
CREATING CONNECTION

Enriching lives through the
power of **creative expression**

Welcome & background

While a majority of Americans participate in the arts,
support has declined



A “nicety,” rather than a necessity



Our goal

To make arts and culture a recognized,
valued, and expected part of everyday life.

Nationwide reach



building Public Will

FIVE-PHASE COMMUNICATION APPROACH TO SUSTAINABLE CHANGE

Public Will Building does:

- Seek to create long-term, sustainable changes in attitudes and behavior
- Employ grassroots and mass media
- Broaden the discourse
- Spark change that is harder to achieve, but easier to sustain

Public Will Building does not:

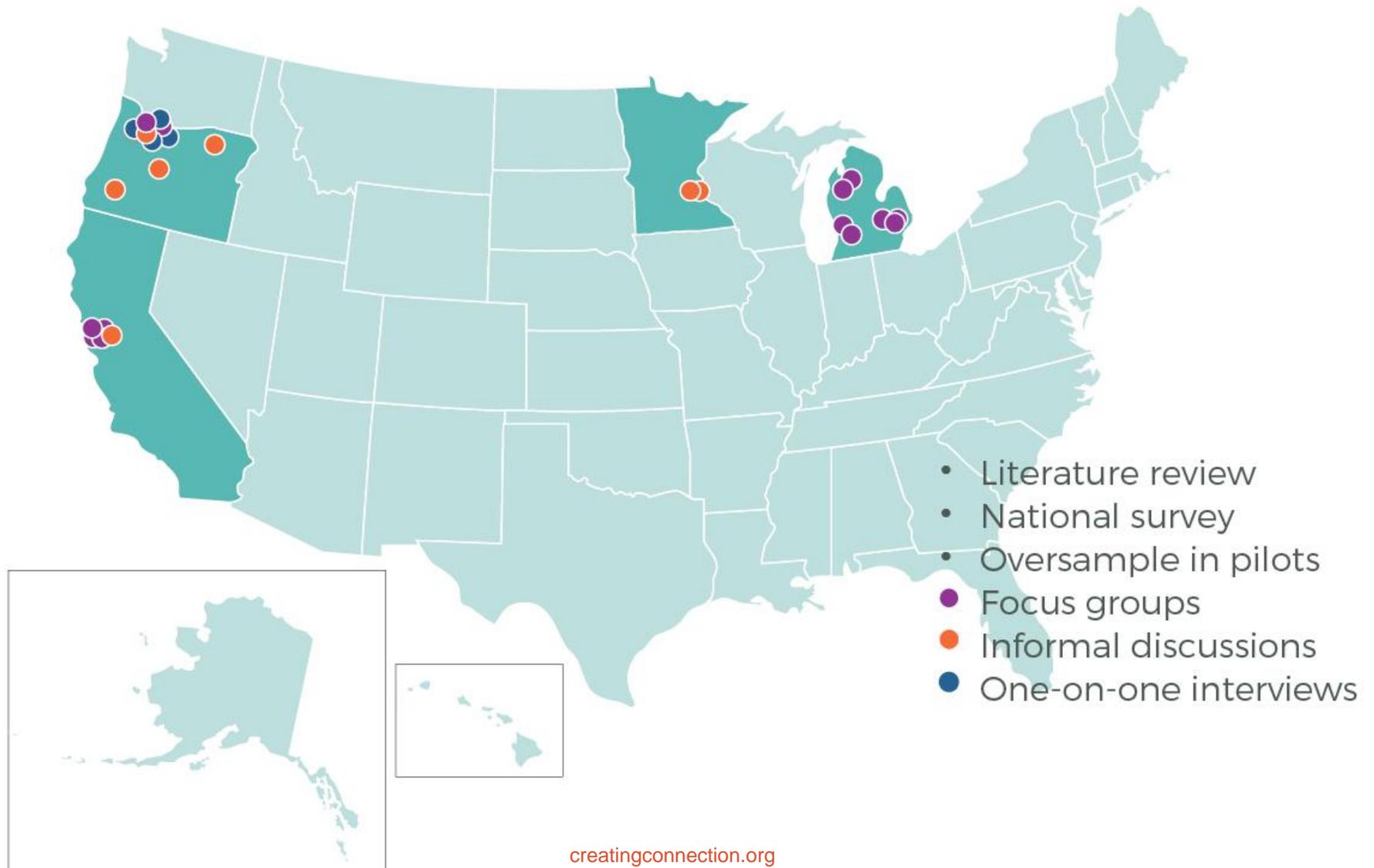
- Seek to influence attitudes or behaviors in the short-term
- Depend on mass media
- Narrow the discourse
- Focus on short-term gains at the expense of long-term wins

A sector revitalized: public libraries



Research phase: What did we learn?

