demand for arts in health programs and professionals among healthcare arts administrators and (2) professionalize artists and arts administrators to build sustainable arts in health programs within healthcare facilities. Though the first focus is aimed at healthcare facilities, there is hope to expand to public health, community settings, etc.

Patricia shared that the NOAH professionalization work aims to serve as an accessible and inclusive “on-ramp” for individuals coming into the field. This is accomplished by providing pathways to educational opportunities and resources including: the *Core Curriculum* book, which serves as a body of knowledge of the field; the updated Code of Ethics; and soon, the creation of an online test that will result in a certificate of completion for those wanting to test their knowledge of the field. Also, the committee is working towards a speakers bureau that will help share our information and promote the field across different settings. Patricia emphasized the desire to hear from members and encouraged folks to engage in the breakout if there were questions.

Staff Report:

Danielle Acerra reported exciting news that NOAH’s two staff members are now full-time and are receiving health insurance benefits. Additionally title changes were given to reflect the incredible work they do.

Heidie Ambrose is now the Events and Communications Administrator, directly responsible for the technology set up for the conference, the NOAH social media and more. Danielle Acerra is now the Director of Business Operations and Membership to reflect her expansive work with operations, member relations, and more.

2023 ANNUAL MEMBERSHIP MEETING MINUTES (CONT'D)

With the additional time of the staff, NOAH is focusing on the following priorities:

- Increase NOAH's online presence
 - Check out the opportunity for member spotlights - Heidie is working to connect with members through social media and spotlight member work and exciting advancements in the field.
- Improve member services
 - Danielle gave a huge thank you to the members for filling out the annual surveys as the survey helps shape service offerings and how NOAH moves forward
- Increase membership and retention
- Increase sales of the *Core Curriculum*
- Begin the administration of the online test
- Increase conference engagement

Finance Committee:

Melanie Cohn is the new NOAH treasurer as of January 2023. Melanie reported on the 2022 budget and noted there is still some reconciliation before officially finalizing, but the numbers shared are very close to the actuals.

Things to note about the budget:

- Conference and membership fees are the main drivers of expenses and income
- The *Core Curriculum* book is another expenses/income
 - The income is restricted specifically for the professionalization work

Melanie also shared the 2023 budget for approval by the membership. There are few differences between the 2022 and 2023 budget. There is a desire to grow NOAH's income through a 15% membership and conference growth. Expenses reflect the added employee benefits and additional hours. NOAH has a "break-even" budget for 2023.

Cam Busch moved to approve the 2023 budget and Naj Wikoff seconded the motion. Without any questions or discussion, the membership voted via Zoom Poll with 87% of the membership voting "yes" to approve the 2023 budget.

Melanie thanked the membership and reminded them they can reach out at any time with questions.

Farewell to former board members:

Barbara Steinhaus, President bade farewell to the former NOAH Board members:

- Alan Siegel
- Annette Ridenour
- Jennifer Lo
- Naj Wikoff

III. Breakout Groups:

Breakout rooms were created and each member was invited to choose their own breakout.

Breakout Summaries:

Advocacy: Flying the Flag for Arts, Culture & Health

This breakout group discussed approaches and strategies that have proven successful for NOAH membership and board members in cultivating greater awareness and understanding of arts, culture and health.

Amidst attendees' intros, Naj Wikoff, member of the Advocacy committee, shared the importance of advocacy and diversifying the field. David Fakunle shared that advocacy is about spreading awareness of arts in health. He then opened the floor to acknowledge present work and programming. Attendees discussed the universality of arts in health and how the approach can be applied to most public health issues. David emphasized the importance of "show don't tell", after which member discussed: social prescribing, building relationships, the power of storytelling, existing diversity of the field, the mental health gateway, enhancing strategy, what sectors/systems arts in health can impact, racial terrorism, growing diversity and collaborations, and the entertainment gateway.

Funding our Passion

This breakout group discussed recommendations for funding sources and methods for the field of arts in health.

Attendees introduced themselves and shared how their programs are funded. Discussion topics included grants and policies, capacity building and covid resilience, capital projects, funding allocation, development director searches, external grant writing, types of funding (it was noted that arts education is easier to secure), program approaches/restrictions, and how NOAH could support members in fundraising - such as webinars, (esp with the NEA), and creating a grant opportunity page.

