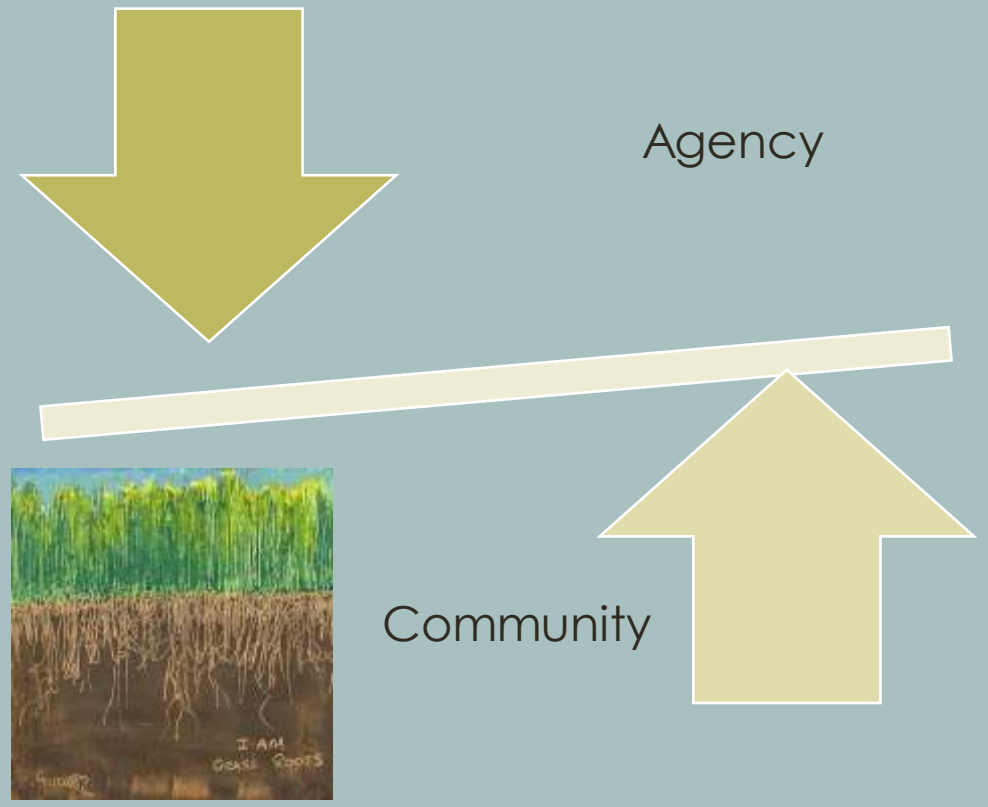
