



**Encore Creativity
Town Hall
May 23, 2024**

Reminders for Upcoming Events!

- **Summer registration is live!** We've expanded our six-week summer singing sessions this year, and you can even join us online!
 - You will pick up your music at your first rehearsal of the season
- Registration for our summer experiences, **Memphis ROCKS** and **Chautauqua Choral Institute**, is still open—we want to see you there!

Memphis ROCKS

July 7 – July 11 in Memphis, TN

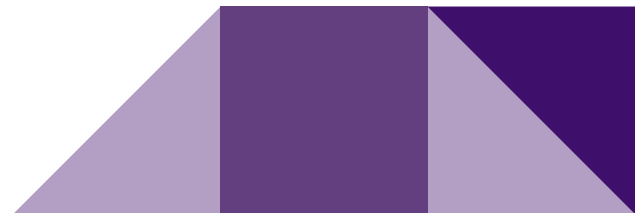
Chautauqua

**August 25 – August 30 in
Chautauqua, NY**

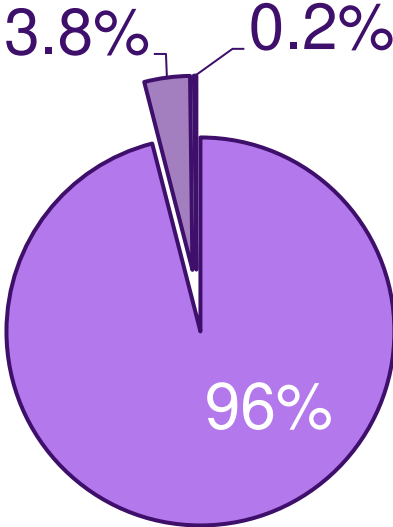
- Washington College rehearsal tracks are available now

Spring 2024 Program Evaluation Results

- Spring 2024 Program Evaluation survey was sent out to all Chorale and ROCKS singers for the spring semester—508 total responses
- Respondents were asked to rate their satisfaction with the following on a scale of 1 to 5, with 1 being lowest and 5 being highest. 4 or 5 are labelled as “Satisfied”, 3 as “Neutral” and 1 or 2 as “Dissatisfied”
 - Encore communication
 - Rehearsal venues
 - Rehearsal resources
 - Conductor
 - Performance Venue
 - Repertoire selection
 - Plans to return for next semester
 - Overall satisfaction with Encore Creativity

