



NOAH
NATIONAL ORGANIZATION for
ARTS IN HEALTH

Annual Membership Meeting

JANUARY 30 2025



Annual Membership Meeting
January 30, 2025
6:00 – 6:30 PM EST via Zoom

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6:00 – 6:05 pm

Opening - Shanaé Burch, NOAH Member

6:05 – 6:10 pm

Call to Order and Welcome by the President, Melanie Cohn

- Confirm and Approve Minutes of the 2024 Annual Meeting

6:10 - 6:15 pm

Summary of 2024 Organizational Achievements - NOAH Staff

6:15 - 6:35 pm

Live Committee Reports

- Conference - NOAH Staff
- Professionalization - Sarah Hoover, NOAH Board Member
- Finance - Elysian McNiff Koglmeier, Treasurer
- Strategic Planning & Membership - Brooke DiGiovanni Evans, NOAH Board Member & NOAH Staff

6:35 - 6:40 pm

Recognizing Incoming Board Members - Gaelen McCormick, Vice President

6:40 – 7:20 pm

Annual Meeting Breakouts - NOAH's In-person Regional Meet-ups Pilot Launch

7:20 – 7:30 pm

Report-outs and Closing Remarks

7:30 pm

Adjourn

2024 Annual Meeting Minutes

NOAH Annual Membership Meeting January 25, 2024 6pm ET

Board Members Present:

Melanie Cohn, President; Gaelen McCormick, Vice President; Elysian McNiff Koglmeier, Treasurer; Christina Eskridge, Secretary; Antonia Dapena-Tretter, Brooke DiGiovanni Evans, Cindy Perlis, Miriam Zimms, Purvi Shah, Sarah Hoover, Sloka Iyengar, Lisa Howley, Tasha Golden, Lisa Simms Booth

Others present: Danielle Acerra, Director of Business Operations & Membership; Heidie Ambrose, Events & Communications Administrator

61 NOAH members

Proceedings:

At a membership meeting of the National Organization for Arts in Health, held through ZOOM conference call on January 25, 2024, the President being in the chair of the board, was called to order.

I. President's Welcome:

Melanie Cohn, NOAH president, opened the meeting and welcomed the members.

Performance by Sloka Iyengar, a neuroscientist and practitioner of an Indian traditional form of dance called Bharatanatyam. Sloka has a passion to relieve suffering through the sciences and the arts. Sloka gave the audience a brief overview of the dance and the symbols to look out for as she performed.

After the performance Melanie thanked Sloka for her opening performance and then welcomed everyone to the members.

Melanie called for a vote for approval of the minutes from the 2023 meeting. After a poll conducted via zoom, and a quorum was reached, the minutes were approved by 100% of those who voted.

Melanie passed the mic to Danielle and Heidie to discuss the NOAH 2023 organizational achievements.

II. Organizational Achievements

Danielle and Heidie gave an overview of the organizational achievement and a video was shared highlighting the organizations growth, member meet ups, research forums, the conference, member spotlights.

2024 Annual Meeting Minutes (cont'd)

The diversity of the board, diversity of representation in leaders, and gathering of presenters increased in 2023, thanks to intentional efforts by staff and the board.

The 7th NOAH conference, held in Cleveland from September 19th to 24th, was the most well-attended conference yet.

There are 536 members, a 17% increase, exceeding the goal for 2023. Members are joining from all over the world, including South America, Canada, the United Kingdom, Ireland, Egypt, China, Singapore, and Australia.

The March membership drive helped to welcome 25 new members. Additionally, there was a scholarship fund developed for those needing support to join NOAH. Please reach out to Danielle if there are questions about support with membership fees.

NOAH was able to launch the certificate of completion for the NOAH online Essentials of Arts and Health test and the study guide. NOAH also completed publishing the Code of Ethics of Artists and Arts Administrators working in healthcare and community settings.

NOAH started a robust strategic planning process to respond to the needs of members and the arts in health field at large.

The two asked the members “What is one thing you learned, appreciated, or enjoyed from your affiliation with NOAH in the past year?” A word cloud was created in real-time with ‘community’ as the most commented word.