Methodology



RESEARCH FINDINGS SUMMARY



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CREATIVE EXPRESSION

...is a more engaging and powerful frame than “arts & culture” for most audiences.
...brings more people into a conversation about arts & culture.

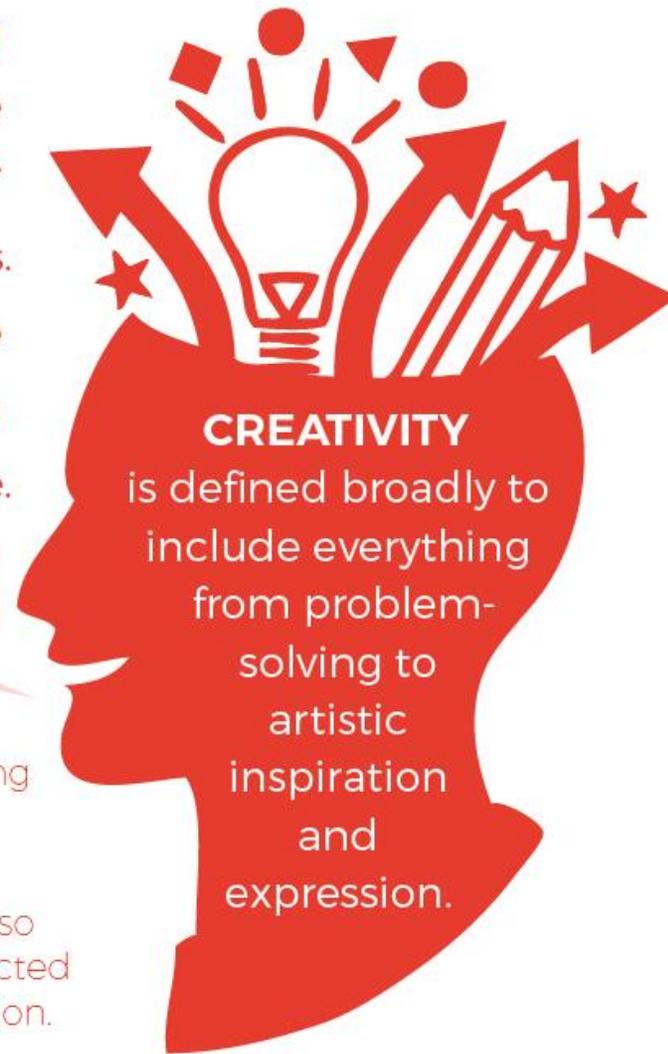
“Just part of who I am.”



ART is a product of creativity, like a painting or piece of music.



CULTURE is art, but also part of lifestyle connected to heritage and tradition.



CREATIVITY is defined broadly to include everything from problem-solving to artistic inspiration and expression.

RESEARCH FINDINGS SUMMARY

Most people say they would be happier, healthier, and less stressed if they were more active creatively.

Deriving meaning in life from creative expression is valued by fewer people.

BENEFITS

Benefits of arts & culture to children & youth are valued most highly.

RESEARCH FINDINGS SUMMARY

AUDIENCES

Younger people, women, parents of children under 18, and people of color are more likely to say that creative expression and creativity are important in their lives.



- People under 40 value arts & culture, creativity, and creative expression more than older people by about 10 points.
- Arts & culture community—and enthusiasts—are other important audiences.

RESEARCH FINDINGS SUMMARY

BARRIERS ARTS ARE VIEWED AS A “NICETY” OR LUXURY.



People want to engage with arts & culture, but are still finding mostly opportunities to passively observe.



Some existing constituencies push back against defining arts & culture more broadly as “creative expression.”



Time & money are the biggest barriers to both formal and informal engagement.