Looking Ahead: Expanding the Definition of Arts in Health

This breakout group discussed how the field is changing, its trajectory and how NOAH can inform and support an expanding definition.

After host intros, examples were shared of arts in health programming outside of healthcare settings: public health, racial justice, veteran care, wellness, and social prescribing. Attendees re-iterated that advocacy is more possible because the COVID pandemic opened the public's mind to the value of the arts in improving health and well-being. They discussed the value of word of mouth, the benefits of NOAH membership, and the various nuances of the field.

Professionalizing America's Arts and Health Field

This breakout group discussed the upcoming elements of NOAH's professionalization committee agenda including the code of ethics, certifications, testing, and other resources.

Hosts gave an update on the code of ethics and then focused on the upcoming arts in health test. The discussion revolved around organizational discounts, certification value, test content, required competencies, test price, and accessibility. Attendees also shared about cross-sector collaboration for broadening the field and credentialing - with the goal to create a task force on brainstorming how creating a credential would be possible.

IV. Closing:

After the breakout groups, Barbara asked if anyone would like to share from the breakout groups or if there were any questions.

A question was posed by Lisa Howley "What's one thing you learned about NOAH that surprised you today?"

Chat replies included:

- "Pleased to learn that there is a curriculum and credential."
- "The number of members and that it is financially solvent!"
- "The number of members!"
- "The Collaboration with the Americans for the Arts to update the survey about the arts in health field is terrific news and was a surprise."

Questions were asked about the conference in Cleveland and dates - there is no date to announce at this time, but soon.

Announcements were made about Member Meet-ups and Creative Response Forums to continue in 2023. Keep an eye out!

After announcements and questions, Barbara adjourned the meeting.

Advocacy Committee Report

Members of the NOAH Advocacy Committee include co-chairs Joshua Vickery and David Fakunle, Naj Wikoff, Robin Richardson and Constanza Roeder

The purpose of NOAH's Advocacy committee is to increase awareness of the value of arts and culture in health.

The Advocacy Committee's goals include:

1. Educating the public about the importance of the arts and culture in all aspects of health, healthcare, and well-being with a focus on informing artists and arts managers, culture bearers and cultural institutions, healthcare leadership and practitioners, arts, culture, and health funders, educators, elected officials, and the media.
2. Increasing support and visibility of arts, culture, and health and advocating for related public policy issues and funding opportunities.
3. Fostering policies that will increase the use of arts and culture in health in clinical care, health professionals' education, public health, and the design of health environments.
4. Encouraging meaningful approaches to diversity, inclusion, and belonging in all aspects of arts in health.

As part of educating the public about the importance of arts in health, Advocacy has been working closely with PBS Newshour, which resulted in an ongoing series of stories about various aspects of arts and health that includes arts in New York City public hospitals and SHANDS in and the Center for Arts in Medicine's vibrant program. More are in the pipeline.

As part of increasing support and visibility of arts, culture, and health, Advocacy has worked closely with Americans for the Arts to make the case for federal funding for the arts, highlighting the beneficial value of the arts in health. In addition, Advocacy has been represented at the Annual Grantmakers in the Arts conference.

Hearing from indigenous leaders and others, and through the work of co-chair David Fakunle, Advocacy strongly recommends incorporating the word culture, defined as the customs, arts, social institutions, and achievements of a particular nation, people, or other social group. (Oxford).

Naj served for the second year as a grant-review panelist for Arts in the Military (Creative Forces) for the NEA by the Mid-America Arts Alliance.

Advocacy recommends reaching out to arts educators in all media and levels, such as elementary, high, college, and life-long learning, about arts in health; and how their work impacts the health and well-being of those they serve.

ADVOCACY COMMITTEE REPORT (CONT'D)

As part of fostering policies, on behalf of Advocacy, Annette Ridenour and Naj Wikoff, have made two well-attended presentations about NOAH and arts in health at the 2023 Healthcare Facilities Symposium & Expo in Charlotte, NC.

Naj co-facilitated a session on arts in health at the 2023 Annual Grantmakers in Arts conference (stepping in for a presenter who canceled last minute) and was invited to submit a proposed presentation for 2024. Naj learned at GIA, that state arts agencies would welcome a Leadership summit with a focus on Arts & Aging, and Arts in Public Health – based on the Rhode Island model. Advocacy is continuing discussions with the Joint Commission to conduct a national survey on arts in health programming in medical care.