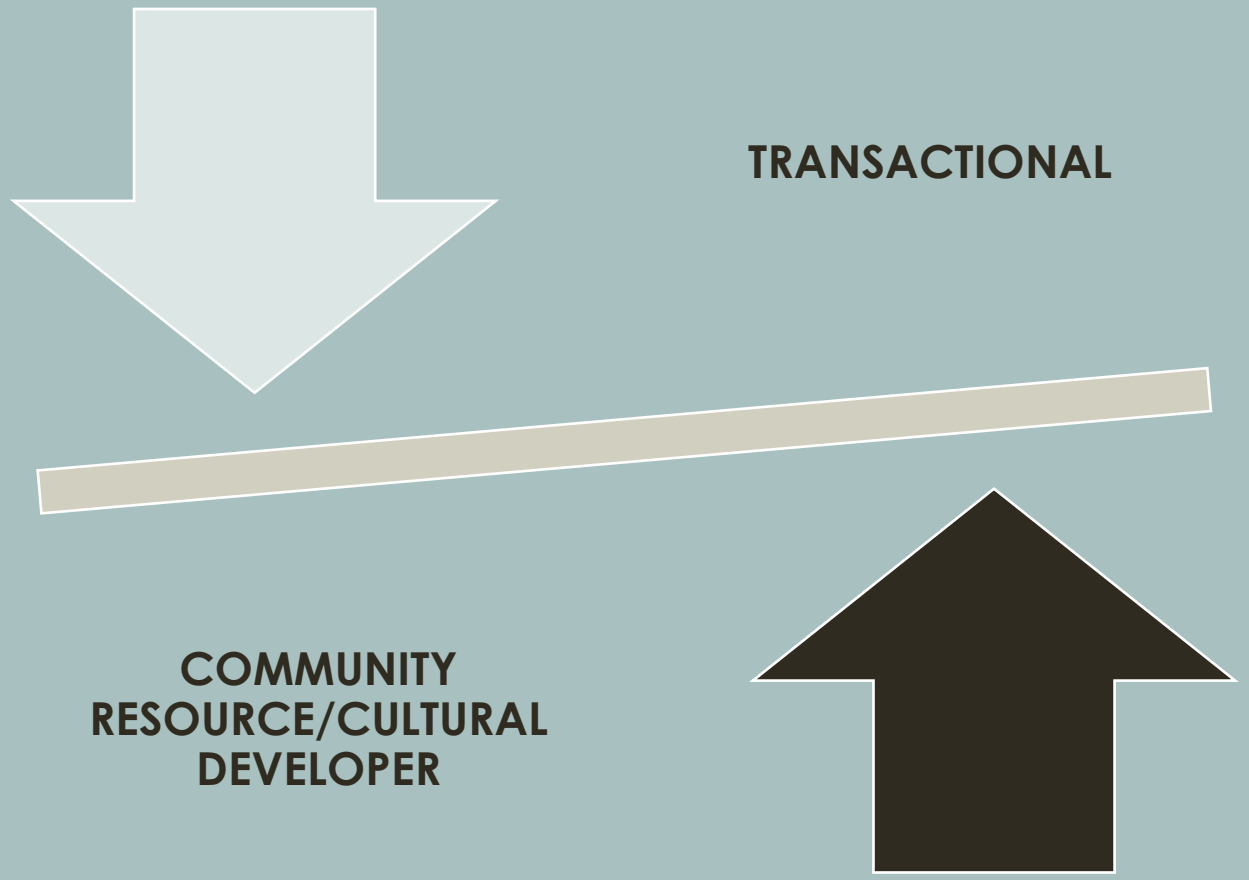
COMMUNITY ENGAGEMENT

