

CHERYL T. SCHIELE

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PROFESSIONAL OVERVIEW

Arts administrator, musician, and program manager with a deep interest in the way artists nurture their communities and enhance community engagement, action, and reflection. Experienced program manager with expertise leading cross-discipline teams, including hiring, evaluating, and training staff, grant-making, and awards administration. Highly skilled at designing and implementing nationally focused initiatives and successfully managing programs that serve artists and organizations in community-based settings. Accomplished at producing special events, symposia, ceremonies, concerts, and films, overseeing all aspects of production. Highly effective at conducting public presentations and communicating policies and procedures to internal and external audiences.

PROFESSIONAL EXPERIENCE

National Endowment for the Arts, Washington, DC

Acting Director, Folk & Traditional Arts (2023 – present)

Discipline Specialist, Folk & Traditional Arts / program manager (2007 – present)

Division Assistant (2006 – 2007)

Provide national leadership and direction for the Folk & Traditional Arts discipline at an independent federal agency and the nation's largest arts funder. Manage staff and oversee the Grants for Arts Projects funding opportunity, the National Heritage Fellowships, National Folklife Network, and the state arts agency and regional arts organization Folk Arts Partnership professional development institute.

- Manage panel review process and evaluate applications supporting folk & traditional arts in Grants for Arts Projects and Folk Arts Partnership grant opportunities, from guidelines development, panelist recruitment, and panel meeting management to presentation of funding amounts at post-panel and council meetings for consideration by management—Chief SPE Officer, Senior Deputy Chair, the National Council on the Arts, and Chair. Conduct pre-award and initial-offer processing, and monitor grantee performance, including amendments approval, and final reports. Connect federal funding to rural communities, underrepresented artistic genres, and Native communities.
- Complete complex program planning and management, successfully negotiating and executing cooperative/contractual partnerships between public-sector institutions and private non-profit organizations with project budgets ranging from \$500,000 - \$1,000,000.
- Manage yearly public presentations, including film and concert production, reaching audiences in-person and online. Expertly implementing all aspects of the National Heritage Fellowships program, from guidelines development to panel review, adeptly distributing as much as \$275,000 yearly. Manage an awards ceremony and banquet on Capitol Hill, including logistics, promotional material, award fabrication, and catering, resulting in high profile acknowledgment of the National Heritage Fellowships by Members of Congress and the Senate, as well as coordinating select embassy events.
- Lead cross-discipline teams in multifaceted logistical affairs; train and assign work to support staff; and collaborate with senior-level departments—including the Chairman's office, Chief of Staff's office, Management and Budget, Public Affairs, and General Counsel—resulting in efficient program management.
- Increase public awareness of the NEA's programs and activities, presenting at conferences and community events to effectively communicate about grant opportunities.

- Co-created a three-day workshop and curriculum on creative placemaking for the Delta Regional Authority (DRA), a federal economic development agency, which resulted in a new funding opportunity in eight states along the Mississippi River.
- Recognized with a 2020 and 2023 Chairman’s Distinguished Service Award for exceptional leadership in the folk & traditional arts discipline and a 2016 Values Award for Communication.

The John F. Kennedy Center for the Performing Arts, Washington, DC (2002 – 2006)

Registration Manager / sales, operations, and patron relations management

Sales and operations manager for mid-to large-scale school group productions and professional development workshops in a six-venue performing arts center and national memorial.

- Generated \$500,000 in earned revenue and managed operations, sales, and logistics for more than 500 education events.
- Managed a staff of three assistants and devised an effective training program, generating high staff productivity by equally distributing duties and responsibilities.
- Created sales and year-end reports for marketing analysis, resulting in targeted program development.
- Improved quality of design and printing of marketing material, saving 15% of project expenses in my first year.
- Implemented a more streamlined sales and fulfillment system, improving response times and generating faster account-receivables.
- Team leader on performance days with high-capacity attendance, successfully overseeing efficient arrival, attendance, and departure of 15,000 audience members over the course of a week.

Bargemusic, Ltd., Brooklyn, NY (1998 – 2002)

Program Coordinator

- Coordinated artistic programming, business development and fundraising for a classical music venue.
- Supervised planning and logistics for more than 200 concerts a year, serving 18,000 audience members and generating \$560,000 in earned revenue annually.
- Organized fundraising campaigns, including direct mail solicitation and special events, generating upwards of \$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

Vice President (2011-2014 and 2021-2023), American Federation of Government Employees, Local 3403

Served as NEA’s union leader (known as Vice President) and Chief Negotiator, initiating strategies on collective bargaining and working on behalf of labor and with management on critical organizational issues.

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

Board Vice President (2012-2020) Dorian Baroque Orchestra, New York, NY

Box Office Supervisor (1996-1998) Wolf Trap for the Performing Arts, Vienna, VA

Proficient in Microsoft Windows 10 Office Suite

EDUCATION

Bachelor’s degree in Music (concentration in music industry), James Madison University, Harrisonburg, VA
 Coursework in Arts Administration, American University, Washington, DC