

# VITAE

## **DIANE L. MATARAZA, INC.**

Florida

(August 2001 – Present)

An independent consulting firm incorporated in the State of Florida providing management and planning counsel to non-profit arts and cultural organizations across the country. Diane works independently and, depending on client needs, assembles teams of experts or works in collaboration with other consultants on projects.

## **ArtsMarket Consulting, Inc.**

Bozeman, Montana

Founded in 1982, and Boston based for 16 years, ArtsMarket relocated to Bozeman in 1998. Arts consulting services provided include: marketing and audience development, research, needs assessment and evaluation. ArtsMarket has a national client base, which includes arts organizations, national associations, state and local governments, federal and municipal agencies, foundations and think tanks.

Senior Vice President for Consulting Services

(January 1998 – August 2001)

- Fielded potential client inquiries to diagnose problems, analyze circumstances and provide alternative options for proceeding.
- Responded to requests for proposals.
- Designed client work plans, methodology, timelines and budgets.
- Managed projects around the country, traveling 60-70 percent of the time to communities to facilitate, guide and support client projects.
- Generated written reports and analysis.

## **The National Academy of Recording Arts and Sciences Foundation (The Grammy Awards)**

Santa Monica, California

A non-profit organization that works in partnership with the National Academy of Recording Arts & Sciences to advance and strengthen music education and preserve the history of recorded sound.

Executive Director

(January 1997 through September 1998)

- Managed 10-person staff and \$4 million program budget to implement these programs – all national in scope: Grammy in the Schools; the All-American High School Jazz Ensembles; Grammy Festival, a summer outreach program in 10 cities; Children's Concert series, in collaboration with the Musician's Performance Trust Funds and the American Federation of Musicians in Los Angeles, New York and Miami; Grammy University Network, a forum of 47 of America's most outstanding music schools; and, a host of preservation projects that included music-on-film, archival and preservation initiatives to preserve the history of recorded sound.
- Served as the National Academy's liaison on national issues affecting music education and music preservation including the National Coalition for Music Education.

- Managed relationships with NARAS Foundation and National Academy sponsors on education and community outreach programs.
- Assisted the Academy's Membership and Services Division with the delivery of professional development services to the 13,000 Academy members and the Academy's 12 chapter and branch offices across the country.
- Managed other Academy special projects as assigned including initiatives with the Smithsonian Institution, Library of Congress and Lincoln Center Archives.

### **National Endowment for the Arts**

Washington, DC

A federal grant making entity with an operating budget of \$99 million, processing from 3,000 to 5,000 grant applications annually in all artistic disciplines.

Senior Advisor, Office of the Deputy Chairman for Grants & Partnership

(January 1996-January 1997)

- During Jane Alexander's chairmanship, served as senior advisor to one of two deputy chairmen, on planning, policy development, and management and budgeting for Arts Endowment grant making.
- Served as the Deputy's Liaison to Endowment Management and Executive Office as well as other Federal entities including: The Department of Justice; the Corporation for National Service – AmeriCorps Program; and the President's Committee on the Arts and the Humanities.
- Represented the agency at approximately twenty-five national and statewide meetings and conferences annually, often as a keynote speaker.
- Responsible for the design and management of the Arts Endowment's \$8 million Leadership Initiatives.
- In 1996-97 planned, implemented and managed the national forums for the American Canvas Forums in California, Ohio, North and South Carolina, Texas, Florida and Utah which culminated with a national report.
- Served as the Arts Endowment liaison to the Corporation for National Service. Responsible for direction, staffing and oversight of the \$1.4 million AmeriCorps\*WritersCorps program operating in San Francisco, the Bronx and District of Columbia. Planned and implemented WritersCorps' annual private sector development with Chairman Alexander raising from \$250-\$350K annually.
- Managed other special projects as assigned, such as the Youth Arts Development Plan, a joint initiative between Cultural Advisory Task Forces in: Fulton County, Georgia; San Antonio, Texas; and, Portland, Oregon with the Department of Justice and the Arts Endowment.

### **Program Director, Local Arts Agencies Program**

(January 1992-December, 1995)

- Recruited and hired by Chairman John Frohnmeyer.
- Directed \$4 million grants program encompassing all 50 states and U.S. Territories. Directed four panel meetings annually comprised of local arts agency experts to review an average of 150 applications totaling from \$12 to \$15 million.
- Liaison to the Arts Endowment's local arts agency constituency. Traveled extensively to all 50 states to consult and advise local and state arts agencies, local and state governments and business leaders regarding cultural development.

- Directed the 10- year evaluation of the Local Arts Agencies Program and issued a report in 1995.
- Represented the Arts Endowment at national, state and local community development conferences and symposia.
- Contributed to Arts Endowment policy development, program planning and budgeting.

### **The Alliance of New York State Arts Councils**

Stewart International Airport

New Windsor, New York

The Alliance is the largest statewide association of arts service organizations in the United States. Its mission is to serve as the trade association for New York's 110 local arts agencies, arts service organizations and advocates for New York State's 3,000 arts organizations and thousands of artists. Provided management and technical services, statewide promotion, served as liaison between the Alliance constituency and the New York State Council on the Arts.

Executive Director

(January 1985- December 1991)

- Developed more than 20 state and national initiatives to advance arts and cultural development with: the Business Council of New York State; the New York State Association of Counties; the New York State Education Department; the New York State Association of Homes and Services for the Aged; the New York State Association of Chamber of Commerce Executives; The President's Committee on the Arts and the Humanities; the National Endowment for the Arts; and, The New York State Department of Commerce (I Love New York Tourism Campaign); Developed an NEA funded arts administration training program for arts leaders in the Northeast with Yale University's Public Administration Program, Columbia University's Arts Administration Program, and New York University Arts Administration Program.
- In 1986, established the NYS Arts & Cultural Coalition, the arts advocacy program representing 3,000 New York State based arts organizations and thousands of artists. Advocated statewide for New York State Council on the Arts annual appropriation (\$52 million in 1991) and tracked, on average, 20 arts-related legislative issues per year.
- Directed the Alliance's growth and development. Over a seven-year period, budget grew from \$150,000 to \$650,000.
- Managed seven-person staff, a 20-member Task Force of directors and, in 1985, established a corporate advisory committee of New York State's premier business, government and human service organization leaders.