Towards Encouraging meaningful approaches to diversity, the NOAH Board has set a goal to increase diversity within the board and by the presenters at its conferences and on-line gatherings. As a next step, Advocacy recommends as part of its next Leadership Summit, inviting the chairs/directors of the Creative and Expressive Arts Therapies, Center for Arts in Medicine, and Design Arts (Center for Healthcare Design, HFSE, and AIA) to discuss and initiate strategies for increasing DEI across all sectors of arts in health.

Going forward, as part of the strategic planning process, NOAH is considering combining Advocacy and Development board committees as a means of improving efficiencies and increasing impact.

Conference Committee Report

Members of the NOAH Conference Committee

Katherine Trapanovski – Committee Co-Chair – Director of Events & Outreach, Center for the Arts, University at Buffalo

Linda Jackson – Committee Co-Chair - Director, Center for Arts in Health, MetroHealth

Maria Jukic - Senior Director, Arts and Medicine, Cleveland Clinic

Tammy Shella – Art Therapy Manager, Cleveland Clinic

Shay Thornton Kulha – Manager, Department Operations, Center for Performing Arts Medicine, Houston Methodist

Janice Baker, CAGS, MA, CTRS – Certified Therapeutic Recreation Specialist & Expressive Arts Facilitator, Janice Baker Expressive Arts

Staff Committee Members

Leslie Weekes, NOAH Conference Planner

Danielle Acerra – NOAH Director of Business Operations & Membership

Heidie Ambrose – NOAH Events & Communications Administrator

NOAH 2023 Conference at A Glance (NOAHCON '23)

Conference Format: NOAHCON '23 took place in Cleveland, Ohio on September 19-21, 2023, and virtually on October 4th. Hybrid – In-Person Portion held in Cleveland, Ohio at the Cleveland Play House in partnership with The MetroHealth System and Cleveland Clinic Arts in Medicine; virtual portion held via Zoom.

Total Attendees: 319 - *slight increase from 2022; includes in-person and virtual*

Total Revenues from Registrations: \$ 81,066.96 **Increase of \$5,584.35 from 2022**

Total Sponsorships: \$71,158 **Increase of \$29,323 amount from 2022**

Two Keynotes:

Lita Wills, “Telling Our Stories: Social Determinants of Health”. Lita Wills is the Commissioner of Health Equity and Social Justice at the Cleveland Department of Public Health. Ms. Wills is a twenty-plus year veteran in the fields of community health, prevention, and education.

Susan Magsamen, “Your Brain on Art: How the Arts Transform Us”. Susan Magsamen is the Founder and Executive Director of the International Arts + Mind Lab (IAM Lab), Center for Applied Neuroaesthetics Pedersen Brain Science Institute at Johns Hopkins University School of Medicine.

Special Sessions & Plenaries:

- NOAH Report on Professionalization Initiatives including NOAH Essentials of Arts in Health Test & Certificate of Completion, the newly updated Code of Ethics for Arts in Health Professionals, and the development of professional credentialing
- Global, Local, Dynamic – Arts and Health in Cleveland featuring MetroHealth Center for Arts in Health and Cleveland Clinic Arts and Medicine
- Combatting Mental Health Stigma and Providing On-ramps to Care: Three Case Studies featuring the Laurie M Tisch Illumination Fund and its grantee partners
- The Arts in Health Cleveland Edition - exploring the impactful work of 4 Cleveland arts and cultural gems
- Cleveland Arts in Health Funding Plenary featuring grantors, grantees, reviewers, writers and advocates

The 2023 conference was NOAH's seventh annual conference and was significant for several reasons:

- NOAH's 2nd Hybrid conference, allowing for both in-person and virtual experience options giving attendees the flexibility to choose a registration option to fit their comfort level for travel, engagement and expense.

CONFERENCE COMMITTEE REPORT (CONT'D)

- NOAH's 2nd independently planned in-person conference. Before 2022, NOAH's in-person conferences were presented in conjunction with Healthcare Facilities Symposium and Expo. While planning the NOAH conference independently from another organization has been a significant undertaking and expense it resulted in flexibility in location, venues, and programming with the objective of providing a singular, Arts in Health focused event.
- New offerings in Cleveland included:
 - Healthcare facility art collection tours with the Center for Arts in Health at MetroHealth and Cleveland Clinic Arts and Medicine
 - The Essentials of Arts in Health Test Pre-Conference workshops for Artists in Health and Arts in Health Administrators facilitated by Patricia Lambert, Ariadne Albright, and Ferol Carytsas
 - Offsite networking dinners to foster relationship building and collaboration
- This year we returned to holding concurrent sessions during the in-person portion.

The goal of the NOAH conference is to inform and educate about current and emerging topics in the field, highlight current best practices, connect participants with each other, and inspire innovation and conversation. For the past couple of years, we have been moving away from an overall conference theme to embrace the varying current and emerging topics in arts in health, ensuring a well-rounded experience. This year's conference focus areas were:

Once again, this year the Conference Committee was impressed with the number and quality of field proposal submissions. NOAH is appreciative of all those submitting proposals, it is always a difficult task determining which presentations to include in the conference.

NOAH would like to again thank our committed and caring Conference Committee and immediate past Vice President and conference committee co-chair, Katherine Trapanovski who has been leading the planning of NOAH conferences since 2017. This team brings the voice of those in the field to the planning of the conference and helps ensure that the conference is addressing current topics and needs of the community. The conference would truly not be possible without them and their thoughtful input. Special thanks to Linda Jackson, Maria Jukic and Tammy Shella for assisting with all things Cleveland. We always welcome new members to the team, please reach out to NOAH if you would like to join the Conference Committee. We also thank our scholarship volunteers for their support during the in-person days, helping the event to run smoothly.

CONFERENCE COMMITTEE REPORT (CONT'D)

NOAHCON '23 was made possible by the generous support of our contributor the Association of American Medical Colleges (AAMC) and the following sponsors:

- The MetroHealth System
- Cleveland Clinic
- Laurie M Tisch Illumination Fund
- Cam Busch, The Cam Busch NOAH Arts in Health Awards
- Day 1 Sponsor, Museum Exchange
- Day 2 Sponsor, Center for Performing Arts Medicine at Houston Methodist
- Keynote Sponsor, Eastman Performing Arts Medicine at the University of Rochester
- Patricia Lambert
- AdventHealth
- Aesthetics, Inc.
- Barbara Steinhaus
- Melanie and Stuart Cohn
- Stanford Medicine | Children's Health
- Talkington College of Visual and Performing Arts, Texas Tech University
- Northwest Creative and Expressive Arts Institute
- American Medical Association
- Joshua Vickery and Encore Creativity for Older Adults
- Cindy Perlis and Fred Lurmann
- Lisa Howley
- Lisa Simms Booth
- Christina D. Eskridge
- Antonia Dapena-Tretter

Next Steps – 2024 Conference

This month the conference committee will reconvene and continue planning for the 2024 conference. We are very happy to welcome our new conference committee chair, NOAH board member Lisa Simms Booth. Former chair Katherine Trapanovski will continue as a member of the committee. **The NOAHCON '24 conference will be held in Houston, Texas this fall in partnership with the Center for Performing Arts Medicine at Houston Methodist and the University of Houston.** NOAH is excited to partner with these two outstanding Texas institutions and to highlight Arts in Health in the Houston region. The call for proposals will be coming in February and the Cam Busch NOAH Arts in Health Awards will be open for submissions shortly after. NOAH will plan the 2024 conference as a hybrid format again in order to ensure that the conference is widely accessible. **The virtual day will be November 12.**

Finance Committee - 2023 Financials & 2024 Budget

Members of the Finance Committee include Elysian McNiff Koglmeier - Treasure and Chair, Melanie Cohn, Cindy Perlis, Danielle Acerra (Katherine Trapanovski and Barbara Steinhaus - 2023)

NATIONAL ORGANIZATION FOR ARTS IN HEALTH Statement of Financial Position As of December 31, 2023

ASSETS

Current Assets

Checking/Savings	
Wells Fargo Bank Checking	47,856.70
Wells Fargo Bank Savings	102,084.35
Total Checking/Savings	<u>149,941.05</u>
Accounts Receivable	0.00
Total Current Assets	<u>149,941.05</u>
TOTAL ASSETS	<u>149,941.05</u>

LIABILITIES

Accounts Payable	0.00
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ASSET BALANCES