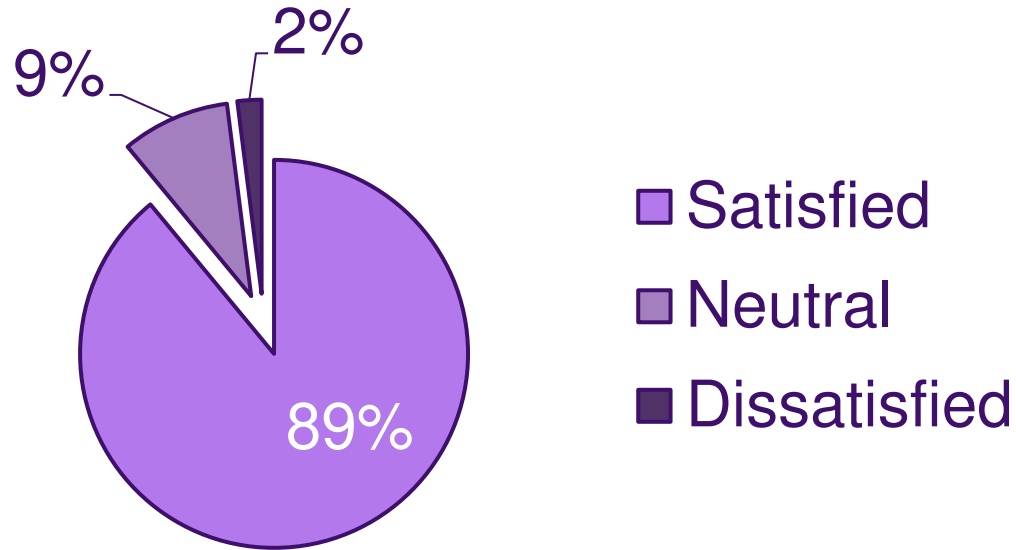


Communication Satisfaction

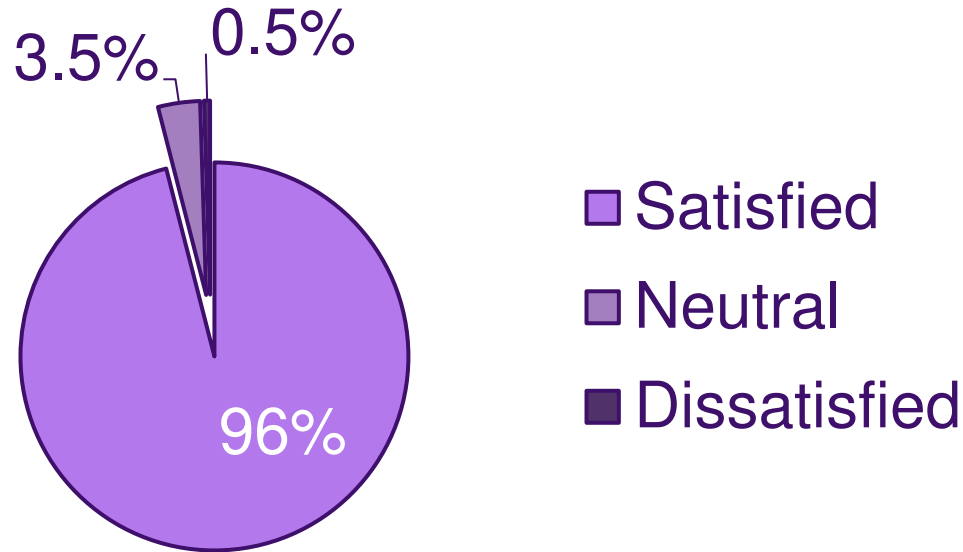


- Satisfied
- Neutral
- Dissatisfied

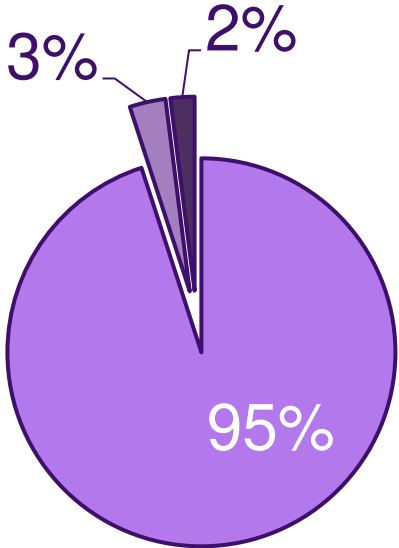
Rehearsal Venue Satisfaction



Rehearsal Resources Satisfaction

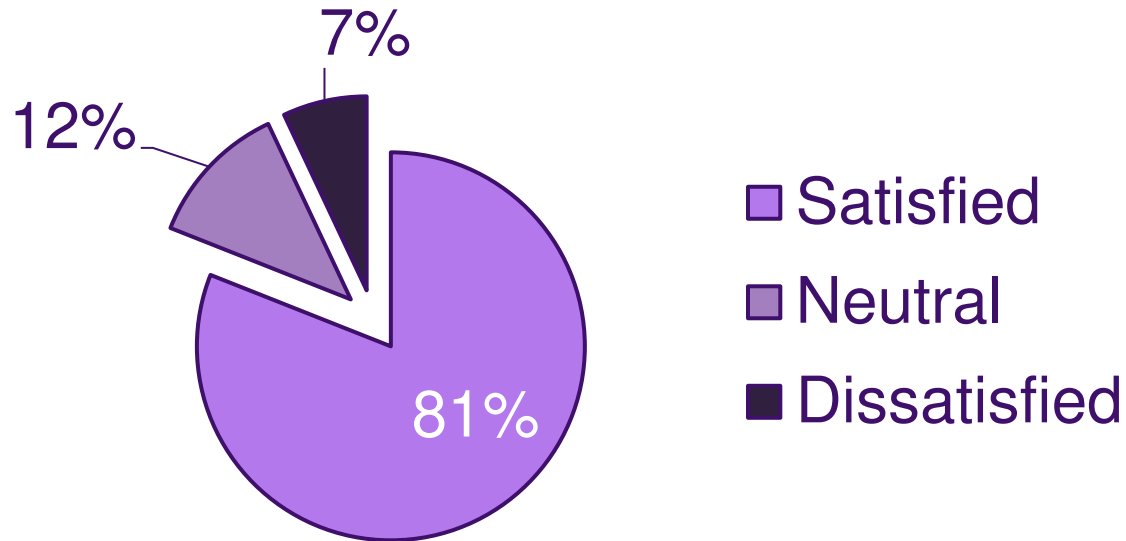


Conductor Satisfaction

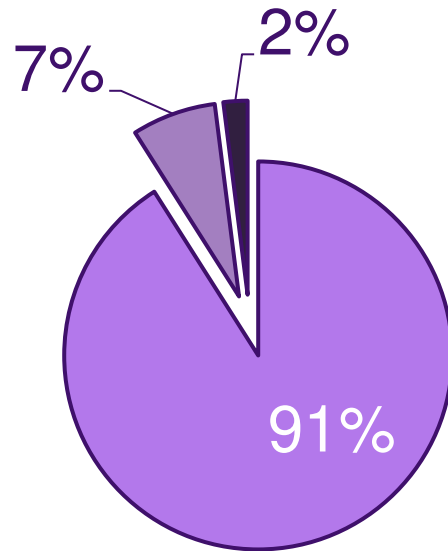


- Satisfied
- Neutral
- Dissatisfied

Performance Venue Satisfaction

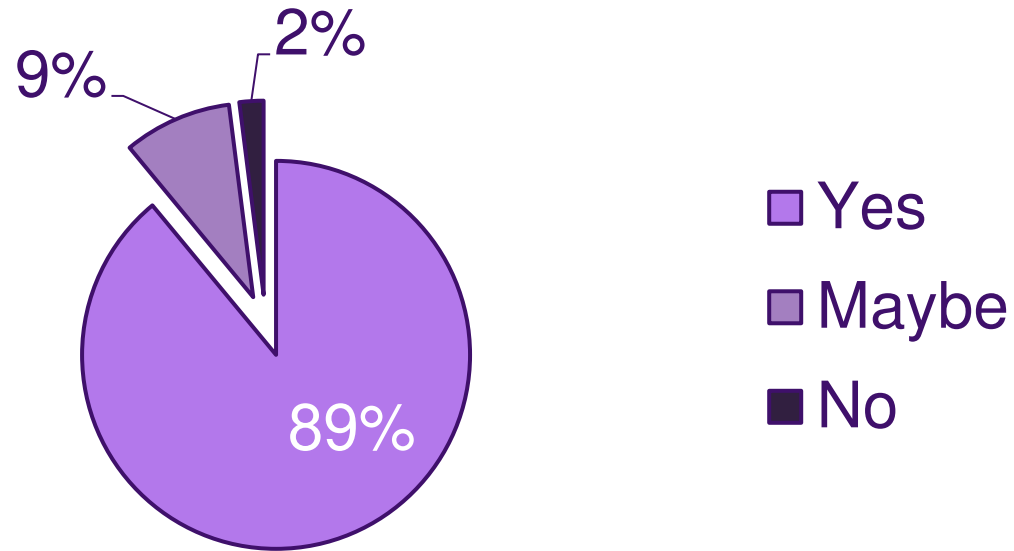


Repertoire Satisfaction

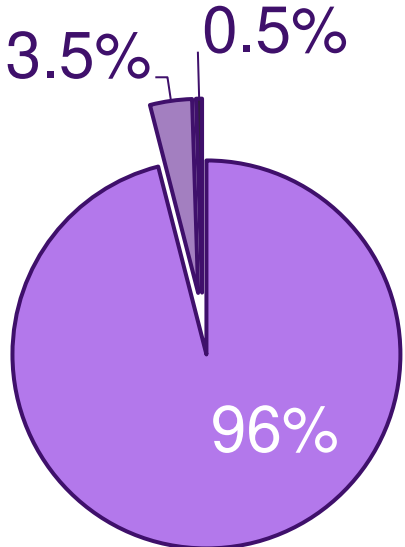


- Satisfied
- Neutral
- Dissatisfied

Plans to Return



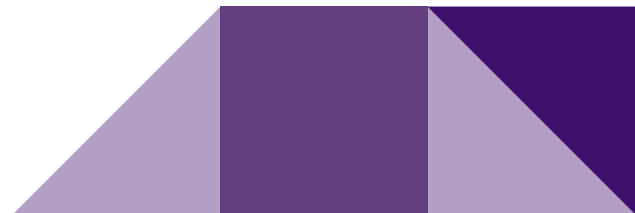
Overall Satisfaction



- Satisfied
- Neutral
- Dissatisfied

We are listening!

- Performance venues: re-evaluating current venues, especially those with lower satisfaction rates on average
