

Mallory Shotwell

[www.malloryshotwell.com](http://www.malloryshotwell.com)

### **Professional Summary**

Mallory Shotwell is an accomplished arts leader with over 12 years of experience in curatorial innovation, arts education, and strategic administration. She specializes in fostering equitable access to cultural resources, leading interdisciplinary teams, and designing transformative programs that expand the role of art in education and society. Her work reflects a commitment to accessibility, sustainability, and collaboration, ensuring that art collections, programs, and archives inspire engagement and innovation for diverse audiences.

Through her leadership, Mallory has overseen the development of large-scale projects, designed groundbreaking educational initiatives, and guided organizations toward achieving strategic goals that align with community impact and institutional priorities.

### **Mallory's leadership philosophy centers on:**

- **Equity and Access:** Designing programs and resources that prioritize inclusivity and accessibility.
- **Innovation and Collaboration:** Building interdisciplinary partnerships to create impactful and sustainable programming.
- **Strategic Thinking:** Aligning institutional goals with public engagement and measurable outcomes.
- **Community Empowerment:** Fostering creativity and dialogue by amplifying diverse voices and narratives.

## Key Leadership Roles

### Director | Cultivate (2022 – Present)

As the founding director of Cultivate, an artist-run independent arts organization, Mallory transformed the organization into a leader in arts education, artist support, and community engagement. She strategically aligned all programs with institutional priorities, fostering innovation and sustainability while ensuring equity and accessibility.

- **Strategic Leadership:**
  - Directed a multidisciplinary team of 40 educators, administrators, Curatorial board members, and program staff, establishing clear goals, workflows, and performance metrics to support strategic priorities.
  - Fostered a collaborative and inclusive workplace culture, emphasizing professional growth, shared responsibility, and innovation.
  - Oversaw all operations, including program development, financial planning, team leadership, and external partnerships, ensuring alignment with long-term organizational objectives.
- **Program Design and Management:**
  - Developed and implemented over 350 fine arts classes, creating adaptable curricula for K-12 students, adult learners, and community programs.
  - Designed and delivered 500+ community engagement events, incorporating interdisciplinary methods to ensure relevance and impact for diverse audiences.
  - Established robust evaluation frameworks to track program success, measure outcomes, and refine strategies based on participant feedback and institutional goals.
- **Collections Stewardship and Digital Resources:**
  - Created systems to document, archive, and disseminate educational content, including the publication of 250+ lesson plans and free online resources accessed by educators worldwide.
  - Authored 250+ articles on arts business and accessibility, positioning Cultivate as a leader in contemporary art education and advocacy.

- Built an online repository for professional development tools, empowering educators and artists with actionable resources and best practices.
- **Funding and Sustainability:**
  - Secured major grants and sponsorships from regional organizations, including the City of Grand Rapids and Downtown Grand Rapids Inc, ensuring financial sustainability and expanding institutional capacity.
  - Established partnerships with leading arts organizations and community stakeholders, aligning Cultivate’s mission with local and national priorities.
  - Directed comprehensive budget planning and resource allocation processes, ensuring programs remained fiscally responsible and impactful.
- **Team Development and Capacity Building:**
  - Established professional development opportunities for staff, creating pathways for growth and innovation within the organization.
  - Standardized onboarding and training procedures to ensure consistent delivery of high-quality programs and services.
  - Mentored team members in developing leadership skills and fostering collaborative, equitable decision-making processes.
- **Innovation and Public Engagement:**
  - Piloted new approaches to audience engagement, integrating digital platforms and interactive methods to expand Cultivate’s reach and relevance.
  - Produced public-facing programs that connected contemporary art with pressing societal themes, fostering dialogue and meaningful participation among diverse audiences.
  - Leveraged emerging technologies and platforms to improve access to programming and resources, broadening Cultivate’s impact at a global scale.

## **ArtPrize Education Partner (2022 – 2024)**

In partnership with ArtPrize, Mallory led the modernization and expansion of arts education initiatives, creating transformative resources that bridged contemporary art practices with classroom learning. Her work impacted thousands of educators, students, and audiences.

