



LANA HALLMARK  
CREATIVE & STRATEGIC CONSULTING

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## Experience

**Founder-Lana Hallmark CAN (*Consulting for Arts and Nonprofits*)** **April 2010-present**  
**2314 S. Battery St., Little Rock, Arkansas 72206**

- Full-service consulting for arts-related organizations and commercial entities, including non-profit start up procedures, strategic planning, project implementation, capacity building, marketing, fundraising and development, grant writing, and programming
- Presentations including, but not limited to, professional development workshops, strategic planning seminars, and board trainings
- Freelance writing for statewide news sources
- **2021 projects under the banner of Lana Hallmark CAN:**
  - Panel review of multi-million-dollar National Endowment for the Arts Assistance in Arts Education grant program
  - Panel review and editing of Colorado Academic Standards for the Arts
  - Writing art-related copy for the *Arkansas Democrat-Gazette*
  - Production of 12 hours of professional development in arts education standards for the Arkansas Department of Education (ADE)
  - Mentoring of the current Fine Arts Program Advisor at ADE
  - Restructuring of management model for Command Construction Inc.
  - Provided holiday support for Tanarah Luxe Floral at Oaklawn Casino and Resort
  - Participated in production of the Arkansas Department of Parks and Tourism Motorcycle Guide with Cranford Johnson Robinson Woods

**Fine Arts Program Advisor—Arkansas Department of Education** **November 2011—July 2020**  
**401 Capitol Mall, Little Rock, AR 72201**

- Advocate for arts education and its role in the school and community
- Assist state education leaders in providing rigorous arts experiences for all students
- Lead revision and implementation of Arkansas Fine Arts Academic Standards
- Provide support for local education agencies and classroom teachers in fine arts and oral communication in areas that include curriculum development, course development and approval, instructional materials, and assessment methods
- Assist local education agencies regarding Standards of Accreditation compliance
- Write and edit internal documents for unit staff
- Provide annual statewide professional development for arts educators in areas including disciplinary literacy, standards, and pedagogy
- Development of instructional materials and resources
- Connect school arts programs with community and civic programs to encourage collaborations and resource-sharing
- Build partnerships between the state education agency and other organizations such as the Arkansas Arts Council, Arkansans for the Arts, and the University of Arkansas School of Art

- Active member of State Agency Directors of Arts Education, former Executive Committee member and Treasurer; working on committees to write and edit grants, organizational documents, and other communications
- Active member and presenter for Americans for the Arts and the State Education Policy Network

**Grantwriter--Southern Bancorp Capital Partners    Dec 2010-Nov 2011**  
**1400 W. Markham, Little Rock, Arkansas 72201**

- Grantwriting for a wide variety of community development projects, including NEA, NEH, HUD and other federal grants, as well as private foundation grants
- Work with community development officers to develop projects and identify funding sources
- Research funding opportunities

**Executive Director-Center on the Square**  
**111 W. Arch Avenue, Searcy, Arkansas 72143**

**April 2003-September 2012**

- Primary public relations liaison, cultivating all internal and external relationships and acting as the public face of the organization
- Development of individual giving and corporate sponsorship programs, grant research and writing, and building of collaborative relationships
- Daily financial management, including maintaining bank accounts, preparing tax filings, and reporting to the board of trustees
- Annual program planning for community theater productions and supervision of educational curriculum for children's theater program
- Event planning of galas, donor recognition events, and community festivals.
- Human resource management including board relations, staff supervision, and volunteer development
- Marketing including brand development, marketing plan, and design of all printed materials, and public relations including public appearances and acting as the public face of the organization
- Primary organization grant writer for the purpose of securing operations and programming funds (Expansion Arts grant, General Operating Support grant, White County Community Foundation grant, and various corporate foundation grants)
- Management of facilities, including building maintenance supervision, city building code and ADA compliance, and management of two off-site storage facilities
- Transition from for-profit to non-profit activities including 501(c)(3) application and board recruitment
- Participation in Arkansas Arts Council's Expansion Arts Program

**Founder and owner-111 Arch Street Theater    May 1999-April 2003**  
**111 West Arch Avenue, Searcy, Arkansas 72143**

- Start-up activities including site location, writing a business plan, renovation of facility, securing funding, and navigating local and state regulations
- Financial management of a start-up arts organization
- Programming of six dinner theater productions and a summer children's theater workshop annually
- Marketing and public relations
- Event planning of weddings, class reunions, family reunions, business conferences and other events both on and off-site

**Instructor and Coach--Searcy High School    September 1979-May 1999**  
**301 North Ella Street, Searcy, Arkansas 72143**

- Classroom teaching of secondary English, oral communication, and theatre
- Direction of two student productions per year
- Development and management of a successful competitive forensics program.
- Participation in professional in-service training

- Lifetime Arkansas Department of Education teaching certificate

## Education

**Bachelor of Arts** **May 1976**

**Hendrix College, Conway, Arkansas**

- Major: Theater Arts

**Related course work:** education, English, oral communications resulting in Arkansas Secondary Teaching Certificate

**Master of Education in Communication** **May 1985**

**Harding University, Searcy, Arkansas**

- Major: Oral Communications

**Related course work:** Public performance, interpersonal communications,

**Nonprofit Management Coursework** **September 2009-2010**

**University of Arkansas at Little Rock**

- Major: Nonprofit Management

**Related course work:** Fiscal management, Development and Fundraising, Marketing, Human Resources, Programming and Evaluation

## References

*Letters of recommendation available upon request from each of the following:*

**Thomas Coy**, Public School Accountability, Arkansas Department of Elementary and Secondary Education, Little Rock, AR 501-352-4087

**Dr. Rachel Miller** Executive Director, Arts and Science Center for Southeast

Arkansas, Pine Bluff, AR 870-536-3375

**Dale Ellis**, former Chairperson, Board of Directors, Center on the Square, and current news reporter for Arkansas Democrat-Gazette, Little Rock, AR 501.412-9459

**Cory Wilkerson**, Director of Education, Educational Theatre Association, Palmyra, PA 717.269.9026