Dear School Administrator,

Hello. I’m Julie Theobald, executive director of the Educational Theatre Association. EdTA is the voice of school theatre, serving more than 139,000 middle and secondary school student members and more than 6,000 educators nationwide. Our mission is to ensure that students receive a well-rounded education that includes theatre experiences to build their creativity, communication, collaboration and critical thinking; and to support the skilled professional teachers who guide them.

The 2020 EdTA National Conference in Saint Petersburg, Florida, October 1-4, is a great opportunity for your theatre educator to strengthen their skills, knowledge, and commitment to teaching. We believe that the professional development opportunities we offer through this event are the most comprehensive available to them.

This year’s conference theme, “The Next Generation of Theatre Education,” is dedicated to showcasing how theatre teachers are reimagining their craft—through new technology, cultural perspectives, and a fresh understanding of how students learn as we enter the second decade of the 21st century. Like much of education, theatre is working to adapt to a changing environment that incorporates multiple approaches to teaching a more varied student population with different life and learning perspectives. We think this year’s EdTA conference is the perfect setting to address this evolving landscape.

In workshops and keynotes, conference presenters will address important questions about the current and future role of theatre education in America, such as these: Why is it important for every student to have access to theatre experiences? What are the strategies that will ensure that both abled and disabled will have an equal opportunity to participate in theatre? How can new technology create better theatre learning opportunities for schools with little or no community resources?

On behalf of your theatre educator, I’m encouraging you to support their participation in the 2020 EdTA National Conference.

By providing release time and financial assistance for this important professional development event, you will advance your theatre educator’s knowledge and skills, help them “recharge” their teaching batteries, and most importantly, ensure that your students receive the theatre learning experiences they need for their well-rounded education.

If you would like to learn more about EdTA or our conference, please visit www.schooltheatre.org/conference. Or, I’d be happy to respond to any personal inquiries about our organization and its mission.

Sincerely,

Julie Theobald