top-down' and 'bottom-up' approaches, with the public agencies at 'the top' reaching out to engage with the community at 'the bottom'



BROADENING THE ROLE & RELATIONSHIP WITH COMMUNITY



What is the difference?

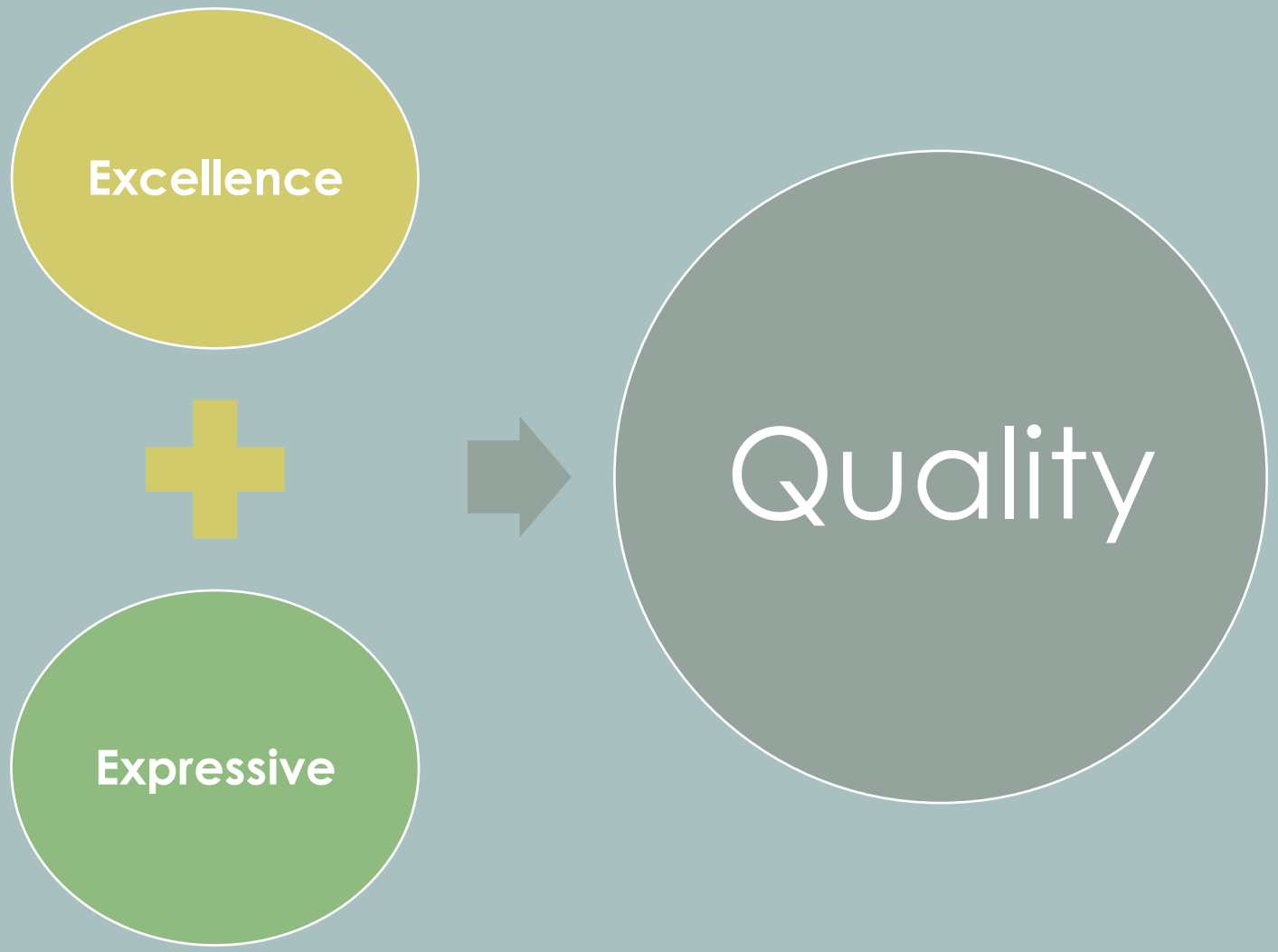
Adapted from Doug Borwick

Audience Development	Community Engagement
Short Term Marketing	Long Term Organizational Development
Focus on **increasing** patron & audience **#'s**	Focus on **building** community relationships
Look at **who** and who not is coming to venue	Look at **what matters** to the community
Internal focus (**outreach**)	External focus (**in-reach**)
Involves marketing, education and development **staff**	Involves **all stakeholders** including staff, board and volunteers
Organizational identity, goals and priorities remain the **same**	Organizational identity, goals and priorities could be **transformed**
Conservative approach, **internal impact**	Risky approach, **internal/external impact**

Community Engagement is not…

- **giving them what (we think) they want**
- **the responsibility of others to come to us**
- **using the technical and expressive excellence (in one very specific cultural tradition) as a means of stopping conversation about connecting with communities.**

WHAT ABOUT QUALITY?



3 categories of excellence required for community engagement

arts participation
community members
increase in audiences and support for the arts

- Correlations between **arts participation** and the motivations and practices of **civic engagement** are substantial and consistent.

