

# Now, More Than Ever, We Need:

- IDEAS
- FRESH PERSPECTIVE
- LEADERSHIP
- CREATIVE THINKING
- EXPERTISE
- ARTS & CULTURE

## **You, as current and future arts administrators, will play an important role in the COVID-19 recovery.**

In this time of crisis, you will continue to hone your skills as an arts administrator in preparation for a time when communities will need the arts, culture and creativity more than ever. As members of the arts industry, you have no doubt noticed people are turning to the arts during this challenging moment. The availability of artistic and cultural content contributes to mental health and well-being, and many institutions have provided online content for this purpose.

## **Without a Doubt, the World will be Different.**

According to Americans for the Arts (AFTA), COVID-19 has already had a devastating economic impact on America's nonprofit arts sector—financial losses to date are estimated to be \$3.2 billion. Since the first U.S. case was reported on January 20, cancellations and closings have been reported in thousands of communities spanning all 50 states.

**But, don't forget:** The Arts & Culture industry is, and will continue to be, an important player in the U.S. economy, contributing 4.5% of the nation's GDP in 2017 - a larger share of the economy than transportation, tourism, agriculture, and construction. While the entire economy begins to rebound after this crisis, the Arts & Culture industry will recover.

As a trained arts administrator, you will be well-positioned to put your creative thinking to work as the world moves into a new normal.

Your knowledge, experience and skills as an arts administrator in these areas are needed now, and will be needed during and after the recovery in the non-profit, private and public sectors.

### Advertising

### Advocacy & Cultural Policy

### Community Arts

### Consulting

### Development/Fundraising

### Education & Community Engagement

### Film & Television

### Finance

### Management & Leadership

### Marketing/Communications

### Performing Arts/Virtual Events

### Operations

### Visitor Services

### Programs/Program Management & Development

### Research/Analysis

### Technology Management

As organizations work to recover, building and maintaining relationships will be key ingredients of success.

**So, hone your knowledge, explore the field, take an inventory of your skills and interests, and let us know how we can help you turn them into a career.**