

**Community Engagement:
Ensuring the Future of the Arts**

a presentation by
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Ensuring the Future of the Arts

Existential Threats



**EXISTENTIAL
THREAT**

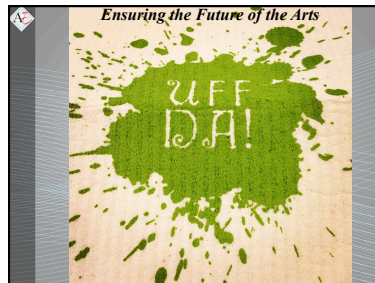


Ensuring the Future of the Arts

If you went out of business, who would care?

- Local/state elected officials
- School teachers, administrators
- Charitable Organizations
- Local Businesses
- Your community's religious leaders
- Community Organizations
- Multicultural associations
- The general public

Any of them?



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For the Record

Community engagement is *not* "giving them what (*we think*) they want."

Rather,
it demands learning enough about communities to know what work of the international cultural canon will be meaningful to them
and then programming that *with them*.



Ensuring the Future of the Arts

Definitions

Audience Development
A marketing strategy, artcentric, for immediate results



Ensuring the Future of the Arts
Definitions


Audience Engagement
A marketing strategy, artcentric, to deepen existing relationships & increase reach long-term



Ensuring the Future of the Arts
Definitions

Audience Engagement
A marketing strategy, artcentric, to deepen existing relationships & increase reach long-term

~~Outreach~~



Ensuring the Future of the Arts
Definitions

Community Engagement
A mission strategy, focused on mutual benefit

Develop deep relationships of trust and understanding through which reach can be expanded


Arts and community as equal partners

The arts grows out of or is a response to the relationships



Ensuring the Future of the Arts
Definitions

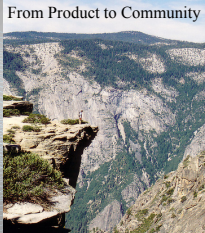
Community
A group of people with something in common.
[A highly technical definition]



Ensuring the Future of the Arts
Examining Mission



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Shift in Focus:
From Product to Community




Ensuring the Future of the Arts
The Core Business

Not product presenters



Ensuring the Future of the Arts
The Core Business

Not product presenters
Experience providers



Ensuring the Future of the Arts
The Core Business

Not product presenters
Experience providers

*Personal growth -
Social bonding/binding*



Ensuring the Future of the Arts
 The Core Business

Not product presenters
 Experience providers

Personal growth
 Social bonding/bridging

Improving lives through the arts

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 Engagement = Relationships

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 The Foundation:
 Partnerships—Often Unusual Ones

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 Relationship Principles

- Humility
- Respect

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 Criteria for Effective Engagement

- Pre-existing relationship
- Mutual benefit
- Collaborative design, implementation
- Relationship Maintenance Plan

Ensuring the Future of the Arts
 Yep, We Do That

Ensuring the Future of the Arts
 We Tell

Ensuring the Future of the Arts
 We Tell

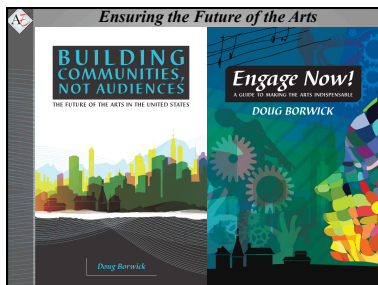
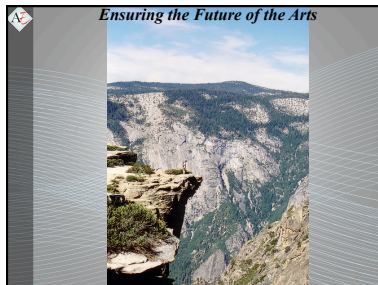
Sales	Audience Development	Audience Engagement	Community Engagement
<ul style="list-style-type: none"> • This is what's happening • Buy a ticket 	<ul style="list-style-type: none"> • This is what's happening • This seems like a reason you might be interested. • Buy a ticket 	<ul style="list-style-type: none"> • This is what's happening • This seems like a reason you might be interested. • Here's something we think is worthwhile/relevant to you about it. • Buy a ticket 	<ul style="list-style-type: none"> • Get a grant. • Find some poor people. • Tell them why what's happening is good for them. • Be surprised when they don't show up.

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 Tell me more...
 I'm all ears

Ensuring the Future of the Arts We Listen

Sales	Audience Development	Audience Engagement	Community Engagement
<ul style="list-style-type: none"> This is what's happening This is why it's going to be worth your time and money.* Buy a ticket 	<ul style="list-style-type: none"> This is what's happening This is why it's going to be worth your time and money.* This seems like a reason you might be especially interested.* Buy a ticket 	<ul style="list-style-type: none"> This is what's happening This is why it's going to be worth your time and money.* This seems like a reason you might be especially interested.* Here's something that might make this even more worthwhile to you.* Buy a ticket 	<ul style="list-style-type: none"> Step 1 Pleased to meet you. Tell me about yourself. This is what we do. Step 2 If we do [this thing*], will you help us make it better/successful? Step 3 Let's keep in touch.

*Suggestions made based on what we learn from listening



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Community Engagement Network
 Facebook Group Name: Become Indispensable
<https://www.facebook.com/groups/668362663522307/>
 If you don't have (and don't want) a Facebook account, email us at CEN@artsengaged.com

Community Engagement Training
<https://www.artsengaged.com/cet>

ArtsEngaged® Newsletter
https://www.surveymonkey.com/AE_NewsletterSignup

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Thanks for your attention!

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