- Methodical and sustainable growth without forgoing the Encore experience at the local level
- Fundraising
- Repertoire selection
- Accessibility



Encore's Arts & Health Research Committee: Building on Our Past to Change the Future May 23, 2024



Our inspiration

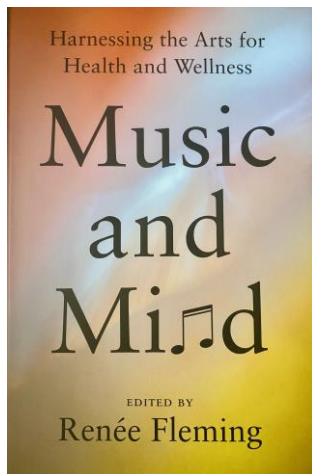
PROJECT TITLE: *The Creativity and Aging Study*

The Impact of Professionally Conducted Cultural Programs on Older Adults
Final Report: April 2006

**The Impact of Professionally Conducted
Cultural Programs on the Physical Health,
Mental Health, and Social Functioning of Older
Adults—2-Year Results**

<https://encorecreativity.org/why-we-sing/>

Global Interest in Research on Arts & Health



**Music on Our Minds:
The Rich Potential of Music to Promote
Brain Health and Mental Well-Being**

Global Council on
Brain Health
A COLLABORATIVE FROM AARP



The Sound Health Network is an initiative of the National Endowment for the Arts, in partnership with the University of California, San Francisco, in collaboration with the National Institutes of Health, the John F. Kennedy Center for the Performing Arts, and Renée Fleming.

About ▾ Affinity Groups Featured Projects News & Events ▾ Clearinghouse Funding Opportunities Directory
Virtual Platform



What's On / Millennium Stage

MILLENNIUM STAGE (IN-PERSON AND LIVESTREAM)

Arts and Wellness Panel with NeuroArts Blueprint

MILLENNIUM STAGE

Join us for a discussion with Kennedy Center Artistic Advisor at Large Renée Fleming as part of the Kennedy Center's Arts and Wellness programming. The discussion will also feature Susan Magowan, Francis S. Collins, Dr. Emmeline Edwards, and David Loventhal.