Unrestricted Assets	128,691.05
Temp Restricted Assets (Houston Methodist 2024)	16,000.00
Temp Restricted Assets (ARC)	5,250.00
TOTAL LIABILITIES & ASSET BALANCES	<u>149,941.05</u>

NATIONAL ORGANIZATION FOR ARTS IN HEALTH

Statement of Financial Income and Expense

2023

Revenue

	Membership Fees	87,459.45
	General/Annual Appeal Donations	1,600.00
	Conference Registrations	89,397.63
	Conference Sponsors	70,678.00
	Core Curriculum Testing	11,577.75
	Core Curriculum Book Sales	12,405.59
	Creative Response Forum	110.00
	Research Forum	380.00
	NOAH's ARC	0.00
	Other Income	206.03
Total	Revenue	273,814.45

Expense

	Admin Payroll	97,195.39
	Advocacy	1,916.10
	Business Fees/Licenses	479.90
	Conference Expense	110,486.50
	2024 Conf Exp	3,899.00
	Computer Equipment	2,198.99
	Core Curriculum Testing	9,345.48
	Core Curriculum Book prtg/ship	3,568.89
	Insurance	15,487.81
	Marketing	-600.53
	Payroll Taxes/Fees	9,062.23
	Processing Fees	4,064.35
	Subscriptions	6,695.35
	Travel Expense	1,011.33
	Website	1,070.87
	Other Expense	2,527.76
Total Expense		268,409.42

NATIONAL ORGANIZATION FOR ARTS IN HEALTH

Budget of Financial Income and Expense for 2024

INCOME	2024
Membership Fees	88803
General Sponsorship/Annual Appeal Donations	5110
Conference Registrations	102807
Conference Sponsors	70,678
Core Curriculum Book/Prof Dev	0
Core Curriculum Testing	8250
Core Curriculum Book Sales	11,000
Summit Sponsor	0
EIDL Advance	0
Creative Response Forum	110
Research Forum	380
Strategic Plan Donation	5,000
NOAH's ARC	0
	292,138
EXPENSE	
Accounting	6200
Admin Payroll	112,585
Advocacy	1200
Business Fees/Licenses	250
Conference Expense	100,245
Computer Equipment	0
Consulting	10,000
Core Curriculum Book Dev	0
Core Curriculum Testing	6515
Core Curriculum Book prtg/ship	3400
Grant Writing	2000
Insurance	16,083
Marketing	2000
Memberships	600
NOAH's ARC Expense	0
Payroll Taxes/Fees	9043
Processing Fees (Stripe)	4140
Subscriptions (annual)	8,318
Summit Expense	0
Travel Exp	800
Website	1000
Other Expense	3250
	287,629
NET	4,509

Governance Committee Report

Members of the NOAH Governance Committee include co-chairs Lou Hart and Gaelen McCormick, NOAH Board member Lisa Howley, and past board member Naj Wikoff. In 2024, Lisa Howley begins as the chair of this committee, and Lou Hart's board term has ended. We are currently recruiting for at least one more member to join us.

The purpose of NOAH's Governance committee is to assure the health and well-being of NOAH through sustainable recruiting practices, support and education of board members, and developing a pathway to leadership.

The Governance Committee's goals include:

1. Maintaining and refining the board recruitment process, attracting and preparing NOAH members for board service through committee involvement and other organizational service.
2. Working closely with the executive committee to ensure our practices adhere to our by-laws and ethical compass.

Maintaining and refining the board recruitment process: Over the last two board cycles, the Governance Committee has looked at what skills our board possessed and which skills or networks needed to be brought in to complement the talents we have. We surveyed board members for those skills and asked for their input on what our top areas of need should be considered as we invited nominations for the board. With the help of NOAH staff, we advertised and received nearly 30 highly qualified nominations to serve on the board. The Governance Committee engaged several past board members, including Ari Ariadne, Ferol Carytsas, and Claire deBoer, to assist in the interview of all nominees. We hope to continue this practice of blending past and present board members during nomination review to support creating the future board classes of the organization. During the first year of board service, new board members are paired with a former board member to act as a mentor and guide.

Governance oversees the entire recruitment, vote, and onboarding process. We want to gratefully acknowledge the work and support of our NOAH staff in creating opportunities for the new board class to observe a working board meeting prior to their term starting in January, as well as the orientation sessions that we held to review our operating process as a board.