2024 Annual Meeting Minutes (cont'd)

The team also gave a recap on the 2023 conference (NOAH's 7th annual conference):

- NOAHCON 23, was held in Cleveland, OH at the Cleveland Playhouse and other venues
- The committee was led by co-chairs Linda Jackson and Katherine Trapanovski, alongside Leslie Weekes, NOAH's conference planner
- There were a total of 319 participants, NOAH's best-attended conference to date
- Sponsorships hit over \$70K
- The 2024 sponsorship packet will be available soon
- New offerings at the 2023 conference included: Healthcare facility tours, an art show, Essentials of Arts in Health Test pre-conference workshops, and off-site networking dinners that fostered collaboration
- Keynote speakers included: Lita Willis and Susan Magsamen
- NOAH Arts in Health Cam Busch awardees were celebrated and can be viewed on the NOAH website.

Danielle gave a huge thank you to the conference committee, sponsors, presenters, members, and the board.

The 2024 conference will be in Houston and dates will be announced soon. The call for proposals will open in February and the Cam Bush awards will also continue. Please note that scholarships will be available.

Lisa Simms-Booth is joining the conference committee as the new chair. Katherine Trapanovski will be a part of the committee.

III. Committee Report Outs:

Membership Committee:

Heidie and Danielle thanked the members for their responses to the 2023 fall membership survey. The membership feedback helps to shape planning and next steps for NOAH.

Heidie reported out key takeaways:

- 134 members replied to the survey (25% of the membership responded).
- Increased responses in member diversity and we're excited about the success we're having in many areas and looking forward to more information going forward.
- Age / Gender has seen slighter increases in diversity
- Increase in language, increase in educational degrees and we have requests for creating materials in Spanish.

Questions asked:

Top "pressing issues" shared by members include:

- Funding
- Community awareness of the value of arts in health
- Sharing/Convincing stakeholders, funders, and community members

2024 Annual Meeting Minutes (cont'd)

Why did you join NOAH:

- Connection / Community
- Professionalization and learning opportunities

Why would you recommend NOAH?

- Leader in the field
- Shared Mission and Values
- Resources

What ideas for improvement would you like to share?

- More affordability for both membership and the conference - please note: scholarships are available for membership fees and for conference
- More opportunities to connect and learn by geography, collaborators, affinity groups, etc.

In response, the team announced the NOAH Hive Listserv! This is in direct response to the requests from the survey. An email will go out shortly to share more information on how to join the NOAH Hive Listserv.

Professionalization Committee:

Christina D. Eskridge reported on behalf of the Professionalization Committee. She started by thanking Patricia Lambert for her tireless efforts as the Professionalization Committee chair in 2023. The committee is charged with creating resources for and sharing information with artists and arts administrators working in healthcare and community settings.

Christina shared the 2023 accomplishments including:

- Core Curriculum Book sold over 200 copies
- A rigorous online test - The Essentials of Arts in Health test was launched in May 2023
- Access to resources study guides and FAQs are available for members
- The Code of Ethics was published
- A task force was developed to explore a credentialing process (The Credentialing Workgroup - CWG) led by Elke Downer and Sarah Hoover and met regularly

Looking ahead to 2024 the committee will:

- Maintain the core curriculum
- Continue to administer the Essentials in Arts in Health Test
- Further developing the CWG foundational documents
- The Professionalization Committee will be participating in the Strategic Planning Process to ensure NOAH is at the forefront of the needs of the members and the field

Strategic Planning:

Board member, Brooke Evans reported on the variety of tasks that have happened to support NOAH's ongoing strategic planning and process over the past 18 months.

2024 Annual Meeting Minutes (cont'd)

Various activities include an overview of past strategy, an assessment of the board's talents, a review of the membership survey data, analysis of the staff time spent. Through this prior work, there are 3 areas of focus agreed upon for the 2024 strategy:

1. Grow the organization
2. Advocate for the field
3. Promote diversity in the field

In the member packet provided, there is a timeline of work completed and what is to come. NOAH members are encouraged to be involved with the process, share thoughts and feedback, and share the RFP (when available) for a strategic planning consultant we hope to enlist to support efforts in 2024.

