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ABC/NY's mission is to develop more creative partnerships between the arts and business communities in New York, enhancing the business skills of the arts sector and the creative engagement of the business sector. ABC/NY provides programming in volunteer and leadership development, and builds and celebrates the arts' role in New York's economic revitalization. [View our upcoming events!](#)

The Key to Employee Engagement

In the recently-published [The Key to Employee Engagement](#), Pricewaterhouse Coopers reports that disengaged employees drag down companies, costing billions of dollars in lost productivity and resulting in much higher turnover rates. Employees most committed to their organizations put in 57% more effort on the job — and are 87% less likely to resign—than employees who consider themselves disengaged. And when employees see positive, ongoing management of employee engagement, they are 20% more engaged than those with no focus.



According to the report, "Employee engagement can be a key means of creating innovation and innovation can provide a means of engagement. Take for example the now-legendary example of the Post-It Note. The ubiquitous sticky papers were invented by accident, and were implemented during an employee's sanctioned 'bootlegging' time. (3M allowed employees to devote part of their workweek to personal projects, with the company reaping any rewards from the work.) By giving employees the freedom to let their minds and creativity roam, 3M was able to take a 'solution without a problem' and turn it into a profit center beyond anyone's wildest imagination. It's also important to note that, in return for the bootlegging policy—an implicit commitment to innovation on the part of every employee—3M committed to engage the employee and his or her innovations. Without that two-way commitment, employees can find themselves stuck in a rut, and feel frustrated and undervalued as a result."

One of the best ways to improve employee engagement is through the arts. The arts can help employees develop and explore their creativity, build teams, improve communications, [and more](#)—and have fun while doing it! ABC/NY has developed, in collaboration with the business community, a menu of options for employee engagement through the arts, for individuals and teams, at arts venues and in business workplaces. We can help connect your business to the arts, and we can help connect your arts organization to the business community. [Contact us](#) to find out how we can help you!

ABC/NY's volunteer development and employee engagement through the arts programming are supported, in part, by public funds from the New York City Department of Cultural Affairs in partnership with the City Council.

Employee Happiness

Despite the ongoing attention to employee engagement, most company leaders still can't seem to create a culture defined by fully productive employees. Why is this?



TINYpulse, a technology solution that helps companies gather employee feedback, recently conducted a [survey](#) of more than 300 organizations, gathering responses from more than 400,000 employees. Here are their [seven key takeaways](#) about employee engagement today.

Employee happiness, the survey showed, is more dependent on co-workers than direct managers. There is a very strong correlation between employee happiness and their rating of co-workers. The top traits employees love about their co-workers? Team play and collaboration.

Employee volunteering provides excellent opportunities for team building and collaboration, as does bringing the arts into your workplace. ABC/NY can help your business increase employee engagement through a wide variety of arts options. [Contact us](#) if you'd like to learn more!

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The Arts Could Be Your Greatest Asset



In light of the The Conference Board’s recent [Giving Thoughts Q&A with Peter Singer](#), which suggested that “resources we put into museums and symphony orchestras could do more good if used to help the global poor,” Emily Peck, Vice President of Private Sector Initiatives, Americans for the Arts looked at corporate funding trends for the arts. At Americans for the Arts, we have been tracking trends in business support for the arts through our Business Committee for the Arts since 1968.

In Emily’s blog post, she discusses several recent studies of and shares resources to demonstrate the many ways partnering with the arts can advance business goals. The bottom line: the arts could be your greatest asset. [Read more.](#)

Relationship Advice for Arts-Business Partnerships

[Corporations and Nonprofit Partnerships: Unlikely Bedfellows or a Beautiful Marriage?](#) That is the question addressed by Jennifer Jones, MBA, Director, Indigo Love of Reading Foundation, who recently served on a panel discussing what corporations are looking for from nonprofit partners. From introductions to the “first date” and “marriage,” she lays out key insights to building mutually beneficial relationships. [Read more.](#)



Creative Train-ing

A lighthearted suggestion on Twitter by a customer has led to the creation of [an artist-in-residency program - on the rails!](#) Amtrak is now offering creative professionals who are passionate about train travel and about writing the opportunity to work on their craft on an Amtrak long-distance route. Each resident will be given a private sleeper car, equipped with a desk, a bed, and a window to watch the American countryside roll by for inspiration. A passion for writing and an aspiration to travel with Amtrak for inspiration are the sole criteria for selection. Applications will be accepted on a rolling (!) basis. For more information, visit <http://blog.amtrak.com/amtrakresidency/>.