Working closely with NOAH's Executive Committee: The chair of the Governance Committee is a regular member of the executive committee and attends these monthly meetings to stay current on future projects and to help think about any ethical or by-laws issues that may arise.

Going forward: We have a process for recruiting that has been refined each year and has a known cadence which the committee is ready to follow. We are grateful to our new board class for their feedback on the orientation and onboarding process and will incorporate their ideas

GOVERNANCE COMMITTEE REPORT (CONT'D)

into the vision for the 2025 Board class welcome events. We would like to remind all NOAH Members that they are eligible to serve on a committee and can reach out to the chair or to NOAH staff to inquire about the work and opportunities in committee service.

Respectfully submitted,
Gaelen McCormick
2023 Governance Committee co-chair

Membership Committee Report

Members of the NOAH Membership Committee include board members—Antonia Dapena-Tretter (co-chair), Cindy Perlis (co-chair), Elysian McNiff Koglmeier, Manale Elewah, Sloka Iyengar, Miriam Zimms—NOAH members--Shanaé Burch, Penny Brill, Noha Abdel-Moneim, Courtney Tyler—and staff—Danielle Acerra and Heidie Ambrose. Noha is the only new member as of the 2023 report.

The Membership Committee is pleased to report that 2023 saw an increase of 17% for a total of 536 paying members. This growth is significant, and given strong retention, suggests overall member satisfaction. Engagement is also continuing to grow. As an example of that engagement, there were 134 respondents to the annual survey—roughly 25% of current membership. These numbers are only part of the narrative. As we continue to serve as stewards for a positive membership culture and well-being, we remain committed to listening to our members. The most recent feedback from the annual survey shows an unsurprising desire for continued collaboration and opportunities to connect. Networking, whether virtual or in person, took center stage for the committee this year followed only by strategic planning.

Networking Opportunities

This year, we hosted 8 different Monday Member Meetups. These were combined into unique “mashups” to allow different affinity groups to network with each other. With a total of 123 registrants, combinations included:

- Theater, Performing Arts, and Music
- Art Administrators and Art Consultants
- Storytellers and Dancers
- Visual Artists and Consultants

We also added optional dinners to the conference for people who wanted to get to know other professionals after the daily sessions had concluded. Four restaurants were selected, each with a committee host. All four of the restaurants had lively conversations, and three of the four

MEMBERSHIP COMMITTEE REPORT (CONT'D)

were technically at (or over) max capacity by the first day of the conference. This year, we also added a new member breakfast. The casual drop-in format made it easy to join, and about ten new members participated around the table.

We also hosted our first-ever Cozy Convening in honor of the Winter Solstice. This event included live storytelling, a Zentangle Art activity, and an opportunity for reflection over seasonally inspired poetry. Attendees were surveyed afterward; all responses showed that members would like to attend future events like this. The committee is excited to replicate its success with future hands-on programming.

In 2024, we hope to offer more networking for members with purposeful partnerships already in the works. These include international groups such as the UK Hospital Arts Managers Network and domestic partnerships with similarly mission-oriented organizations like IETA and Zentangle Art. We are confident that there is much overlap between their communities and NOAH's.

Based on feedback from the annual survey, we also intend to build a NOAH list-serve for direct membership conversation and find more ways to foster regional connections in person. A Bay Area convening will take place as a pilot in the early summer of 2024. If you live in Northern California, please reach out to Antonia Dapena-Tretter at Adapenatretter@stanfordchildrens.org to join the meetup!

Membership Strategic Planning

While the complete board worked on the organization's larger Strategic Plan, the membership committee worked on a smaller plan to increase NOAH membership satisfaction, retention, and stability over the next three years. This plan included 4 sections. Section 1 was developed to increase NOAH's reach, while focusing on **equity**. We created the following subgoals:

1. Increase organizational memberships.
2. Push professional artist memberships related to credentialing.
3. Launch an international membership with equitable pay structure based on country tiers.

Section 2 was designed to grow **accessibility** and inclusivity for all our members. To do that, we have expanded our definition of DE&I to include the following historically excluded and contemporarily underrepresented communities, which include but are not limited to people who identify as members of the global majority (Native or Indigenous, Black, African and/or Caribbean, Latiné, Asian, Hawaiian, Pacific American Islander, and/or with heritage of the Middle East and North African region), members of the LGBTQIA2S+ (Lesbian, Gay, Bisexual, Trans, Queer, Intersex, Asexual, and/or 2 Spirit communities in addition to those denoted by the plus who identify as queer and/or as gender-expansive), neurodiverse members, and members who identify as disabled or as living with visible and invisible disabilities or health

MEMBERSHIP COMMITTEE REPORT (CONT'D)

conditions.