GENE
DISCUSSION/EPK
PART OF A SERIES
SOCIAL IMPACT

Existing research

- *Foci of research includes specific diseases or conditions such as Alzheimer's, lung health, cancer, chronic pain, voice, mental health conditions, stress*

Review articles on research on singing and health have found:

- Significant improvements on depression, anxiety, and positive affect
- Reduction in stress hormones
- Reductions in isolation, increased social support, social connectedness
- Improved cognitive function
- Improved sense of well-being and quality of life



Existing Gaps in Research

- Long term effect of singing including on different health conditions
- Economic benefits/return on investment
- Impact on health care utilization
- Focus on mental health, well-being, and quality of life
- Most effective practices for training conductors
- Understanding how to help singers with cognitive challenges progress from Chorale/Rocks to Sentimental Journey Singers and Melody Makers

Methodology:

- More diverse samples including singers with more significant health challenges
- Limited use of standardized instruments
- Qualitative studies and longitudinal studies



Our Strategic Plan

(September) 2023 - (August) 2026

Diversity, Equity, Inclusion, Accessibility

Repertoire selection

Partnerships &
Collaborations

Talent pipeline with
higher ed

Overcoming barriers

National Expansion

Brain health

Encore University
and education

Research

Program offerings

Organizational Capacity

Policies/Procedures

Financial stability

Staff growth

Thought Leadership

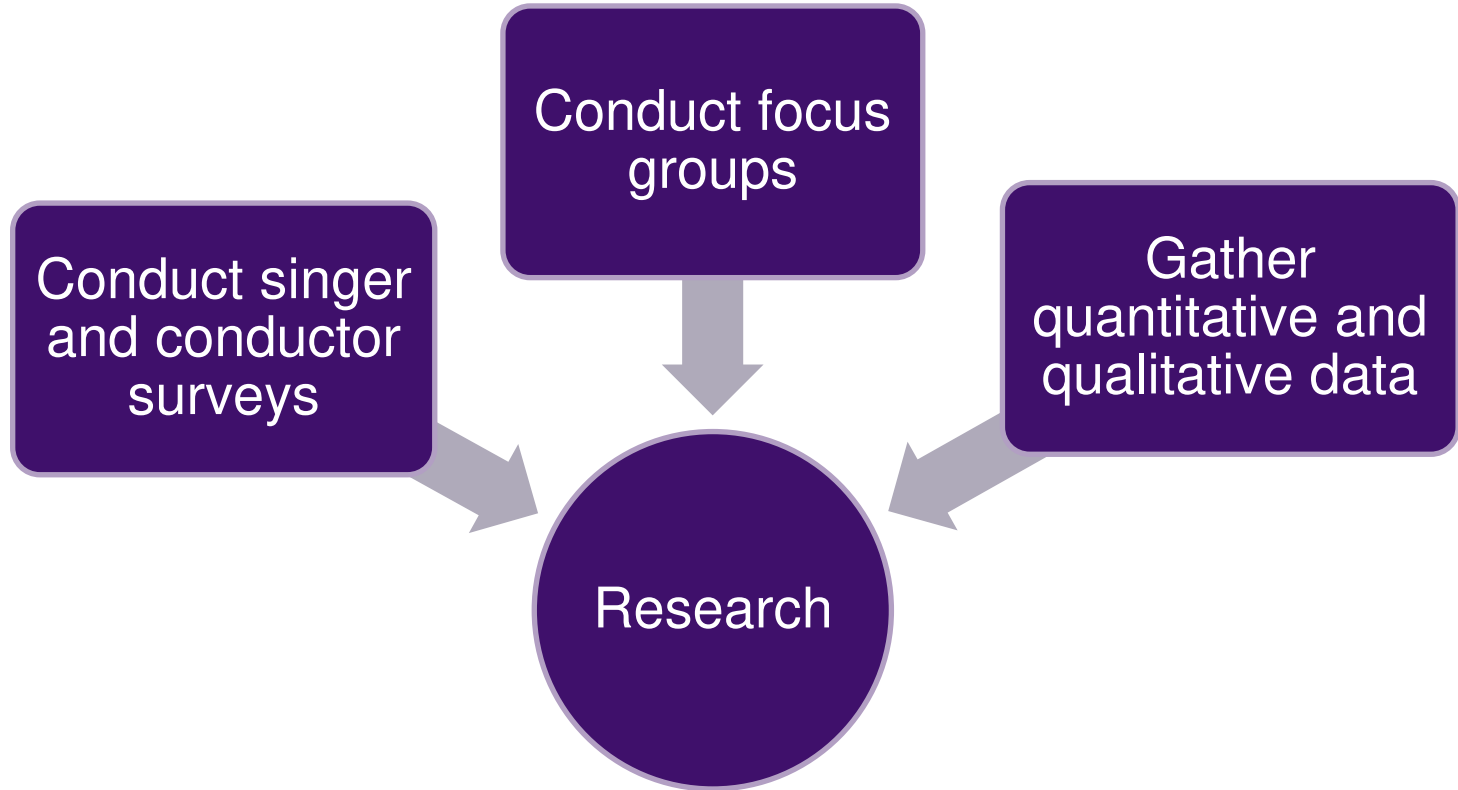
Training/Resources

Collaboration

Bridge building to
other sectors

Influencing policy-
makers

National Expansion



Research Committee

- Singers
- Academic researchers with interest in music, health and aging from UMD, UNC, GWU, Penn State, U of Buffalo
