

CHERYL T. SCHIELE

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PROFESSIONAL OVERVIEW

An accomplished leader in the folk and traditional arts field for more than 18 years, successfully designing and implementing national initiatives to support culture bearers and community-based traditional artists, as well as providing subject matter expertise to senior leadership. Experienced program manager with proficiency in grantmaking and public-private partnerships, project management, and staff supervision for a portfolio reaching all 50 states and six territories, including Tribal governments and Native American, Alaska Native, and Native Hawaiian communities. Highly skilled at conducting multi-media workshops, public presentations, and communicating policies and procedures to internal and external audiences.

WORK EXPERIENCE

Margaret A. Cargill Philanthropies (MACP), Eden Prairie, MN

Program Director, Arts & Culture | Aug 2024 - present

Responsible for providing leadership and management of the Arts & Cultures domain, which focuses on Folk Arts & Cultures, Native Arts & Cultures, and Music Education. KEY DUTIES:

- Oversee, support, and work closely with Program Officers and the Program Associate to manage program portfolios, fostering respectful relationships with grantee and funder partners.
- Support grantee partners in alignment with MACP's mission to provide meaningful assistance and support to society, the arts, and the environment.
- Coordinate and execute programs and operations for optimal impact in the Arts & Culture domain that is meaningful, measurable, and sustainable.

National Endowment for the Arts (NEA), Washington, DC

Acting Folk & Traditional Arts Director | 2023 - 2024

Folk & Traditional Arts Specialist | 2007 – 2024

Managed the Grants for Arts Projects funding opportunity, the state arts agency/regional arts organization grant program targeting folk & traditional arts (Folk Arts Partnership), the National Heritage Fellowships, a national honorific and grant program, and the National Folklife Network, a national initiative and public-private partnership. KEY DUTIES & ACCOMPLISHMENTS:

- Provided thought leadership on policies regarding the folk and traditional arts field, including community-based arts and Native arts; aligned program objectives and funding opportunities with agency priorities; directed national initiatives and increase public visibility of traditional arts practitioners; supervised Folk & Traditional Arts staff; and oversaw distribution of \$6.7 million in grant awards and cooperative agreements annually.
- Connected federal funding to urban and rural communities, underrepresented artistic genres by successfully managing application review and assessment of the Grants for Arts Projects and Folk Arts Partnership grant opportunities. Coordinated and directed guidelines development, panelist recruitment, panel meeting management, and the funding recommendations for consideration by management—Chief Officer of Strategy, Programs, and Engagement, Senior Deputy Chair, the National Council on the Arts, and Chairperson.
- Executed complex program design and management of public-private partnerships with nonprofit cultural institutions, effectively providing professional development and technical assistance to traditional artists and arts administrators.

- Implemented all aspects of the National Heritage Fellowships grant program and public programming, from guidelines development and panel review to funding recommendations. Manage and direct award activities, including yearly public presentations, awards ceremonies, and dinners on Capitol Hill. Produced mini-documentary films highlighting the honorees.
- Managed the National Folklife Network (NFN), a national initiative and public-private partnership that strives to build the capacity of cultural heritage organizations and strengthen folk and traditional arts infrastructure, successfully working with research colleagues to implement developmental evaluation review and analysis.
- Represented NEA at conferences, community events, and public conversations. High points include: American Folklore Society Annual Meeting “Value Without Measure” panel (2023), Conseil Québécois du Patrimoine Vivant Living Human Treasures Symposium (May 2021), Philadelphia Folklore Project’s Negotiating Cultural Appropriation panel (August 2021), American Indian Alaska Native Tourism Association grants workshop (March 2020), Jackson State University grants workshop (May 2019), Grantmakers in the Arts “A Vision of the Arts in Food and Agricultural Grantmaking” panel, (October 2018), Administration for Native Americans, HHS, Native Languages Summit (October 2017)
- Selected for and successfully completed the Partnership for Public Service Community Solutions training. The training led to co-creating a three-day workshop and curriculum on creative placemaking and cultural asset mapping for the Delta Regional Authority, a federal economic development agency, and resulted in a new funding opportunity for rural communities in eight states.

