Community Engagement: Ensuring the Future of the Arts

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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?

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.

Audience Development
A marketing strategy; art-centric, for immediate results
Ensuring the Future of the Arts

Definitions

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

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 grow out of or is a response to the relationships.

Community
A group of people with something in common.

Examiner Mission
Shift in Focus: From Product to Community

The Core Business
Not product presenters
Experience providers

Personal growth, social bonding, etc.
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

Criteria for Effective Engagement
• Pre-existing relationship
• Mutual benefit
• Collaborative design, implementation
• Relationship Maintenance Plan

Yep, We Do That

We Tell
We Tell

<table>
<thead>
<tr>
<th>Sales</th>
<th>Audience Engagement</th>
<th>Audience Engagement</th>
<th>Community Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Tell what's happening • Buy a ticket</td>
<td>• Tell what's happening • Buy a ticket</td>
<td>• Tell what's happening • Buy a ticket</td>
<td>• Sell grants • Find great people • Tell them why what's happening is good for them • Be excited when they don't show up</td>
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</tbody>
</table>

Tell me more...
I'm all ears
Ensuring the Future of the Arts

We Listen

Sales
Audience
Development
Audience
Engagement
Community
Engagement

• 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!

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Step 1
• Pleased to meet you.
• Tell me about yourself.

Step 2
• If we do [this thing*], will you help us make it beJer/be successful?

Step 3
• Let’s keep in touch.

*Suggestions made based on what we learn from listening.

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/RS_NewsletterSignup

Thanks for your attention!

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