Discussion was held in the chat and members offered ideas and feedback on the strategic planning process and even shared suggestions for consultants and support. The team noted these ideas and they were shared with the Strategic Planning Committee.

Finance:

Elysian McNiff Koglmeier and Melanie Cohn gave an overview of the 2023 budget and the 2024 budget.

The Balance Sheet was shared for 2023. Melanie shared the difference between the restricted and unrestricted funds available. NOAH has seen steady growth each year and most of the organizational funds are being poured back into the field and supporting the organization.

Elysian shared the 2024 budget and the focus on growth for NOAH membership and conference registration. There was a great influx in sponsorships in 2023, and the Finance Committee is interested in supporting growth in 2024. The new line item will be the consultant for the 2024 Strategic Planning Process.

A vote was called for and after a quorum, the membership approved the 2024 budget by 100% of those who voted.

Gaelen McCormick, former governance chair and current Vice President, shared a farewell to former NOAH board members: Barbara Steinhaus - immediate past President, Katherine Trapanovski - immediate past Vice President, Lou Hart, Patricia Lambert, Steven Boudreau.

Gaelen also welcomed the new 2024 NOAH board members:

Brooke Evans, George Tingwald, Miriam Zimms, Purvi Shah, Sarah Hoover, Sloka Iyengar, Tasha Golden.

IV. Breakout Groups:

Breakout groups were created for members to engage in discussion around the following questions:

2024 Annual Meeting Minutes (cont'd)

- 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?

Breakout Summaries:

Group 1:

- Cindy Perlis and Antonia Dapena-Tretter Reported out:
- Focus on reaching into the community and identifying specific groups such as arts councils across the US, creative aging organizations, NAACP, etc. Identifying local ambassadors who can help share what NOAH is
- There is a desire to support diversity in demographics and the importance of having more Spanish speakers was stressed (including materials in different languages)
- As we grow and welcome more diversity these folks need to be heard and a part of the conversation, not just new members
- Ways to market NOAH members to other organizations in addition to promoting NOAH itself
- Supporting local artists to serve as NOAH ambassadors within the community and local arts councils

Group 2: Sloka Iyengar reported out:

- Look at the DEIA before we start the strategic plan and include this in the strategic plan
- In some other fields credentialing leads to a lack of diversity
- Teaching artists vs. art therapists and how do we ensure that the teaching artists are able to stay within their art form
- Insurance/paid positions how does NOAH support local, and federal level engagement that offers positions
- Community health workers were also discussed as being a part of the Arts in Health field.

Group 3: Sarah Hoover reported out:

- Reach out to certified health education specialists who need CEUs for their jobs and are interested in arts in health
- Diversification in thinking and in background - how can we engage people in the medical professions and medical administrators
- How can we involve patients in our membership - can we give them temporary membership while they're experiencing a hospital stay?
- Is there a way to give patients arts activities while folks are in a hospital stay?
- The challenge of getting local artists to response who are of diverse backgrounds and how to reach them, the group had a lot of suggestions on this including reaching out to teaching artists, those in elder care, curatorial staff, and artists
- Reaching out to hyper-local communities
- Can NOAH align with other like-minded organizations and share information
- Economic barriers for artists are real

2024 Annual Meeting Minutes (cont'd)

Group 4: Miriam Zimms reported out:

- Funding is different between artists, professional service providers, hospital, and healthcare folks. etc. - and a highlight of the survey was affordability
- The teaching artist is always looking for ways to make the work more affordable
- Creating enticements for members to share NOAH and come to the conference, talk about NOAH in detail
- Creating more in the NOAH resource library
- The group chatted about a lot of organizations that might be helpful for NOAH to connect with:
 - American Public Health Association
 - Association of Performing Arts Professionals (APAP)
 - NAPO (have good contacts there)
 - Libraries
- Social-based marketing principles - NOAH needs to go to where folks gather to engage new members of diverse backgrounds

V. Closing:

After the breakout groups, Melanie Cohn thanked everyone for being in the community together. A shout-out was also given to Vanessa Simon and her new appointment on the National Council on the Arts. A screenshot was taken of the full group to share on social media.