AWARDS: Recognized with a 2016 Values Award for Communication as well as a 2020 and 2023 Chairman’s Distinguished Service Award for exceptional leadership in the management of national programs supporting the folk & traditional arts.

National Endowment for the Arts, Washington, DC

Division Assistant | 2006 - 2007

Assisted Division Coordinator, Directors, and Specialists with assigned tasks to support the Division's grantmaking and national initiative activities. KEY DUTIES AND ACCOMPLISHMENTS:

- Maintained application/grant files and related record-keeping systems. Assisted Division Coordinator with preparing panel packages, obtaining biographical information of panel reviewers, and acted as a liaison for logistics. Assisted Division Directors and Specialists with application intake, panel meetings, preparation for the funding recommendation presentation in PowerPoint, and other duties. Performed data entry in the Grants Management System and prepared the initial stage of grant folders.

The John F. Kennedy Center for the Performing Arts, Washington, DC

Registration Manager (sales, operations, and patron relations) | 2002 – 2006

Education Department sales and operations manager responsible for school group productions and professional development workshops at a six-venue performing arts center and national memorial.

KEY DUTIES AND ACCOMPLISHMENTS:

- Managed operations, sales, and logistics for over 500 education events, generating \$500,000 in earned revenue and engaging tens of thousands of students and educators annually.
- Managed a staff of three assistants and devised an effective training program, generating high productivity by equally distributing duties and responsibilities. Recruited seasonal staff during the school year. Conducted performance evaluations of Registration Assistants and recommended training and performance awards. Addressed personnel grievances and recommended corrective actions to address low performance.
- Created sales and year-end reports for marketing materials and analysis, resulting in improved quality and saving 15% in project expenses.
- Implemented a more streamlined sales and fulfillment system, improving response times and generating faster account receivables.

Bargemusic, Ltd., Fulton Ferry Landing, Brooklyn, NY
Program Coordinator | 1998 – 2002

Responsible for coordinating artistic programming, business development, and fundraising for a classical music venue. KEY DUTIES AND ACCOMPLISHMENTS:

- Supervised planning and logistics for more than 200 concerts annually, serving 18,000 audience members and generating \$560,000 in earned revenue annually.
- Organized fundraising campaigns, including direct mail solicitation and special events, generating over \$225,000.
- Managed the programming schedule for seven artistic directors, successfully organizing 1,500 performers annually.
- Successfully obtained international work visas for performers without a single denial.
- Researched and implemented donor/patron database software, updating the system from a DOS base interface to a Windows interface and improving internal processes.
- Promoted to Program Coordinator for high-quality performance after only three months.

RELATED EXPERIENCE

- **Network for Diversity in Concert Percussion (NDCP), Annapolis, MD**
Founding Board Member | 2021 - 2023

The NDCP is a national music education nonprofit with a mission to increase diversity in the concert percussion field by providing educational resources and financial assistance to aspiring percussionists who are Black, Indigenous, Latinx, Asian, Pacific Islander, LGBTQIA2S, and girls/women in Grades 6 – 12 and ages 18 – 25. Served as Marketing Committee Chair and co-creator of DEI training materials and a video series for NDCP Professional Members/Faculty.

- Proficient in Microsoft Windows 10 Office Suite, Proficient in eGMS (the National Endowment for the Arts automated grants system)

EDUCATION

James Madison University, Harrisonburg, VA: Bachelor's Degree (B.Mus.), Major: Music Industry, May 1998
American University, Washington, DC: Graduate-level coursework in Arts Management

WRITING EXAMPLE LINKS

"The National Endowment for the Arts National Heritage Fellowships: A Reflection on the Roots and Impact of a National Cultural Heritage Honorary Program," Author. *Culture Work: Folklore for the Public Good*, Edited by Tim Frandy and B. Marcus Cederström, University of Wisconsin Press, July 2022
<https://uwpress.wisc.edu/books/5869.htm>

"Creating a New Tradition to Honor the National Heritage Fellows," Author. *NEA Art Works Blog*, September 2016, <https://www.arts.gov/art-works/2016/creating-new-tradition-honor-nea-national-heritage-fellows>