- **Strategic Leadership and Curriculum Design:**
  - Wrote, curated, and published 9 educational magazines, distributed to 24,000 educators, providing actionable tools to integrate contemporary art into classrooms.
  - Created and delivered 26 free lesson plans, aligning with state and national education standards to enhance the accessibility of contemporary art education for K-12 teachers and students.
  - Collaborated with local, regional, and national art educators to ensure content was relevant, engaging, and adaptable across diverse educational settings.
  - Designed, organized, and moderated four panel discussions on the business of art, and curatorial processes
- **Program Development and Implementation:**
  - Developed and managed large-scale student engagement initiatives, including coordinating field trips for over 5,000 students to ArtPrize exhibitions, connecting them with professional artists and contemporary works.
  - Produced interactive teaching tools that incorporated interdisciplinary approaches, such as blending visual arts with social studies, science, and language arts.
  - Partnered with teachers, schools, and districts to integrate ArtPrize materials into year-round curricula, extending the program's reach and sustainability.
- **Resource Development and Accessibility:**
  - Led the creation of a comprehensive digital library, housing lesson plans, activity guides, and educational magazines, ensuring free and equitable access to resources for teachers and students nationwide.
  - Designed materials with educational support and needs in mind, incorporating Common Core lessons and literacy into the lesson plans and magazines.

- **Team Collaboration and Stakeholder Engagement:**
  - Coordinated with ArtPrize staff, local educators, and cultural organizations to align education initiatives with institutional goals and community needs.
  - Built relationships with community partners to expand program impact, securing collaboration opportunities with schools, museums, and nonprofits.
- **Evaluation and Impact Assessment:**
  - Designed and implemented evaluation frameworks to measure program outcomes, gathering data on educator satisfaction, student engagement, and learning impact.
  - Analyzed feedback to refine materials and delivery methods, ensuring continuous improvement and alignment with ArtPrize's strategic goals.
  - Authored reports on program outcomes and presented findings to ArtPrize leadership, highlighting successes and opportunities for growth.
- **Public Engagement and Advocacy:**
  - Promoted ArtPrize's educational mission through public presentations, panel discussions, and articles, raising awareness of the transformative power of arts education.
  - Advocated for equitable access to arts resources, ensuring that underserved schools and communities benefited from ArtPrize initiatives.

## **Volunteer Coordinator | Communication (2019 – 2020)**

Mallory developed and implemented a comprehensive volunteer program for Communication, a grassroots arts organization. Her leadership expanded the organization's capacity to deliver impactful community projects, fostered deep engagement with diverse audiences, and aligned programming with institutional and community priorities.

- **Program Development and Leadership:**
  - Designed and implemented comprehensive volunteer policies, training manuals, and onboarding procedures, creating a streamlined system for engaging and retaining volunteers.
  - Directed and supported Conflict and Peace: A Youth Perspective, a participatory arts initiative engaging students in creating visual art and storytelling projects addressing social justice themes.
  - Supervised and coordinated volunteer teams for large-scale participatory art projects, ensuring efficient workflows, clear communication, and high-quality outcomes.
- **Outreach and Visibility:**
  - Designed and executed strategic social media campaigns and outreach initiatives, increasing volunteer recruitment and engagement by leveraging targeted messaging and storytelling.
  - Produced newsletters and public communications highlighting the successes of volunteers and the impact of community projects, fostering a sense of pride and connection among stakeholders.
  - Established recognition programs to celebrate and retain volunteers, ensuring a positive and inclusive environment for contributors.
- **Impact and Sustainability:**
  - Measured and analyzed the impact of the volunteer program, using feedback and data to refine systems and improve effectiveness.
  - Expanded the organization's ability to deliver participatory projects by increasing the capacity and training of its volunteer base.