A motion was made and after a vote, the annual meeting ended.

Conference Committee Report

NOAH 2024 Conference at A Glance (NOAHCON 24)

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 collaboration.

2024 focus areas:

Equity, access, and belonging; collaboration and partnerships; fundraising and marketing; cultural humility, competency, and understanding; community and public health; research and evaluation; caring for caregivers; advocacy, innovation, mental health, and wellbeing.

Conference format: NOAHCON 24 took place at the University of Houston in Houston, Texas on October 23-25 in partnership with The Kathrine G. McGovern College of the Arts (KGMCA) and the Center for Performing Arts Medicine at Houston Methodist (CPAM). The virtual day was held on Nov. 12th via Zoom.

Total attendees: 365, a 14% increase from 2023 at 319; includes in-person and virtual registrations (280 in-person/virtual, 85 virtual only)

Conference Committee Report (cont'd)

Keynote: Rick Lowe, "The Inward and Outward Value of Art and Creativity". *Art holds value for both the maker and the viewer/experiencer. This presentation looked into artist Rick Lowe's experience of producing social, community-engaged public art and a private studio practice has shown value for public and personal health.* Rick Lowe is an artist who resides in Houston, Texas. His formal training is in the visual arts. Over the past thirty years, he has worked both inside and outside of art world institutions by participating in exhibitions and developing community-based art projects.

The 2024 conference marked NOAH's eighth annual gathering and held significance for several reasons:

- NOAH's 3rd conference allowed 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.
- NOAH's 3rd independently planned in-person conference. Before 2022, NOAH's in-person conferences were presented in conjunction with the Healthcare Facilities Symposium and Expo. While planning the NOAH conference independently from another organization has been a significant undertaking and expense it has resulted in flexibility in location, venues, and programming with the objective of providing a singular, Arts in Health focused event.
- NOAH received 120 presentation and workshop submissions; the largest amount to date.
- Most diverse attendees to date by age and cultural representation.

New offerings in Houston included:

- Unique evening arts and dining experiences to foster connection and highlight Houston's vibrant culture
- Increase in scholarships thanks to our sponsors
- Most accessible to date with captions in every room

Every year the Conference Committee is impressed with the number and quality of field proposal submissions. NOAH is appreciative of all those submitting proposals. With a capacity for 35 sessions and over 120 proposals, the committee had a particularly difficult task last year. We'd like to again thank our committed and caring Conference Committee and our conference chair, Lisa Simss Booth. 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. Special thanks to Todd Frazier, Andrew Davis, Megan, Shay Kulha, and Pam Blaine for their support and assistance with all things Houston, and Tammy Shella for providing Art Refresh breaks. We always welcome new members to the team, please reach out to Danielle or Heidie if you would like to join the Conference Committee. We also thank our incredible sponsors, and amazing presenters and volunteers for their support which made NOAHCON 24 possible.

Credentialing Working Group Report

NOAH Credentialing Working Group (CWG) 2024 Recap:

2024 Members of the Credentialing Working Group (CWG)

Co-chairs – Sarah Hoover, Elke Downer

Members – Elaine Sims, Penny Brill, Lauren Arce, Janice Baker, Emily Moores, Courtney Tyler, Tamara Wellons, Amy Furman, Khristina Kurasz, Renee Gallagher, Crystal King Wallner, Patricia Lambert, Ferol Carytsas

The NOAH Credentialing Working Group (CWG) was established in 2023 with a goal of working toward the development of professional credentialing for artists in healthcare. It was determined that additional foundational documents were needed, and the CWG focused on developing the following:

Scope of Practice

Core Competencies/Standards of Practice

Map of the Arts in Health ecosystem

Definition of the role of the AIH-CP

In 2024, the CWG continued working on these foundational documents, which included soliciting feedback from NOAH membership and board. Members of the CWG participated in a writing day at the 2024 NOAH conference (both in person and virtual) to work on editing two of the core documents: Scope of Practice and Core Competencies.