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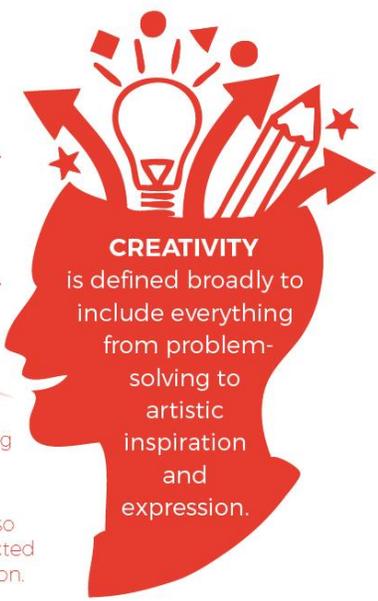
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Implementation overview



Current phase of our work

NATIONAL INITIATIVE

Drive strategy, messaging, and thought leadership; leverage and amplify learnings from pilots

- Develop detailed messaging, as well as print and online tools/resources
- Develop training module and curriculum
- Conduct trainings, workshops, and presentations at national conferences/gatherings
- Engage national arts service organizations and others as dissemination conduits
- Coordinate input, collaboration, and engagement of the National Project Team
- Provide tools, counsel, and support to pilots; facilitate learning across pilots
- Gather and analyze data; make refinements in strategy, messaging, and tools

PILOTS: Year 1

Broaden/diversify communities and populations reached, and inform refinements in strategy and messaging

- Engage arts, cultural, and allied community leaders; familiarize with findings from initial research phase
- Identify/engage pilot lead and advisory group
- Host initial training/workshop for arts service organizations, agencies, arts providers, funders, etc.
- Conduct research to validate and inform refinements in strategy and messaging
- Develop pilot implementation plan
- Local representation on National Project Team
- Link to digital/social media resources

PILOTS: Year 2+

Build on previous work to serve as incubators for strategies and messaging

- Continue to engage local advisor group; broaden and diversify group participation
- Adapt/customize messaging, tools, and resources for use locally
- Disseminate tools and resources
- Conduct local/state trainings and workshops
- Provide deeper follow-on technical assistance for a select set of organizations
- Engage local/state arts service organizations and other partners
- Develop and implement pilot action plan
- Participate on National Project Team
- Link to digital/social media resources

PRESENTATIONS, TRAININGS AND WORKSHOPS

Disseminate learnings to inform practitioners and funding community

- Host local training/workshop for arts service organizations, agencies, funders, etc. in communities considering a pilot or interested in an initial workshop
- Distribute findings and recommendations report
- Link to digital/social media resources

Join us

1. Access the report, messaging and programming tools at: creatingconnection.org

1. Attend a training workshop

We invite you to apply messaging and programming considerations into your work, and to let us know what you learn

2. Sign up for updates on this work by contacting Lilliane Webb at lwebb@metgroup.com

If your organization is interested in participating in the technical assistance when new pilots are selected for 2017, we want to know

National and regional funders

National

Doris Duke Charitable
Foundation (Leadership funder)

Arts Midwest
Metropolitan Group

California

The David and Lucile
Packard Foundation

City of San Jose Office of
Cultural Affairs

Massachusetts

Barr Foundation

Oregon

Gray Family Foundation
Harold & Arlene Schnitzer
CARE Foundation
Kinsman Foundation
James F. and Marion L.
Miller Foundation
Meyer Memorial Trust
Oregon Community Foundation

Oregon Arts Commission
Regional Arts and Culture Council
PGE Foundation
The Jackson Foundation
The Standard
Oregon Cultural Trust

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Brian Rogers
Executive Director
Oregon Arts Commission
brian.rogers@oregon.gov
1.503.986.0082



Eric Block
Senior Director
Metropolitan Group
eblock@metgroup.com
1.503.517.3713



Additional slides for longer presentations

San Jose cohort organizations

San Jose Office of Cultural
Affairs (chair)