Partnering to Promote Arts Businesses



To help entrepreneurs launch craft businesses, the [NYC Department of Small Business Services](#) is offering the [NYC Craft Entrepreneurship Program](#), in partnership with [Etsy](#) and funded by [Citi Community Development](#).

The program will help crafters establish online businesses to sell their products to the world and earn income. [Previous graduates](#) have already begun to increase their sales as part of Etsy's online business community. Etsy and Citi Community Development are both utilizing this arts-focused program to help achieve their business goals.

This round of no-cost classes will be offered in the five boroughs starting on April 15. Applications are open now. **This round's deadline to [submit applications](#) is Tuesday, 3/18.**

ELNYA Culture Club at Symphony Space

Join our [Emerging Leaders of New York Arts \(ELNYA\)](#) for "Changing Night with PUBLIQuartet and The Mighty Third Rail," an evening of music, discussion, and drinks at Symphony Space. Hip hop poetry trio The Mighty Third Rail and the innovative PUBLIQuartet join forces for a strings, verse, and beat-boxing mash-up of Ligeti's Quartet No. 1, "Métamorphoses nocturnes."



Hang out after the show for an exclusive post-performance talk with the artists. The discussion will be held in the theater 15 minutes following the performance.

Come early or stay late to enjoy cocktails, snacks, and small plates at Bar Thalia. Present your ticket stub and mention ELNYA for 50% off your first drink!

Thursday, March 20, 2014 at 7:30pm
Symphony Space
2537 Broadway at 95th Street

Tickets: \$19 with code ELNYA (an exclusive 40% discount).

For more information and to purchase tickets, visit <http://tinyurl.com/o37cb2y>.

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Segment for Success

The National Arts Marketing Project recently posted an article asking [Are You Targeting the Right Audience?](#), offering sensible target marketing tips.

ABC/NY is offering a free workshop that will further explore targeting different segments of your audience, for both fundraising and marketing. In [Segment for Success](#), you'll learn:

- What segmentation is and why it's more important than ever
- How targeted outreach can help you build and maintain long-lasting relationships with patrons
- Specific ideas that can maximize your ticket sales and donations
- Segmentation examples from outside of the arts, and how they can be applied to an arts organization



Image Courtesy by LeWeb13 via flickr

FREE BONUS SESSION:

Following the seminar, you are invited to learn about how PatronManager CRM can help you implement these segmentation strategies. PatronManager CRM is Patron Technology's all-in-one ticketing, donor management, and email marketing system for arts organizations.

Wednesday, March 26, 2014
9:30 a.m. - 12:00 p.m.
1 E. 53rd St., lobby auditorium
New York, NY 10022
FREE, but advance registration is required.
[Register.](#)

ABC/NY's professional development programming is supported, in part, by public funds from the New York City Department of Cultural Affairs in partnership with the City Council.

Now Hiring: ABC/NY Program Coordinator

Want to work with us? We are hiring an ABC/NY Program Coordinator to oversee programs and communications that promote creative partnerships between the arts and business communities, such as Business Volunteers for the Arts® and employee engagement through the arts, Emerging Leaders of New York (ELNYA), the Multicultural Arts Management Internship program, and professional development workshops and webinars for the arts and business communities. For more information and to apply, visit [this link](#).

Want More?



Our Facebook page features even more news and amusements about the arts and business communities. You don't need to have an account to [view our page!](#)

You can also follow [ABC/NY on Twitter](#), for even more arts news with a business focus (or, if you prefer, business news with an arts focus!). [@ArtsBizNY](#)

"Don't wait for other people to be loving, giving, compassionate, grateful, forgiving, generous, or friendly... lead the way!"

- Steve Maraboli

Please show your support of our work by [making a tax-deductible contribution](#) today!

DONATE NOW