Subgoals within section 2 include:

1. Accessibility accommodations for events and conferences.
2. Formalize Membership Scholarship Fund.
3. Strengthen / Build student membership pipeline.

Section 3 of the committee's strategic plan exists solely to assess membership success and **member satisfaction**. Both need to focus on tangible membership benefits. Subgoals include:

1. Completing three annual surveys between 2023 and 2026.
2. Leading a Kano Model Focus Group.

Section 4 is meant to increase **membership engagement** through networking and social media member spotlights. Subgoals include:

1. Refine Monday Member Meetups and Mashups.
2. Foster a sense of community through continued social media member spotlights.

Committee members were assigned to every subgoal to serve as "point person" and rough deadlines were pinpointed over the next three years for each activity area.

Professionalization Committee Report

Members of the 2023 NOAH Professionalization Committee:

Chair - Patricia Lambert

Members - Christina D. Eskridge, Sarah Hoover, Lisa Simms Booth, Manale Elewah, Steven Boudreau

Members of the Code of Ethics Group:

Chair - Christina D. Eskridge

Members - Alyson Maier, Lauren Arce, Courtney Tyler, Danielle Acerra, David Fakunle, Elke Downer, Helen Noble, Janelle Adsit, Joyce Bonomini, Kate Powell, Louis Hart, Manale Elewah, Molly Kempson, Wendy Lanxner, Penny Brill

Members of the Credentialing Working Group:

Co-chairs – Sarah Hoover, Elke Downer, Judy Rollins, Elaine Sims

Members – Penny Brill, Lauren Arce, Janice Baker, Biviana Franco, Daniela Del Giorno, Emily Moores, Courtney Tyler, Tamara Wellons, Crystal King Wallner

NOAH Professionalization Committee Mission (Charge):

"We develop resources to professionalize artists and administrators who engage the arts for health and well-being in healthcare facilities and community settings."

Update on Main Action Steps:

- **The *Core Curriculum for Arts in Health Professionals* book was published in fall of 2021 and is available for purchase.** Since publishing in 2021, NOAH has sold 230 copies of the *Core Curriculum for Arts in Health*.
- **Developing a rigorous online test on the *Core Curriculum* that will result in a new NOAH certificate of completion.** The NOAH Essentials of Arts in Health Test and Certificate of Completion was launched in May. The certificate designates an individual as having successfully completed a rigorous online test on the *Core Curriculum for Arts in Health Professionals*. Several information sessions were held in the summer – you can watch the recordings in Member Resources and read FAQs about the test and certificate on our website.
- **Developing NOAH training materials (publications, intensive trainings, webinars) to recruit/introduce newcomers to the field and to support the *Core Curriculum* test.** The Essentials of Arts in Health Test Pre-Conference training sessions were held on September 19 in Cleveland, Ohio ahead of NOAH's annual conference. These workshops for Artists in Health and Arts in Health Administrators were facilitated by Patricia Lambert and editors of the *Core Curriculum for Arts in Health Professionals*, Ariadne Albright and Ferol Carytsas. The often-requested Study Guide is now available on the NOAH website as a new Member Resource.
- **Revising and updating our living document, the *Code of Ethics and Standards for Arts in Health Professionals*.** A subcommittee led by Christina D. Eskridge consisting of NOAH members has worked to update NOAH's 2018 Code of Ethics and Standards document. [This 2023 version](#) focuses on supporting the Artists and Arts Administrators (paid and unpaid) who are working in healthcare and community settings. The update intends to ensure current events and important industry standards are incorporated into the ethical standards required in the field. It is important to note that this is a living document and in no way covers all elements or scenarios for the intended audience. This document shall be periodically updated as technology, language, ethical concerns, and circumstances change. It is intended to reflect the current, and evolving environment impacting the Arts in Health field.
- **Establishing a task force to develop a NOAH professional credentialing system for artists in health (AIH-C), which will build on the body of knowledge in the *Core Curriculum*.** The NOAH Credentialing Working Group (CWG), lead by Sarah Hoover was established, regularly meeting in 2023. During the annual conference, a session on NOAH's professionalization initiatives was held and featured an update on the NOAH Essentials of Arts in Health Certificate of Completion from Patricia Lambert, a report on the newly revised + and published NOAH *Code of Ethics for Arts in Health Professionals* from Christina Eskridge, and a report on the development of professional credentialing for artists in healthcare from Sarah Hoover and Elke Downer. In addition, a lunch and Credentialing Working Session,