What's next in 2025?

The CWG has a few primary goals for 2025 that include:

- Completing drafts of Core Competencies and Scope of Practice by end of May, 2025
- Writing an article and position paper for publication (date TBD)
- Present an update at NOAHCON 2025 - NYC

The CWG will likely be looking for additional members as part of the writing and review process in 2025.

Finance Committee Report

Finance Committee Members:

Elysian Koglmeier (Treasurer & Chair), Mel Cohn, Cindy Perlis, Lisa Simms Booth, Danielle Acerra. New 2025 committee member: Laura Kinter

NATIONAL ORGANIZATION FOR ARTS IN HEALTH Statement of Financial Income and Expense Preliminary 2024/YE

Revenue	Year End
Advocacy	5,000.00
Membership Fees	93,618.10
General/Annual Appeal Donations	6,540.00
Conference Registrations	102,206.50
Conference Sponsors	62,205.00
Core Curriculum Tests	3,011.25
Core Curriculum Book Sales	10,607.76
Creative Response Forum	0.00
Research Forum	0.00
NOAH's ARC	1,400.00
Other Income	445.08
Total Revenue	285,033.69
Expense	
Salaries	111,584.48
Accounting	2,620.00
Advocacy	5,543.76
Business Fees/Legal	572.90
Conference Expense	105,089.75
Computer Equipment	0.00
Consulting/Accounting	10,800.00
Core Curriculum Testing	3,825.00
Core Curriculum Book prtg/ship	2,700.83
Insurance	19,156.11
Marketing	2,674.74
NOAH's ARC	1,400.00
Payroll Taxes/Fees	10,523.72
Processing/Bank Fees	4,761.21
Subscriptions	8,270.56
Travel Expense	0.00
Other Expense	2,672.67
Total Expense	292,195.73

**These are preliminary versions of the year-end financials.

Finance Committee Report (cont'd)

NATIONAL ORGANIZATION FOR ARTS IN HEALTH	
BUDGET OF FINANCIAL INCOME & EXPENSE	
2025	
	Budgeted
INCOME	2025
Membership Fees	97,914
General Sponsorship/Annual Appeal Donations	5,000
Conference Registrations	150,000
Conference Sponsors	160,000
Core Curriculum Book/Prof Dev	0
Core Curriculum Testing	4,000
Core Curriculum Book Sales	11,000
Summit Sponsor	0
EIDL Advance	0
Creative Response Forum	500
Research Forum	500
Regional Meetups Donation (2025)	5,000
NOAH's ARC	0
	433,914
EXPENSE	
Admin Payroll	123,587
Advocacy	1200
Business Fees/Licenses	500
Conference Expense	191,216
Computer Equipment	0
Consulting	0
Core Curriculum Book Dev	0
Core Curriculum Testing	6515
Core Curriculum Book prtg/ship	3400
Grant Writing	2000
Insurance	21,804
Marketing	4000
Memberships	600
NOAH's ARC Expense	0
Payroll Taxes/Fees	11533.27
Processing Fees (Stripe)	6,964.49
Regional Meetups	5,000
Subscriptions (annual)	9,885
Summit Expense	0
Travel Exp	800
Website	5000
Other Expense	3250
	397,255
NET	36,659

Governance Committee Report

Members of the NOAH Governance Committee include chair Lisa Howley, NOAH Board members Gaelen McCormick and Purvi Shah, and past board members Todd Frazier and Naj Wikoff. The committee is grateful to Lisa Howley for her service as she steps out of the chair's role. The committee is currently selecting new co-chairs.

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 development of 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: Governance oversees the entire recruitment, vote, and onboarding process for new board members. Over the last three 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. With the help of NOAH staff, we advertised and received 15 highly qualified nominations to serve the board, and reviewed the slate of candidates who expressed interest in being considered from prior years' nominations. The Governance Committee worked in teams of two to interview nominees.

