

Thank you for joining us today for what promises to be a dynamic and lively discussion of “Arts and Enterprise: Reframing Creative and Applied Arts Education for the Future.”

I am Dorothy Durkin, Associate Dean of Strategic Development and Marketing at NYU’s School of Continuing and Professional Studies.

Before I introduce our panelists, allow me a few moments to set the stage....

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If our children, like those of Lake Wobegone, are all, above average –especially when it comes to creativity—why then, do parents vote to slash arts from school budgets or ask their teenagers, derisively, if they *really expect to make a living by doing that?*

People speak about “the starving artist,” but not “the starving hedge fund manager” ...until recently.

While the image of the ‘starving fund managers’ has something more like ‘bread and water in mind,’ the fact is, there has been a restructuring of how society thinks about the role of creative and applied arts.

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Today's titans of industry have names like Google, instead of General Motors, Amazon instead of General Electric, and e-Bay instead of Lehman Brothers.

The workplaces are more like campuses than factories, and the workers more like students than laborers. The pace of innovation is measured in nanoseconds rather than model years.

Today, there seems to be some recognition that the creative, artistic mind thinks in a manner uniquely able to cope with the "thing" yet unformed, incomplete, nascent, or even dying. The word "design" is on everyone's lips.

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Our panelists are uniquely qualified to help us understand the dynamics of today's creative arts enterprise.

So let's get to it, but first... some points of order: Please hold your questions until each of the panelists has spoken so we can have more time for Q&A afterward.

Our three panelists are: **Anne Marie Stein**, **Jason Schupbach**, and **Dr. Susan Lane**.
Welcome!

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Anne Marie Stein is Dean of Professional and Continuing Education at the Massachusetts College of Art and Design. She joined MassArts from documentary producers, Northern Light Productions where she served as Director of Development. A long-time advocate for moving image artists, she has served as Executive Director of the Boston Film/Video Foundation and was a Program Director for the Massachusetts Cultural Council. She has also served on national granting committees and panels as well as the Board of Directors and Executive Committee of the National Alliance for Media Arts and Culture.

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Recently, she co-produced and co-directed, “The Dhamma Brothers”, a documentary film about Buddhist meditation in a maximum security prison in Alabama.

Ms. Stein holds an MBA from Simmons School of Management and a BA from the University of Pennsylvania.

Next, **Jason Schupbach....**

Jason has dedicated his professional life to growing the creative economy and helping innovative talent develop in Massachusetts and elsewhere.

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He is currently the Creative Economy Industry Director at the Massachusetts Department of Business Development—the first person to hold such a position in the United States.

Previously, as director of ArtistLink, he led a major initiative to revitalize and stabilize communities through the creation of affordable artistic space, teaming with the Ford Foundation, the Massachusetts Cultural Council, and The Boston Foundation, among others.

Jason has contributed his passion for developing an arts economy serving in the Chicago mayor's office, and in the Departments of Cultural Affairs in both Chicago and New York City.

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He is a graduate of the University of North Carolina at Chapel Hill and holds a Master's degree in Urban Planning with an Urban Design Certificate from M.I.T.

Jason was also the 2006 recipient of the M.I.T. Excellence in Public Service Award.

Dr. Susan Lane... President of The New England Art Institute, has accomplished so much over three decades of involvement with national, regional, and state educational organizations that it is impossible to do her justice in a short introduction. But I'll try.

In Cambridge, Fall River, New Bedford, and Boston Massachusetts, she has been responsible for energizing local economies with innovative programs, activities, and galleries that support and enhance the arts.

She has been Deputy for Higher Education in the Massachusetts Governor's Office for Education Affairs, Acting Dean of Graduate and Continuing Education at the Massachusetts College of Art, and Associate Dean and Associate Professor of Education at Lesley University.

She has served—at the University of Massachusetts, Amherst—as Adjunct Professor in Education, as Interim Chair in the Education Department, and as Associate Vice Chancellor for Professional and Continuing Education.

Susan's Doctor of Education in Administration, Planning and Social Policy, is from Harvard University, Graduate School of Education. She holds an MBA in System Development and Adaptation from UMass-

Boston and a Masters of Education from BU.
She earned her BA from Clark University.

Please give a warm welcome to these
dedicated people, and thank them for taking
the time to share their experiences with us.

Thank you all very much. Let's get right on to
the Q&A.

Who has a question? Please use the
microphones (if provided).

Perhaps I can start it off by asking one of my
own: