Creating and presenting dance that makes a difference!

STRATEGIC PLAN
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Cover Photo from Ocean Trilogy by Scott Belding
Dancers: Maria Basile, Paige Ettin, Lily Nguyen
I. INTRODUCTION

Founded by acclaimed choreographer Fran Spector Atkins in 1997, SpectorDance has had phenomenal growth and success to date and is now at an exciting new juncture in its development. For more than twenty-five years, SpectorDance has demonstrated innovative leadership by employing dance to address some of today’s most pressing socio-political topics such as climate change; gangs and juvenile justice; agricultural labor and sustainability; and military family sacrifice. Weaving together music, spoken word, visual images, and dance, SpectorDance performances heighten awareness of critical issues in a way that reaches people’s hearts!

This strategic plan aligns the SpectorDance vision, mission, goals, and strategies. SpectorDance will continue to create and present issue-based works that inspire dancers and dance lovers who celebrate the power of dance to have impact and support the expansion of SpectorDance’s visibility locally, nationally, and globally. SpectorDance will provide unique creative opportunities for youth to participate in the creation and presentation of dance that makes a difference. SpectorDance values strong community partnerships as the foundation of all projects. This strategic plan will guide board members, staff, community partners, and donors.

Why Plan Now?

SpectorDance was established more than 25 years ago by dance-maker, teacher, and arts leader Fran Spector Atkins. After designing and building a state-of-the-art venue in Marina, California, Fran employed the space to house a school, a company, engagement programs, the Choreographers Showcase, and the Sadie-Rose Residency Program. The Coronavirus pandemic shut down all in-person activity in March 2020. As a financial consequence, the building was sold later in the year. SpectorDance nevertheless sustained excellent virtual classes and performances throughout the pandemic. Not having the building is a significant new challenge for the organization, but it presents fresh opportunities and paths forward. We are now ready to embark on a new epoch, more committed than ever to create and present dance that makes a difference.

Fran will continue to develop meaningful partnerships with artists and organizations that enable SpectorDance to delve into critical topics. She will synthesize inspiring and relevant content for each project and translate this information into a creative presentation targeting diverse audiences. Equity and inclusion will also be priorities for board development, staffing, partners, and artist selection.
Strategic planning is essential to help us take stock of the changing environment, new opportunities, and the funding and structure needed for the next phase of our creativity and impact.

To create this plan, Fran Spector Atkins and the SpectorDance Board of Directors thoroughly discussed all current challenges and opportunities to develop pathways for greater impact and sustainable growth. Together, they conducted analyses of local regional and national trends, shifting community needs, and the changing media landscape with both challenges and possibilities in mind. They set organizational priorities and goals and drafted targets for the next three years.¹

II. BACKGROUND HISTORY

The SpectorDance Strategic Plan builds upon the organization’s many successes over the past twenty-five years. In 1997, Founder and Creative Director Fran Spector Atkins established SpectorDance at California State University, Monterey Bay. In 2002 SpectorDance moved to Marina, California, where she and her husband James Atkins designed and built an 8500 square foot dance venue. Here she was able to fulfill her deepest vision of SpectorDance as a school, a professional dance company, and a performance space. Fran was a pioneer by establishing SpectorDance in a rural community and bringing to it the highest cultural standards of dance. To serve the community, she created SpectorDance School for all ages and levels of experience; a SpectorDance Company that performed her original, issue-based work; SpectorDance On-Site for reaching populations who often experience barriers to participation in the arts; the Choreographers Showcase to celebrate the diversity and vitality of dance as a contemporary art form; the Sadie Rose Residency Program to provide creative space for selected artist.

The core of Fran’s work has always been collaborative. Over the years, she’s forged partnerships with a wide variety of artists and outstanding local non-arts organizations, including National Steinbeck Center, Monterey Aquarium Research Institute, Monterey Bay Aquarium, Rancho Cielo, Porter Youth Center for Military Families, Monterey County Free Libraries, and others.

¹ SpectorDance gratefully acknowledges funding from the California Arts Council for this project and consulting by Paulette Lynch, Founder of Your Development Solutions, whose contributions were instrumental.
Fran’s creative practice begins with filmed interviews. Mining the stories, knowledge, and experiences of local community members like ocean scientists, agricultural workers, and former gang members is the foundation of her work. Selected sound bites and visual images are integrated with music and dance. Award-winning works that utilize this process include Ocean Trilogy, East West, Ocean, When You Were Gone, Common Ground, Figures in the Dust, and others.

Along with each creative performance piece, SpectorDance provides innovative educational programs targeting youth in low-income parts of our community. Examples include:

East West, inspired by a partnership with Rancho Cielo, a vocational training program for at-risk young adults, is a performance work about gang violence. We engaged at-risk youth from Rancho Cielo to perform along with the cast of professional dancers. We then took this successful project to the Department of Juvenile Justice in Stockton, California, where we invited residents to perform with the professional cast. Both of these experiences demonstrated the extraordinary power of live performance to transform at-risk populations. If funding allows, we hope to make a film version of this project to be shown widely at Juvenile Justice centers and prisons.

Ocean Trilogy, inspired by a partnership with the Monterey Bay Aquarium Research Institute, is a performance about the challenges confronting our ocean and hopeful possibilities from cutting edge ocean science research. We launched Monterey Ocean Arts Festival, featuring ocean-themed art in any genre created by artists under the age of 25. The festival included family-friendly arts activities; displays of visual art; and performances of dance, music, spoken work, and film. Local science organizations offered informational booths.

In 1997, Fran initiated the Choreographers Showcase. To date, SpectorDance is proud to have presented over 450 choreographers from around the state and nation. The Choreographer Showcase nurtures choreographers’ creativity and opportunities for local audiences to experience new dance. In 2016, Fran initiated Sadie Rose Residency Program to provide free rehearsal space to selected dance artists.

Fran is sought statewide and nationally for her unique integrative style, visionary symbiosis of media and various arts disciplines, and determination to tackle the most urgent and complex topical issues. Being passionate and curious about all types of creative thinkers and forms of human imagination,
Fran values mentoring young artists, the next generation of dancers, emerging artists, and choreographers.

SpectorDance has received has numerous honors. Fran was featured in the Film Luminaries of Monterey County and was twice a presenter at TedX Monterey. SpectorDance was selected by the Arts Council for Monterey County’s Champions of the Arts as “Outstanding Arts Organization in Monterey County”. Fran received the Dewar’s Young Artists recognition award for the State of California, Carmel Magazine selected her as “one of the most altruistic individuals in our community, and Monterey County Gives Campaign Florence Haskel Zev Award honored Fran as “Outstanding Female Artist for families and youth. SpectorDance projects and programs have been generously funded by the California Arts Council, James Irvine Foundation and National Endowment for the Arts, The Community Foundation for Monterey County, Harden Foundation, Nancy Buck Ransom Foundation, Chapman Foundation, The Arts Council for Monterey County, Barnet J, Segal, and Monterey County Gives.

III. MISSION, VISION, AND VALUES

SpectorDance’s mission is “To Create and Present Dance that Makes a Difference!”

Everything we do—whether creative, pedagogical, community-oriented, or even managerial—serves this greater purpose. This mission uniquely defines all our work.

Our vision is “A world where everyone is connected, informed, and inspired through the beauty and power of dance.” We live in a world that has become divided in many ways: wealthy and poor, urban and rural, politically progressive and conservative, educated and uneducated. We see dance, grounded in the human body we all share, as a means of coming together communally. Moreover, we see dance as a vehicle for education and enlightenment. It can convey the truth amid the flurry of falsehoods that surround louder media blaring disinformation. Finally, dance is not passive—for the audience as well as the dancer. Dance at its best will motivate and inspire action, not just contemplation or artistic pleasure.
Our values are instrumental for achieving this vision. They include celebrating creative vitality, informing and inspiring audiences about local issues with global significance, collaboration, excellence, integrity, and a dedication to mentor youth artists to inspire social change.

IV. GOALS, CHALLENGES, STRATEGIES, AND OBJECTIVES

SpectorDance has three primary goals:

A. Creative Artistic Productions. We seek to create issue-based dance and multidisciplinary performances that merge factual information with aesthetic elements to spark the imagination in a way that reaches people’s hearts.

B. Community Engagement. We seek to increase awareness of and participation in the power of creativity and dance.

C. Building a Robust Organization. We seek optimal efficiency in our communication, staffing, and Board operations to help achieve our other core goals. We also seek to ensure a legacy that will perpetuate SpectorDance’s unique style and approach to dance.

Additionally, SpectorDance has the following auxiliary and overlapping goals:

- To be recognized locally, statewide, and nationally for dance that makes a difference. Recognition expands creative opportunities for growth.
- To be rated highly by diverse audiences for excellence, engagement, and inspiration.
- To be the partner of choice for investment by diverse donors, businesses, foundations, and volunteers.
- To increase and diversify revenue.

Each of our primary goals are discussed in greater detail below.
A. CREATIVE ARTISTIC PRODUCTIONS

Creative artistic productions that address social issues are the key activity of the organization. To fulfill our mission, we must create and present art. Examples of past and current work include:

- Ocean Trilogy, a collaboration with the Monterey Bay Aquarium Research Institute, about ocean health.
- East West, a collaboration with Rancho Cielo, about gang culture.
- Common Ground, a collaboration with the United Farmworkers about California agriculture.
- Wildfires (work in progress), a collaboration with the Resource Conservation District of Monterey County, about the destructive and regenerative power of fire.

Challenges:

- New works require substantial funding for creating, developing, and sustaining complex and ambitious projects.
- Presentations require venue support and multiple community partners.
- Performers and artistic collaborators require coordinated scheduling.
- Reaching broad audiences.

Strategies:

- Prioritize artistic excellence, creating issue-based works that merge personal stories, information from experts, and aesthetic elements.
- Secure financial resources and diverse community partners to support the work and associated engagement programs.
- Develop a multi-year calendar with initial project planning well in advance of presentation dates.
- Select project concepts that connect us to diverse parts of our community.
**Objective:**

Present one new work every two years and restage one or two older works each year, offering five to eight live or virtual performances and engagement programs per year.

**B. Community Engagement**

With each creative project, we design innovative engagement programs, such as:

- *SpectorDance On-Site*, providing free weekly classes and performances in locations that lack opportunities for cultural and artistic exposure.
- *Choreographers Showcase*, providing opportunities for choreographers and audiences to experience the vitality of dance as a contemporary art form.
- *Monterey Ocean Arts Festival*, featuring ocean-themed art in all genres created by artists under the age of 21. Using the power of creativity, the festival heightens awareness of ocean issues and inspires the next generation of ocean stewards.

**Challenges:**

- The misperception that ballet and contemporary dance are inaccessible, expensive, and elitist.
- Movement expression is often unfamiliar and requires participants to go beyond their comfort zones.
- Finding diverse partners to enable us to understand the specific needs of the population we are targeting.
- Reaching diverse and broad audiences.

**Strategies:**

- Choosing subjects that various targeted communities can relate to.
- Using performance as a tool for informing and community building.
- Inviting creative participation to deepen understanding of issues and promote positive action.
- Use live and virtual platforms to expand dance-making and viewing.
Objectives:

- Offer SpectorDance On-Site weekly classes and performances programs at three or four locations annually, one or two Choreographers Showcase, and one Monterey Ocean Arts Festival every other year.

- Develop and offer new engagement programs associated with new projects including When You Were Gone and Wildfires

C. **Building a Robust Organization**

Achieving our primary goals of artistic creation and community engagement requires that we build a robust SpectorDance organization. The essential building blocks include:

- **Fundraising and Revenue.** SpectorDance must increase and diversify its revenue to ensure continuing operations and expansion. Grants, gifts, ticket sales, commissioned work, touring, and fees for educational programs are all important sources of revenue.

- **Communications and Marketing.** To reach broader audiences, it is essential to express SpectorDance’s unique approach to creative practice. We must develop all available tools such as graphics, an engaging website, newsletters, social media, and traditional press outreach.

- **Staffing.** An expanded and diverse staff would greatly improve SpectorDance’s capacity. Dependent on resources, important new positions could be created, including Executive Director, Development Director, Marketing and Communications Associate, and Administrative Assistant.

- **Board Development.** Community leaders are the drivers of growth. SpectorDance needs a diverse group of nine committed board members who are committed to our mission and growing impact. They will contribute their expertise, be ambassadors in the community, and actively participate in fundraising efforts.
Challenges:

- The pandemic has created a new environment and changing priorities for funders, community members, educators, artists, and presenters. This makes SpectorDance fundraising more uncertain.
- Reopening safely and regaining financial stability is necessary before hiring staff.
- Since SpectorDance has a unique mission and vision, there is a limited number of potential board members who would bring the extraordinary commitment and enthusiasm needed.

Strategies

- Seek diverse staff, board members, artistic partners, and community partners.
- Align appeals for grants, major gifts, and sponsorships with donor goals. Actively recruit volunteers and board members to fundraise.
- Emphasize dance that makes a difference, leverage all partnerships to expand and engage audience and supporters.
- Use virtual platform for board meetings to facilitate greater participation from geographically remote members.

Objectives:

- Increase board size to nine members.
- Show an increasing trend of revenue and audience numbers over the next three years.
I. **Three-Year Action Plan**

The strategic plan articulated above provides a general framework for SpectorDance’s activities. All SpectorDance programs and activities will focus on advancing our mission “to create and present dance that makes a difference.” The concrete operational details will follow in the coming months and years, but it is especially challenging to forecast in great detail amidst the uncertainties of the present post-Covid arts environment. The following outline is an initial effort that will no doubt require multiple revisions and updates. The first-year plan is relatively known, though some elements are contingent on pending funding. Planning for subsequent years is more tentative and will need to be adapted according to actual circumstances. All programs will be both live and virtual.

**Year I 2021-22**

- **Create new work: Wildfires.** Tasks: Complete an outline; select community engagement partners; develop budget; identify potential funders and grants; confirm venues; select interviewees; film interviews with selected experts; begin creative development by confirming composer, performers, and other artistic collaborators; select sound bites from filmed interviews to integrate into a music and visual mix; schedule rehearsals, engagement programs, and premiere; develop marketing plan.

- **Ocean Trilogy** performances and engagement programs at Monterey Peninsula Unified School District. (September-October confirmed)

- **Choreographers Showcase,** featuring issue-based, socially engaged new works by guest artists, to take place at Hidden Valley Music Seminars (February 2022 confirmed.) Tasks: Reach out to sponsors; send Call for Choreographers; plan for artists to be in-residence at Hidden Valley; create new opportunities for local dancers to perform in a new work choreographed by one visiting artist; offer master classes with visiting dance makers; develop new programs to provide a variety of opportunities for audiences to engage with dance and make the audience experience more relevant.

- Present one section from *Wildfires* (work-in-progress) at the *Choreographers Showcase.*

- Create a new work for *Moana.* Commissioned by the Monterey Voices for their anniversary celebration to take place at Sherwood Hall and at Sunset Center (May 2022 confirmed).
• Present the 2nd Monterey Ocean Arts Festival “From the Fields to the Ocean” featuring ocean-themed art created by artists under the age of 21 in order to utilize art to inspire the next generation of ocean steward”. We will present this program every other year. Tasks and preparations including building partnerships; reaching out to Sponsors; sending a Call for Artists; and planning event details. We are in dialogue with the Monterey Museum of Art to partner with us on Monterey Ocean Arts Festival (Spring 2022 confirmed)

• Restage past work: Common Ground, about California agriculture, to present at the Monterey Ocean Arts Festival

• Touring Ocean Trilogy: Tentative dates at the Vancouver Ocean Congress in June 2022 and at the Smithsonian Museum in August 2022.

• Re-establish SpectorDance On Site at 1-2 locations.

• Organizational actions: Expand the Board of Directors with three new members from diverse parts of our community; hire one new Administrator for 25 hours per week; leverage all events and programs to expand awareness of SpectorDance’s mission and vision; increase fundraising from individual donors by 10%. Begin succession plan for new artistic director.

**Year 2  2022-23**

• Continue artistic development and diverse community engagement partnerships for Wildfires; rehearsals and educational engagement programs take place; invite focus groups to attend rehearsals and share feedback as part of the process; implement marketing plan, premiere Wildfires with three to five engagement programs; plan for touring of Wildfires; showcase at APAP and IPAY in January 2023.

• Expand socially relevant programs at the Choreographers Showcase at Hidden Valley Music Seminars (Winter 2023)

• Continue to present, promote, tour and evaluate Wildfires, Common Ground, East West, and Ocean Trilogy.

• Restage past work: Maize the Golden Thread, about indigenous sustainable practices in agriculture with performances and educational programs.
• Identify the next issue for creative exploration and find collaborators. Possibilities: the Native American History of California (partner with the Autry Museum of the American West); or the problems of income disparity and lack of housing in California.

• Offer SpectorDance On Site at 2 locations

• Increase the Board with two new additional members; increase revenue by 15%. Staff will include Administrator increased to 30 hours per week, and a new Marketing and Development person for 20 hours per week; continue to leverage all events, expand community partnerships and awareness of the SpectorDance mission and vision. Consider the possibility of renting a new studio space. Begin search for a new artistic director.

Year 3 2023-24

• Create new work: Tasks: Complete an outline; select community engagement partners; develop budget; identify potential funders and grants; confirm venues; select interviewees; film interviews with selected experts; begin creative development by confirming composer, performers, and other artistic collaborators; select sound bites from filmed interviews to integrate into a music and visual mix; schedule rehearsals, engagement programs, and premiere; develop marketing plan.

• Continue to offer performances and engagement programs of various works including Wildfires, Ocean Trilogy, East West, Common Ground, and Maize, the Golden Thread. Use established partnerships including Monterey Peninsula Unified School District, Monterey County Free Libraries, Stanton Theater in King City and others.

• Continue to present the Choreographers Showcase, featuring issue-based, socially engaged new works by guest artists, to take place at Hidden Valley Music Seminars twice each each year. Continue to offer programs to provide a variety of opportunities for audiences to engage with dance and make the audience experience more relevant.

• Restage the past work, When You Were Gone, a collaboration with Porter Youth Center for military families, to perform at the Choreographers Showcase. Offer a Workshop at Porter Youth Center for children who have parents who have been deployed to explore themes from When You Were Gone.
• Present the 3rd Monterey Ocean Arts Festival, featuring ocean-themed art created by artists of all ages from all over the state and nation. Re-stage Ocean Trilogy to present at the Monterey Ocean Arts Festival.

• Offer SpectorDance On Site at 3 locations

• Organizational actions: Maintain the Board of Directors with nine members from diverse parts of our community; hire an Executive Director who can oversee all operations and participate in grant writing and fundraising, continue to employ an Administrator for 30 hours per week; continue to employ a Marketing and Development person to leverage all events and programs to expand awareness of SpectorDance’s mission and vision; increase fundraising from individual donors; hire new artistic director who will continue to expand the mission and vision to create and present dance that makes a difference.
II. VIDEO LINKS TO ORIGINAL, SOCIA LLY THEMED WORKS

Figures in the Dust (2006)
https://vimeo.com/530599320/a061dbece2

Border Crossing (2004)
https://vimeo.com/530591735/a74508d5e1

Common Ground (2006)
https://vimeo.com/530592631/a5409f625a

Maize the Golden Thread (2008)
https://vimeo.com/530601398/be8511e954

Ocean (2013)
https://vimeo.com/530609984/e6ce39c879

East West (2015)
https://vimeo.com/530593881

Ocean Trilogy (2019)
https://vimeo.com/530613252/efd27f934b

When You Were Gone (2019)
https://vimeo.com/395312077

In Real Time (2020)
https://vimeo.com/461659712

Ocean Trilogy (for youth) (2021)
https://vimeo.com/497164378
II. PHOTOS AND ACCOLADES

**Figures in the Dust**
Dancers: Kelsey Forbush, Gabriel Mata

**Common Ground**
Dancers: Pam Keindl, Luke Donald, Dennis Nagtalon, Brendan Barthel
MAIZE THE GOLDEN THREAD
Dancers: Pam Keindl, Kelsey Forbush, Barbara Guisti, Katie Grove Johnson, Jerene Aldinger

OCEAN
Dancer: Lily Nguyen
**East West**  
Dancers: Jones Welsh Talmadge, Annie Talmadge

**Ocean Trilogy**  
Dancers: Cindy Chen, Paige Ettin, Rachel Roman, Colton Sterling, Maggie Wagner, Emily Zefferman
IN REAL TIME
Dancer: Cindy Chen

All photos by William Roden, New Dawn Studios
"Fran Spector Atkins is a tour de force in our community and throughout the country. She masterfully weaves her art making with dialogue about the toughest and most complex issues we face. She is an asset to our region and an inspiration for everyone who meets her. Whenever I say that "the arts are the answer", I think of Fran's gorgeous, daring, innovative and powerful work."  
Paulette Lynch, former Executive Director of the Arts Council for Monterey County

“I’ve personally been thrilled and inspired by SpectorDance performances and am a strong believer in the synergy between educational value, building physical skills, grace, beauty, good health, and the positive environment that Spector Atkins and her staff and volunteers provide for underserved communities.”  
Bruce Delgado, Mayor of Marina

“We were very impressed by SpectorDance’s professionalism, organization and follow-through. Lesson plans were thorough and creative, and it was a joy to see the students make connections between their own lives and those of the characters in the books when speaking about the themes. The performance was lovely, and we received positive feedback from the students, who were clearly better prepared to absorb and understand the performance. Simply put, SpectorDance is an exceptional organization that represents the best of artistic values executed efficiently and professionally.”  
Peter Lensik, former Executive Director of Sunset Center

“Fran’s artistic perspective is perhaps just what is needed in these uncertain times. She uses our collective energy, imagination, technology, space, and the gifts of our humanity to create something new and meaningful. This visionary woman possesses the creativity to guide us toward all that we might be; where the strength of our art imbeds our personal lives and our public identity. The Studio is striking with the twenty-two-foot-high ceilings and glows with natural sunlight. The only thing brighter is the light that shines from within the artistic director.”  
Susan Rosen, Monterey Herald

Spector Atkins’s work is intelligent and creative. She is exceptionally successful at blending artistry and scholarship in her work. Often inspired by the landscapes and people of Monterey County, her choreography is beautiful, even as she explores complex issues such as social justice and coming of age in a violent world. Fran’s collaborative work is of the highest caliber.”  
Colleen Bailey, Former Executive Director of the National Steinbeck Center

“In typical Spector Atkins fashion, the dance teacher/choreographer’s latest work has taken on a massive topic— in this case, one that covers about 70 percent of the planet. She interviewed top scientists, read books and journals and watched hours of underwater footage. After plunging deeply into ocean research, now she’s surfacing with something deep and mesmerizing, a sensory delight of movement and music.”  
Jessica Lyon, writer, Monterey Coast Weekly

"I REALLY think the arts can help teach the public about science/environmental issues in our world. The ocean performance is perfect to present at all the aquariums around the world as well as other public and private informal education venues such as museums and science centers. I actually saw the Ocean and Dance performance at the Smithsonian a couple of weeks ago. Spectacular! This is a true example of integrating the sciences with the arts and it was also funded by National Science Foundation. What a great way to get important scientific information to the public (including teachers and students) by using this type of medium. I love it!  
Carmelina Livingston, Albert Einstein Distinguished Educator Fellow
V. Fran Spector Atkins Biography

Fran Spector Atkins is the artistic director and founder of SpectorDance and its School, Company, Community Outreach, Creative Projects, Choreographers Showcase and the Sadie Rose Residency Program. She has directed studios in NYC, Cleveland, and Monterey and has choreographed throughout the United States and abroad. Some of her outstanding experiences include being a guest artist at Oberlin College, Brown University, Stanford University and in Denmark, Egypt, England, Israel, Italy, Guam, and Taiwan.

Fran’s creative works are inspired by her vision to create socially relevant performances with innovative engagement opportunities. Collaboration with outstanding non-arts organizations is key to every project. She begins with extensive research and filmed interviews with experts. Sound bites from these interviews are integrated into a music mix, with visual images and dance. Her signature style is a merging of factual information with aesthetic elements in a way that both reaches people’s minds and hearts. Projects aim to spark dialogue and inspire action. Examples include Common Ground, a collaboration with the United Farm Workers, about California agriculture; East West, a collaboration with Rancho Cielo about gang violence; Ocean, our first collaboration with Monterey Bay Aquarium Research Institute (MBARI) about the state of the world ocean, and Ocean Trilogy, a continued dance-science partnership between SpectorDance and MBARI, highlighting hopeful possibilities for ocean health from cutting-edge ocean science research.

Fran has received numerous awards including the prestigious Dewar’s Young Artist Recognition Award for the State of California and was featured in Carmel Magazine as one of 10 individuals making “altruistic contributions to the community,” and she was featured in the film Luminaries of Monterey County. SpectorDance was selected as the “Outstanding Arts Organization in Monterey County,” and was a national finalist for the Ovation TV award for “Excellence in the Performing Arts.” She has twice been a presenter at TedX Monterey and in 2020, she was honored to have received the Florence Haspel Zeve Award for Women, Families and the Arts for her project When You Were Gone, a new work about military deployment from the perspective of children.

Fran’s academic and professional credits include a B. S. in Occupational Therapy from Boston University, an M.F.A. from Mills College in Dance and Choreography, and Certification in Laban Movement Analysis from the Laban/Bartenieff Institute of Movement Studies in NYC. She also is certified in the American Ballet Theater National Teachers Training Curriculum.