- Founder, Music and Memory
- Consultant, MindRamp
- Practitioners, aging programs
- Foundation officers



Why Encore?

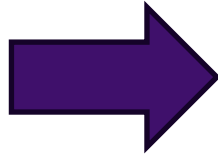
- Largest choral organization for older adults in the nation
- Learn about us—who are we?
- Learn lessons from our conductors
- Become a thought leader in creative aging
- Continue to strengthen our programs

Asset: Partnership with UMD School of Public Health



Coming Opportunities to Make a Difference

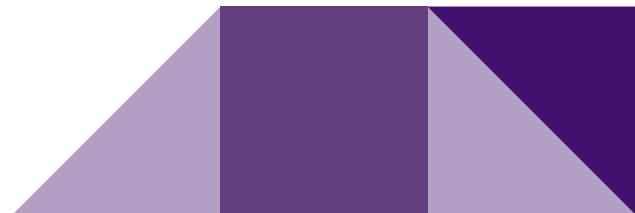
*July/August 2024:
Encore Research
Survey on Singing,
Health and Well-
being*



- First descriptive study of our Chorale & ROCKS singers:
 1. Enables us to describe singers to funders, donors
 2. Provides data to the Diversity, Equity, Inclusion & Access Committee
 3. Enables us to contribute to literature, conferences

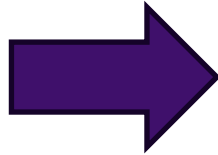
Timeline and Process for Singers' Survey

- Institutional Review Board at UMD: approval process
- Registration>>>invitation to participate in survey
- Email: asks for your email only so we will not continue to send you reminders once you complete the survey
- Email itself is removed from the data—data is anonymous
- Reminders in Encore's newsletters
- Data analysis in fall with report back to you in late fall



Coming Opportunities to Make a Difference

*Summer 2024:
Encore Conductors'
Survey*



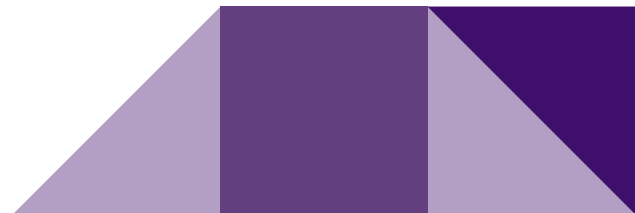
- First descriptive study of our conductors:
 1. Enables us to describe them to funders, donors
 2. Enables us to identify best practices for training, conferences

Oxford Handbook on Music and Aging

- *Encore Creativity for Older Adults: From Research to Implementation to Sustainability*

Mary Ann East, DMA and Sandra Crouse Quinn, PhD

- Expected publication date 2025





Thank you!
Questions?