Following a successful membership vote, our new members were introduced at the NOAHCON in Houston. They begin service officially at the first January board meeting in 2025. The new board will be oriented to the year-long strategic planning work that occurred to understand our next steps in 2025. During the first year of board service, new board members are paired with a current board member to act as a mentor and guide.

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 bi-monthly meetings to stay current on future projects and to help think about any ethical or by-law issues that may arise.

Strategic Planning: The Governance Committee is a functional component of NOAH's operations, and continued meeting throughout the strategic planning process this year. Governance will be working with the Strategic Planning Committee to populate the new Fund Development Committee. Our NOAH committees will write charters and create their 2025

Governance Committee Report (cont'd)

goals and move have to two co-chairs for each committee, creating shared leadership and placing less burden on any one individual. The Governance Committee will meet with committees to understand what needs they have for participants and communicate service opportunities to our membership.

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.

NOAH thrives because of our members and all members are eligible to get more involved by serving on a committee. Reach out to the chair or to NOAH staff to inquire about the work and opportunities in committee service.

Respectfully submitted,

Gaelen McCormick

2024 Governance Committee member

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, and Miriam Zimms—NOAH members—Shanaé Burch, Penny Brill, Sophina McDaniel, Noha Abdel-Moneim, and John Anthony Solet, Jr—and staff—Danielle Acerra and Heidie Ambrose. Sophina and John are the only new member as of the 2024 report.

The Membership Committee is pleased to report that 2024 saw an increase of 13% for a total of 606 members. This growth includes both institutional and individual membership levels. The March Membership Drive was a success with 31 new members coming from this effort, but growth remained steady throughout the year. International membership has also seen a modest uptick with our first member from Guatemala!

This growth is important, but keeping our current members satisfied is what really drives our work. We continue to serve as stewards for a positive membership culture and remain committed to listening to our members. The most recent feedback from the strategic plan focus groups called for help in understanding member benefits better, including the website. In response, we hosted a webinar dedicated to sharing information about our community resources and highlighting a handful of different member perspectives, letting them share short testimonials directly with the audience. This free webinar happened on Tuesday, March 26th at 12 noon PT / 3 pm ET. The membership resource page also received a substantial revamp. It can now be navigated more easily, and the staff made an instructional video talking about how to use your online benefits. This now goes out to anyone who joins to help them get acquainted.

Membership Committee Report (cont'd)

Networking Opportunities

Programming was dialed back somewhat with the focus on strategic planning coming to a head, but we made a point of integrating networking into the conference through a New Members Breakfast with icebreaker questions, two Networking Lunches (one by affinity groups and one by region), plus offsite dinners hosted by Membership Committee members. For the first time, these dinners were paired with cultural activities in Houston, offering lively discussion and networking opportunities but also rich art experiences. These included the Post, the Houston Ballet, the Health Museum, the Blaffer Museum of Art, and the Museum of Fine Arts Houston. We also offered three separate seasonal Cozy Convenings throughout the year: one in the spring, summer, and winter. These were hosted by members of the membership committee, board members, and interested members who reached out to the committee following a call through the Hive. Mindful art practices including quilting, drawing, storytelling, and music therapy were highlighted during these interactive sessions.

We also hosted an in-person meetup in the San Francisco Bay Area on April 19th with 18 in attendance. The day included a tour of the art collection at the Lucile Packard Children's Hospital, lunch, and informal conversation before and after the structured programming. This was a soft pilot for a more robust plan to bring back regional networks across the United States. Stay tuned for more information about this during the Annual Meeting!

In 2025, we hope to offer more networking for members but also different kinds of programming to promote continued professional development.

Membership Engagement

Engagement has been higher in 2024 than in previous years, and this is partially thanks to the new List-serv—the NOAH Hive! Conversations between members, engaged through the platform, have led organically to new collaborations and connections across the Arts in Health field. One outstanding example culminated with a 32-foot-long Zentangle Art Mural for Peace at the Manail Palace of Prince Muhammad Al Tawfiq in the Golden Hall in Cairo, Egypt. With so much potential, the membership committee is currently brainstorming ways to increase the percentage of members who have signed up for the Hive. We are currently at about 1/5 of the total. So, there is definitely room for growth in 2025.

