



ART · REACH

MICHAEL L. NORRIS

Executive Director, Art-Reach

As Executive Director of Art-Reach since January 2004, Michael supervises the organization's programmatic, fiscal and administrative operations; works with the Board of Directors to define and implement long-range strategy and vision; manages the professional staff; and leads all efforts to increase organizational impact and awareness and earned and contributed income.

Prior to leading Art-Reach, Michael spent nine years at the Arden Theatre Company, an award-winning nonprofit regional theatre in Old City, Philadelphia. Michael served five years as the Arden's Development Director, managing all aspects of fundraising, including a \$4 million capital campaign to purchase and renovate an abandoned warehouse into a dynamic two-theatre performance space. Michael then became the Arden's Director of External Relations, overseeing all the company's fundraising, marketing, public relations and community activities.

Michael began his career in nonprofit arts administration as the Assistant Development Director at Philadelphia's Walnut Street Theatre, the nation's oldest continuously operating theatre and a national historic landmark. He started his professional career in editing and publishing, working as an editorial researcher at *TV Guide* magazine in Radnor, PA, and then editing the regional leadership directory *Who's Who in the Delaware Valley*.

A native of Chester County, PA, Michael graduated from Temple University in Philadelphia with a B.A. in journalism, and he received a certificate in fundraising from the University of Pennsylvania. He has received supplemental education in nonprofit management through coursework offered by National Arts Strategies, Theatre Communications Group and the Fundraising School at the University of Indiana. He was one of only three Philadelphia arts leaders selected to attend the 2007 session of the Executive Program for Nonprofit Leaders—Arts at Stanford University Business School.

Michael serves on the boards of the Friends of the Boyd, a grassroots nonprofit working to save Philadelphia's last surviving movie palace; Azuka Theatre, an emerging professional theatre company; and InterAct Theatre Company, which produces new and contemporary plays that explore contemporary social, political, and cultural issues.

Michael has served on grant panels for the Pennsylvania Council on the Arts, the Greater Philadelphia Cultural Alliance and the Philadelphia Cultural Fund, and he has moderated workshops on board development and fundraising for the Independence Foundation. In addition, he has co-lead workshops on cultural accessibility for the Mid-Atlantic Arts Foundation and the National Rehabilitation Association.