PROFESSIONALIZATION COMMITTEE REPORT (CONT'D)

facilitated by Sarah Hoover and members of the CWG, was held at the conference for interactive breakouts about NOAH's progress on its arts in health credentialing process. NOAH Members were asked to review the Credentialing Working Group Draft and complete a brief survey. Approximately 30 people joined the conference roundtable session to review and discuss the 'Scope of Practice' and 'Towards Certification for Artists in Healthcare' documents put forward by the CWG. People were able to ask questions and share ideas that were brought back for further review. With this feedback, along with **60 completed member surveys**, the CWG was able to identify major themes that had emerged for further consideration including Communication & Language, Structure & Impact, Accessibility & Barriers to Entry, and Recognition & Value, among others.

The CWG is now focused on completing and gathering feedback on these foundational documents:

- Scope of Practice
- Core Competencies/Standards of Practice
- Map of the Arts in Health ecosystem
- Definition of the role of the AIH-CP

Other Initiatives in 2023:

- Considering how to develop a system for tracking growth in demand for the arts in healthcare field within hospitals and hospices (an initiative led by NOAH's research committee).
- Considering how to develop a new "NOAH Center of Excellence in Arts in Health" designation or award for healthcare facilities (an initiative led by staff at Houston Methodist Hospital's Center for Performing Arts Medicine).
- Developing strategic professionalization partnerships with key national healthcare professionals, arts and culture associations, and educational institutions.
- Developing a NOAH Speakers' Bureau as a structure and system for delivering presentations, trainings, webinars, and consultancies to grow the field.

In 2024, professionalization will continue to be a priority as NOAH embarks on a rigorous strategic planning process. The professionalization focus areas include:

1. Maintain Core Curriculum Book Sales and Essentials of Arts in Health Test and Certificate offerings
2. Learn from our experiences with the test and make process improvements
3. Continue the CWG and completion of the identified foundational documents
4. Engage in NOAH's strategic planning process to plan for the long-term professionalization needs of the field

Research Committee Report

Members of the Research Committee include Claire de Boer, Steven Boudreau, Brooke Evans, Gregory Youdan, Sloka Iyengar, and Courtney Tyler

The research committee continued to meet regularly in 2023, its main task being the planning and execution of quarterly research forums. These forums are amongst the highest attended webinars offered by NOAH. This year we hosted informative and inspiring presentations by Kelly Feltault (Creative Forces, “Other Ways of Knowing”), Patricia Moore Shaffer, (NEA, “The Arts, Health, and Well-Being: NEA Research Resources”) and Gregory Youdan (“Applying a Critical Lens to Arts in Health Research Methodology”). We were delighted to welcome three new members to the committee and to bid farewell and gratitude to one other.

Strategic Planning Committee Report

Members of the Strategic Planning Committee: Christina D. Eskridge, Gaelen McCormick, Melanie Cohn, Brooke DiGiovanni Evans, Sarah Hoover and Lisa Simms Booth

The Strategic Planning Committee has identified 3 main areas of focus for our overall strategy for 2024:

- 1. Grow the Organization:** Establish, promote and grow organizational infrastructure through diversified income streams, concrete and repeatable processes and procedures, and hiring necessary personnel to support the growth of the organization.
- 2. Advocate for the Field:** Promote awareness of the benefits of arts and health to educators, clinicians, arts councils through the annual conference and the promotion of the Core Curriculum and the NOAH Essentials of Arts in Health certificate of completion.
- 3. Promote Diversity in the Field:** Provide opportunities for the recognition and inclusion of diverse disciplines, ages, abilities, genders, regions, and individuals or institutions among Arts in Health professionals and forums through membership forums, scholarships to the annual conference, and partnerships with strategic organizations.

NOAH STRATEGIC PLANNING PROCESS

TIMELINE