Strategic Planning Committee Report

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

2024 was a pivotal time for NOAH as we engaged in the next phases of our strategic planning process. Again, we are so grateful for your understanding while we slowed down some of our regular member activities to focus on this crucial process with you. We are grateful to our members and greater NOAH community who took surveys and participated in focus groups. Multiple focus groups were held to accommodate all those who wanted to participate - a true

Strategic Planning Committee Report (cont'd)

testament to your belief in NOAH and support of our growth together.



The NOAH board and staff held two strategy sessions to address your feedback and further our path forward. We responded right away to your top concerns regarding access to member benefits and the NOAH website by holding a recorded member orientation session to take you through the resources on NOAH’s website as well as your exclusive member resources. This recording is available to you when you log into Member Resources on the NOAH website. We enhanced the promotion of a tutorial video the staff created earlier in the year to help answer your questions about navigating your Member Resources and getting the most out of your membership.

During NOAHCON 24 we held interactive sessions during the in-person and virtual days to review the member survey and focus group takeaways, get feedback on how to meet your needs in the areas of advocacy and professionalization, and fine-tune NOAH’s new identity statements. These sessions also helped NOAH to further define potential offerings for members.

How are we responding to your needs and moving forward?

We’ve refined NOAH’s new identity statements with your feedback to reflect our shared goals and aspirations:

Strategic Planning Committee Report (cont'd)

Vision:

The arts are indispensable to shaping a vibrant and healthier future.

Mission:

NOAH builds community to amplify, educate about, and advocate for the power of the arts to improve health and wellbeing for all people.

Values:

Vitality | We believe in the power of the arts to equitably strengthen physical, emotional, spiritual and mental health and well-being for all people.

Creativity | We encourage diverse artistic and cultural expression as a vital component of health and wellbeing for all people.

Bridge Building | We foster connection by practicing respect, inclusivity, belonging, and mutual support around our shared purpose.

Accessibility | We commit to breaking down barriers to arts participation so that all people can experience the healing power of the arts.

Education | We share knowledge, training, and research to empower communities and advance the field.

We're relaunching NOAH's committees with new committee charters serving as a roadmap for the committee's activities. The charters are being drafted by committee chairs to clearly define the purpose, scope, responsibilities, and operating procedures of each committee so we can stay aligned with our mission and stay on track with our goals.

The Advocacy and Research committees will now be sub-committees of Membership to ensure alignment and efficiency. The Professionalization Committee (name TBD) will relaunch based on the goal of working toward the development of professional credentialing for artists in healthcare through NOAH's Credentialing Working Group (CWG). We are currently welcoming members to join Conference and Membership and will be able to welcome members to select committees when they relaunch early this year.

Your feedback helped us to define new and renewed offerings for our members. In 2025 we'll be holding regular online events, including new Arts in Health Workshops to provide a platform for you to share your innovative practices and experiences with others in the field and gain applicable knowledge.

We're relaunching signature online NOAH member events bringing back the popular Research Forums, and redesigned Arts in Health Meet-Ups in response to your requests to connect by topic and community/audience served rather than just affinity.

We're piloting a new In-person Regional Meet-up series in response to your requests. NOAH received a \$5k grant from an anonymous donor to distribute \$1k to each of the 5 regions of the

Strategic Planning Committee Report (cont'd)

US to have their own in-person gathering in 2025. **International members are welcome, too!** View the map below, and stay tuned for further information on how to get involved after today's meeting.



Northeast

Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, and Pennsylvania.

Southeast

Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Puerto Rico, the United States Virgin Islands, Virginia and West Virginia.

Southwest

Arizona, New Mexico, Oklahoma and Texas.

West

Alaska, California, Colorado, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, and Wyoming.

Midwest

Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

Questions? Email us at info@thenoah.net