

Art Stewards Training

APRIL 28 - JUNE 16, 2025

MONDAYS, 6PM — 8PM

JOIN US IN PERSON AND ONLINE

Welcome and Introductions

April 28, 2025

Defining your Artistic Identity & Market Positioning

By: Jada West & Kimrah Minuty

- Branding and aligning artistic vision with a sustainable business model
- Identifying your target audience and market niche
- Crafting a personal artist statement and portfolio

Monetization & Business Strategies for Artists

May 5, 2025

By: Khadijah Shephard, Mass Development

- Pricing your work for sustainability
- Diversifying revenue streams
- Strategies for securing large-scale Contracts and sponsorships

Art & Policy: Making Your Voice Heard

May 12, 2025

By: Tamar Russell Brown, Sitka Creations

- Understanding local government and policy processes
- How artists can influence legislation for the creative economy
- Using storytelling and creative activism for policy change

Social Media & Digital Marketing for Artists

May 19, 2025

By: Dara Shakhnava

- Building an effective digital brand
- Collaborative social media strategies for artist cohorts
- Engaging with online communities and maximizing visibility

Financial Literacy & Grant Writing For Artists

By: Richeline Cadet, Empowering the Creative Sector

- Income tax preparation and financial management
- Grant opportunities and application strategies
- Crowdfunding and fundraising for artists

Mental Health, Boundaries and Preventing Burnout

June 2, 2025

By: Zion Sage, Change Management and Advocacy Expert

- Setting boundaries in creative work and collaborations
- The importance of self-care and mental health in sustaining a creative career
- Avoiding over-promising and maintaining work-life balance

Artist Mentorship & Industry Fitchburg Creative

June 9, 2025

By: Tiana Rae

- Creating a structured mentorship program:
- Pairing successful artists with emerging talent
- Learning from artists in different disciplines on securing larger contracts

Bringing It All Together

June 16, 2025

The Future of Art Leadership

By: Vladimir Minuty, Film Industry Professional

- How to turn your art into a full time lucrative career
- Building long-term strategies for career growth
- Partnering with institutions for long-term sustainability

To register, please contact:

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