## **Curator & Arts Administrator | Arts + Literature Laboratory (2016 – 2021)**

As Curator and Arts Administrator, Mallory developed and executed dynamic arts education programs and curated exhibitions that emphasized equity, resilience, and interdisciplinary storytelling. Her work expanded the reach and impact of the organization, fostering deeper connections between artists, audiences, and community partners.

- **Curatorial Leadership:**
  - Collaborated with the Curatorial Board to curate over 20 exhibitions, addressing themes of environmental justice, equity, and cultural narratives to foster meaningful dialogue and engagement.
  - Supported the CSArt Program, connecting local artists with collectors through a community-supported art initiative that encouraged investment in the local arts ecosystem.
  - Designed exhibition strategies that integrated interdisciplinary approaches, ensuring relevance and accessibility for diverse audiences.
  - Produced exhibition materials, including catalogs, interpretive guides, and digital resources, to enhance audience understanding and engagement.
- **Program Development and Education:**
  - Designed and implemented arts education programs for early childhood, K-12, and adult audiences, prioritizing accessibility, equity, and innovative teaching methods.
  - Developed workshops and classes that integrated contemporary art practices with social and environmental themes, encouraging critical thinking and creative exploration.
- **Community Outreach and Engagement:**
  - Organized and facilitated panel discussions, artist talks, and public workshops, creating opportunities for audiences to engage directly with contemporary art and its broader cultural contexts.
  - Built partnerships with schools, universities, and nonprofit organizations to expand access to programming and connect diverse communities with the arts.

- Led outreach efforts to ensure underrepresented voices were included in programming, exhibitions, and education initiatives.
- **Marketing and Audience Development:**
  - Managed social media strategies, newsletters, and marketing campaigns, significantly increasing audience reach and participation in exhibitions and programs.

## **Executive Director | Madison Community Discourse (2013 – 2019)**

As the founder and executive director, Mallory established a nonprofit dedicated to amplifying community voices through art and education. Her leadership fostered innovative programming, expanded community participation, and created sustainable frameworks for impactful public art and storytelling initiatives.

- **Leadership and Program Development:**
  - Curated three major exhibitions featuring nearly 100 artists, showcasing works that explored themes of resilience, social justice, and community narratives.
  - Designed and led creative placemaking initiatives that transformed public spaces into platforms for storytelling, artmaking, and dialogue.
  - Developed participatory public art projects that empowered individuals to share their stories and experiences through creative expression, fostering connections across diverse communities.
  - Created multi-disciplinary programming that integrated contemporary art with social and cultural themes, ensuring relevance and engagement with varied audiences.
- **Community Engagement and Accessibility:**
  - Built relationships with underserved communities, ensuring that programming reflected diverse voices and was accessible to all participants.
  - Facilitated workshops, panels, and community events to deepen public engagement with the arts and amplify underrepresented narratives.
  - Established forums for dialogue that used art as a catalyst to address pressing societal issues, encouraging collaboration and mutual understanding among community members.



- **Sustainability and Strategic Partnerships:**
  - Secured multiple grants and sponsorships from local organizations, ensuring the long-term sustainability of programming and operations.
  - Designed and implemented evaluation frameworks to track the impact of initiatives, using insights to refine programming and demonstrate effectiveness to stakeholders.
- **Organizational Development and Vision:**
  - Established foundational systems for the nonprofit, including operational policies, fundraising strategies, and program evaluation metrics.
  - Built a strong network of collaborators, including artists, educators, and community leaders, to support and co-create initiatives.
  - Developed marketing strategies, including social media campaigns and community outreach efforts, to enhance visibility and attract new audiences.

## **Education**

BA in French and Elementary Education | Edgewood College, Madison, WI | 2013

BA in English | Aquinas College, Grand Rapids, MI | 2006

## **Grants and Awards**

2024 – Downtown Grand Rapids Inc Special Projects Sponsorship, City of Grand Rapids Special Projects Sponsorship

2023 – City of Grand Rapids Special Projects Sponsorship

2022 – Downtown Grand Rapids Inc Curatorial Grant

2020 – Dane Arts Short Order Grant

2015 – Madison Arts Commission Blink Grant