Fran’s works have been funded by the California Arts Council, the National Endowment for the Arts, James Irvine Foundation. She has been a finalist for the Creative Work Fund and the MAP Fund, and her work was selected for Up Next at the Association of Performing Arts Professionals.
EDUCATION

1968-1972 Boston University: B.S. Occupational Therapy
1993-1995 Mills College: M.F.A. Dance and Choreography
1995-1996 C.M.A. Laban Movement Analysis
2018 ABT National Teacher Training Certification

TEACHING EXPERIENCE

1972-1977 Zena Rommett NYC
1980-1984 Richard Gibson, Palo Alto, CA
1985-1987 Oberlin College, Cleveland State University, University of Akron
1996-2002 California State University Monterey Bay
2020-present Pacific Arts Complex, Monterey, CA

ARTISTIC DIRECTOR & FOUNDER

1977-1980 SpectorDance at 99 Prince Street in NYC
1985-1988 SpectorDance in Cleveland, OH
1996-2002 SpectorDance at California State University, Monterey Bay
2000-present Founder of the Choreographers Showcase
2002-present SpectorDance in Monterey County, CA
2013-present Founder of SpectorDance On-site
2016-2020 Founder of the Sadie Rose Residency Program

GUEST ARTIST

1976 Brown University 3 weeks
1981 Guam Tour 3 weeks
1980 Kibbutz Dance Company Israel- 2 weeks
1985 London School of Contemporary Dance-6 weeks
1985 Pineapple Studio London -6 months
1985-1986 Ingie El Sol Dance Center Cairo, Egypt-1 year
1985-1988 Arhuss Dance Center Denmark- 3 trips 2 months each
1997-1998 Kaoshung School Taiwan- 3 weeks each
GUEST ARTIST (continued)

2006 One of 14 teachers worldwide invited to be part of a panel at Julliard in NYC, "Dance training for the 21st Century"

2012 Cultural Bridge in Rome, Italy

MAJOR MULTI-DISCIPLINARY WORKS

1996 Ocean-Bird-Sky (inspired by Robinson Jeffers)
1997 Henry Miller is Not Dead (about censorship in the arts)
1999 The Red Pony (based on the Steinbeck novel)
2003 Figures in the Dust (based on Steinbeck novel The Grapes of Wrath)
2006 The Myth Project (exploring the power of myth)
2008 Maize, the Golden Thread (about sustainable indigenous practices around corn)
2010 The Violence Project (in collaboration with the Boys and Girls Club)
2011-2013 Ocean (collaboration with Monterey Bay Aquarium Research Institute)
2014-2020 East West in collaboration with Rancho Cielo
2017-present Ocean Trilogy, in collaboration with Monterey Bay Aquarium Research Institute
2017-2018 We the People, about challenges to our democracy
2018 Peace Piece, inspired by Bill Evens piano piece, for my late husband
2020 In Real Time, a virtual piece about the Corona virus experience
2021 Ocean Trilogy, a film to amplify youth voices for climate action

MULTI-DISCIPLINARY WORKS FOR YOUTH

1989 The Elephant's Child
2003 Alice in Wonderland
2005 King Arthur Tales
2006 Peter and the Wolf
2007 T'was the Night Before Christmas
2008 The Little Match Girl
2012 Winter Song, a cross cultural look at the holiday season
2013 Beatles Remembered
2015 Tales of Beatrix Potter
2016 The Lorax
2017 Songs for Joy and Peace
MAJOR AWARDS

1988  “Excellence in Teaching” - Ohio Arts Council
1991  “Dewars' Young Artist Recognition Award for Choreography for California”
2006  “Good Guy for altruistic work in the community” - Carmel Magazine
2007  “Outstanding Arts Organization” - Arts Council for Monterey County
2008  “Excellence in the Performing Arts” - Ovations TV (finalist)
2009  James Irvine award (Figures in the Dust)
2010  James Irvine award (Common Ground)
2011  National Endowment for the Arts (Ocean)
2012  National Endowment for the Arts (East West)
2013  James Irvine Foundation (East West)
2013  California Arts Council (East West)
2014  James Irvine Foundation (East West)
2014  East West selected for Up Next at the Association of Performing Arts Professionals
2015  Presented as "Visionary in the Arts" at Monterey Museum of Art
2015  National Endowment for the Art (Ocean Trilogy)
2016  Finalist for MAP Fund and Creative Work Fund
2020  Florence Haspel Zeve Award for Outstanding Female Artist in Monterey serving Women, Families and the Arts.

MAJOR FUNDERS