



CREATE

COMMUNITY CONNECTIONS

The Engagement Process

Preparing

- Hearts and Minds
 - Preliminary
 - Engagement Working Group
 - Organizational Assessment
 - Engage the Core: Getting Internal Stakeholders on Board
 - Commitment
 - Individuals
 - Organization
 - [Statement](https://www.artsengaged.com/ace-toolkit#statement) [https://www.artsengaged.com/ace-toolkit#statement]
 - Resources: Human, Financial, Organizational Structure
- Training [After some planning]
 - [Community Learning](https://www.artsengaged.com/community-learning) [https://www.artsengaged.com/community-learning]
 - Working with Communities
 - What You Don't Know
 - The Pursuit of Equity
 - Necessary Skills

Planning

- Means of connecting
 - Via Content [NB: [Spectator/Participant mix](http://www.artsjournal.com/engage/2017/04/doin-it-vocabulary/)] [<http://www.artsjournal.com/engage/2017/04/doin-it-vocabulary/>]
 - As Social Catalyst
 - As Community Citizen
- Identify communities (potential partners)
 - Minimize Degrees of Separation
 - Categories [Geography, Demography, Identity, Affinity]
- Finalize internal engagement structure
- Identify guides
- Identify ambassadors
- Re-vision Functions: Keep It Simple
 - Programming (See Means of Connecting)
 - Traditional offerings: Engaged Promotion
 - Engaged Repertoire Selection
 - *Eventually: Community input on themes, ideas*

- Development: Marketing and Sales; Fundraising
 - Process
 - Initially
 - 1st: Community-Aware
 - Engaged Promotion of Traditional Offerings
 - *Eventually: Relationship-Based Marketing*
 - Divisions
 - Communications, Sales, Research: Interactions redesigned to enhance relationships
 - Fundraising: Re-imagine to access broader funding pools
- Education
- Evaluation: [Evaluating Community Engagement](http://www.artsengaged.com/evaluation) [www.artsengaged.com/evaluation]
- Finance
- Governance: [Board members as resources for engaging communities](https://www.artsengaged.com/boardsinengagement) [<https://www.artsengaged.com/boardsinengagement>]
- Public Policy/Advocacy: [Relationships and Public Policy](http://www.artsjournal.com/engage/2016/04/relationships-and-public-policy/) [<http://www.artsjournal.com/engage/2016/04/relationships-and-public-policy/>]

Partnering

- Develop/Enhance Relationships

<u>Current Stakeholders</u>	<u>New Communit(y)/(ies)</u>
<ul style="list-style-type: none"> • [Meet] • Talk <ul style="list-style-type: none"> ○ Listen ○ Explain ○ Reassure <ul style="list-style-type: none"> ▪ Continuity [Essential Gradualism] [http://www.artsjournal.com/engage/2017/03/essential-gradualism/] ▪ New Communities ○ Inspire <ul style="list-style-type: none"> ▪ Future of art ▪ Future of organization ▪ Excitement re: new activities, new art ▪ Expanded influence ▪ Healthier community • Work: Partners in the Process <ul style="list-style-type: none"> ○ Include in plans ○ Utilize as relationship builders <p><small>*http://www.artsjournal.com/engage/2017/03/essential-gradualism/</small></p>	<ul style="list-style-type: none"> • Meet <ul style="list-style-type: none"> ○ Identify Guides: Experts about the community to provide training in working with it ○ Recruit Ambassadors • Talk [Questions: Listening to Serve] <ul style="list-style-type: none"> ○ What about your community makes you proud? ○ What is important to you about your community? ○ What do you wish were different/better about your community? ○ What do you wish people from the arts establishment that approach you would ask/seek to learn about your community? • Work <ul style="list-style-type: none"> ○ Research examples, share them with the ambassador, the community ○ Develop projects to address community interests

- Maintain Relationships [Thanks to Howard Jang of the Banff Centre for the Arts for this construct]
 - Anticipation (FOMO: Fear Of Missing Out)
 - Event
 - Memory
 - In the context of the event: artist talkbacks, story circles (audience responses to the work)
 - Document event (catalogs, photos, blog posts, social media posts)
 - Surveys (not just “liked/did not like,” but questions around the meaning of ^{[[[]]]}_{SEP} the work to the attendee and its impact upon them)
 - Discussion groups on event topics
 - Follow-up community events (dinners, coffees, mixers) ^{[[[]]]}_{SEP} This is by no means a comprehensive listing of the possibilities. Each event supporting community relationships will be unique and should raise its own ideas about stimulating memory in the service of engagement.
 - [Relationships Checkup](https://www.artsjournal.com/engage/2019/08/relationships-checkup/) [https://www.artsjournal.com/engage/2019/08/relationships-checkup/]: Regular (at least annual) review of/checkin on engagement relationships.



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