Children's Discovery
Museum of San Jose

City Lights Theatre
Company

MACLA/Movimiento de Arte
y Cultura Latino
Americana

Opera San Jose

San Jose Downtown
Association

San Jose Jazz

San Jose Museum of Quilts
and Textiles

San Jose State University

San Jose Taiko

School of Arts and Culture
at Mexican Heritage Plaza

Silicon Valley Creates

Symphony Silicon Valley

Oregon Pilot Team

Chair: Julie Vigeland,
formerly Oregon Arts
Commission

Alyssa Macy, Confederated
Tribes of Warm Springs,
Oregon

Gayle S. Yamasaki,
Klamath Falls City Schools

Carol Shepherd, Liberty
Theater

Phil Ortega, LIFE Art

Martha Richards, The
James F. and Marion L.
Miller Foundation

Brian Rogers, Oregon Arts
Commission & Oregon
Cultural Trust

Deb Vaughn, Oregon Arts
Commission

Adam Davis, Oregon
Humanities

Steve Bass, Oregon Public
Broadcasting

Freda Casillas, Oregon
Shakespeare Festival

Cynthia Fuhrman, Portland
Center Stage

Brian Weaver, Portland
Playhouse

Eloise Damrosch, Regional
Arts & Culture Council

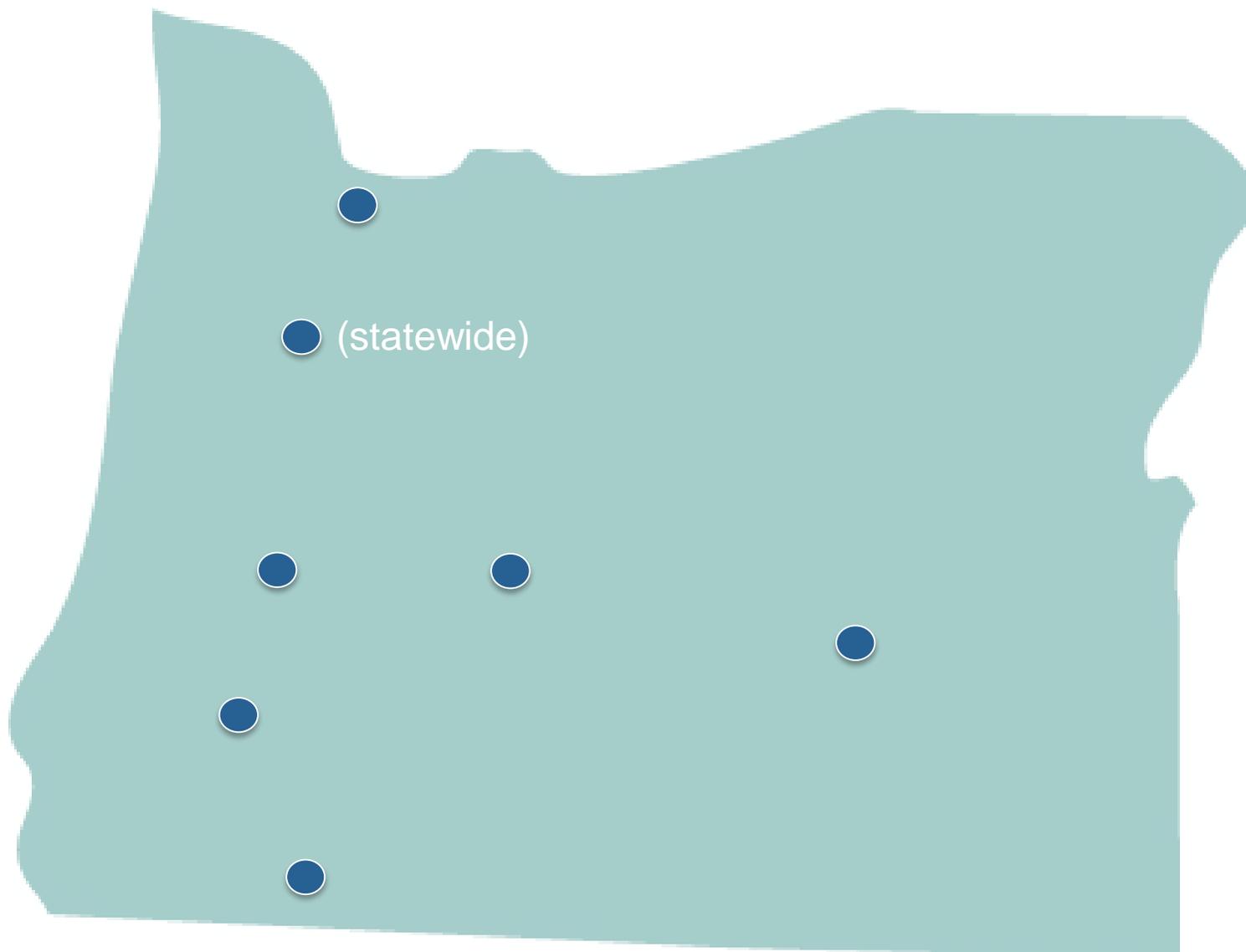
Jeff Hawthorne, Regional
Arts & Culture Council

Mark McCrary, Ross
Ragland Theater
Performing Arts Center

Andrew Apter, Umpqua
Valley Arts Association

In Oregon

● Technical assistance site



Questions and answers