### **The Dutchess County Arts Council**

Poughkeepsie, New York

A local arts agency established in 1975 serving 258,000 Dutchess County residents, 100 arts and cultural organizations and hundreds of artists.

Executive Director

(1980 –1984)

Dutchess Arts Fund Coordinator

(1979 –1980)

- Created new alliances with the Poughkeepsie Area Chamber of Commerce, the Downtown Merchants Association, United Way, public schools, Vassar College, Marist College, Bard College and Dutchess Community College, Dutchess County Youth Bureau, the County Planning Department, County Parks Department and County Historical Department and with the 17 town governments in Dutchess County.
- Increased success and visibility of the United Arts Fund (one of 62 united arts funds in the country) generating over \$1 million in new local public and private sector support for the arts in Dutchess County.
- Planned for one of the first Local Arts Agencies Program Grants from the National Endowment for the Arts awarded in 1986.
- Track record through 1984 contributed to the receipt of the 1986 New York State Governor's Arts Award from then Governor Mario Cuomo.
- Selected by the New York State Council on the Arts as one of 42 local arts agencies to administer the Decentralization Grant Award Program and served as a pilot for New York State's Local Incentive Funding Test Program, designed to attract new public funds.
- Managed Task Force of directors representing business, civic, education, arts and human and social service leaders.
- Operating budget grew from \$100,000 to \$450,000 in five years.

### **Minisink Valley High School**

Slate Hill, New York

Assistant Director of Jr. and Sr. High School Instrumental Music

(August 1978- September 1979)

- Taught all brass students 9-12 and all trombone students in the district grades 5-12.
- Chaired the New York State School Music Association Arts Festival, fall 1978.
- Served as brass adjudicator for the New York State School Music Association Solo Competitions, 1978-1979.
- Member of the Orange County Music Educators Association.
- Assistant conductor for the high school music ensembles – with 110 student musician and assistant director of the marching band.

### **Chester Free Union School**

Chester, New York

Director, High School Instrumental Music Department

(August 1974 – July 1978)

- Taught brass, percussion and woodwind students Grades 9-12
- Directed high school wind ensemble, the marching band, all small ensembles and co chaired the drama department.
- Invited to participate in New York City's St Patrick's Day Parade, 1977 and 1978
- Ninety percent of the high school instrumental music students annually participated in the NYS School Music Association Solo Competition.
- Served as Chairman of the Orange County Annual Band Festival in 1978 guest conducted by Colonel Arnold Gabriel, United States Air Force Band.

### **EDUCATION**

1985-1992      Certificate in Association Management, Summer Institute for Association Executives, United States Chamber of Commerce

	University of Delaware, Newark, Delaware
1980	Grantsmanship Center Training Certification
1975-1978	New York University, Master of Arts, School of Education Washington Square, New York, New York
1970-1974	Ithaca College, Bachelor of Music Education, Cum Laude School of Music, Ithaca, New York

## **DISTINCTIONS**

### **Academic**

- Cumulative Index, 3.9, New York University
- Cum Laude Graduate of Ithaca College, School of Music
- Development of Programmed Instruction for Music Theory utilized in Ithaca City Schools

### **Professional**

#### **Articles**

Grantmakers in the Arts

Vol. 21, Spring 2010, *The Future and Our Role in Shaping It*

Vol. 22, Fall 2011, *Thought Leader Forum on Arts and Aging*

### **National**

- National Coalition for Music Education Advisory Board Member: MENC, National Association of Music Merchants, National Academy of Recording Arts and Sciences
- National Advisory Task Force, WritersCorps, San Francisco, Washington, DC and the Bronx
- Advisory Committee, Jazz at Lincoln Center, Armstrong Plan
- Recipient of the Selina Ottum Award for Outstanding Achievement in strengthening the arts and the community at the local level in America – presented by Americans for the Arts and the National Endowment for the Arts
- Who's Who of American Women
- The Dean's Council, College of Arts, Media and Communication, California State University
- National Endowment for the Arts, Distinguished Service Award - Jane Alexander
- Alliance of New York State Cultural Advisory Task Forces Individual Award - Lincoln Center
- Who's Who Among Young American Professionals
- Panelist, National Endowment for the Arts, Locals Program
- Advisory Committee, National Endowment for the Arts, Professional Development Task Force
- Task Force Member, State Arts Advocacy League of America,
  - Chairman Government Task Force
- Panelist, New Jersey State Cultural Advisory Task Force, Block Grants Program
- Panelist, Massachusetts State Cultural Advisory Task Force
- Guest Lecturer/Teacher Arts Administration Programs at Drexel University, University of Wisconsin, Madison and Goucher College

## **New York State**

- Selection Committee, New York State Governors Arts Awards
- Advisory Task Force, Russell Sage College, Arts Administration Program
- Business Council of New York State, Tourism Advisory Committee
- Commissioners Advisory Committee on Arts in Education, New York
- Panelist, New York Foundation for the Arts, Artists in Residence Program
- Advisory Task Force, New York State Cultural Tourism Plan, New York State
- Vice Chair, New York State Council on the Arts, Advisory Panel
- New York State Senate Sub-Committee on the Culture Industry
- First Vice President, Alliance of New York State Cultural Advisory Task Force