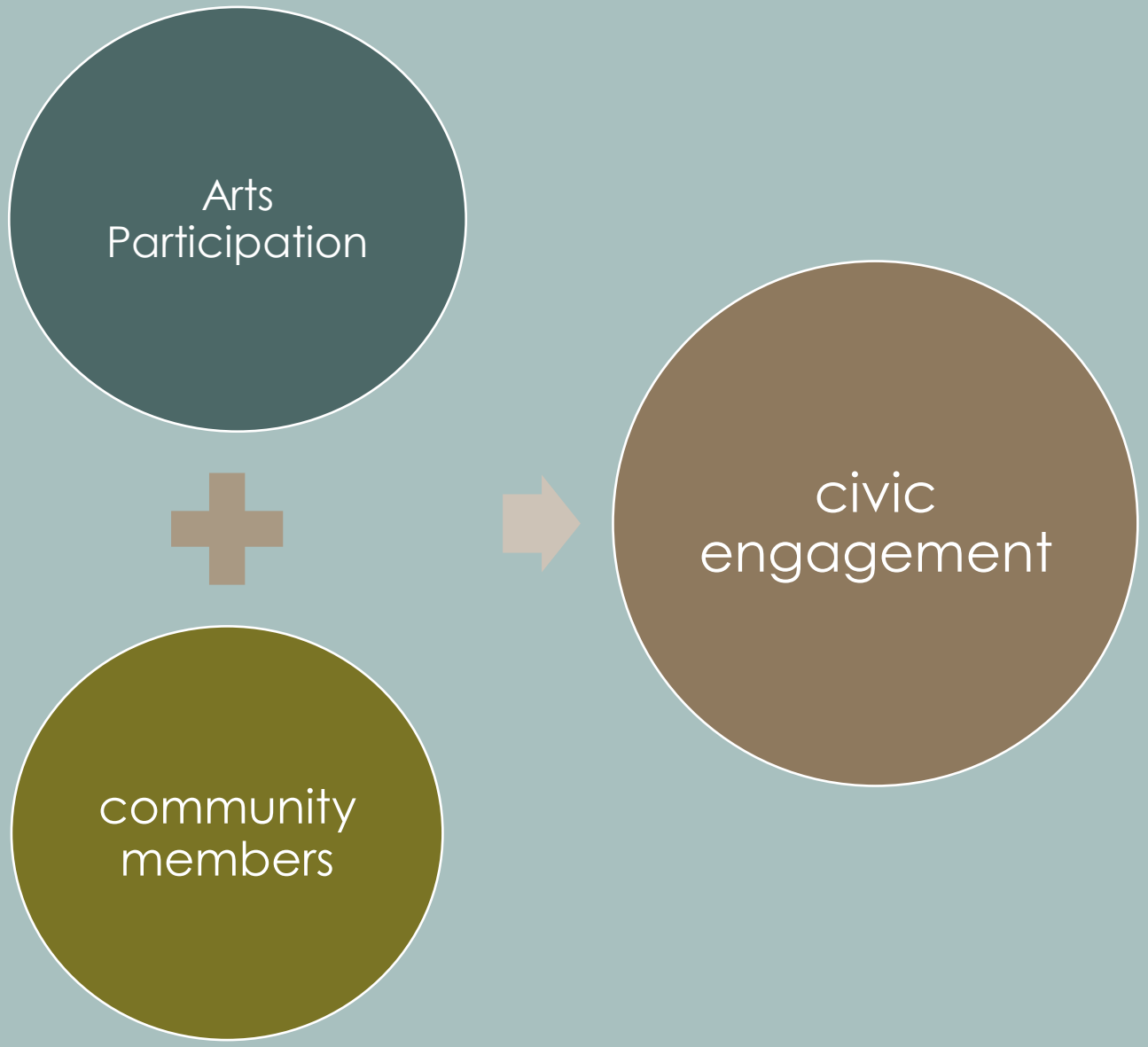
- Art making **experiences** appear to encourage civic engagement **more so than experiences as an audience** member.

- Arts experiences **during adolescence** are particularly influential.

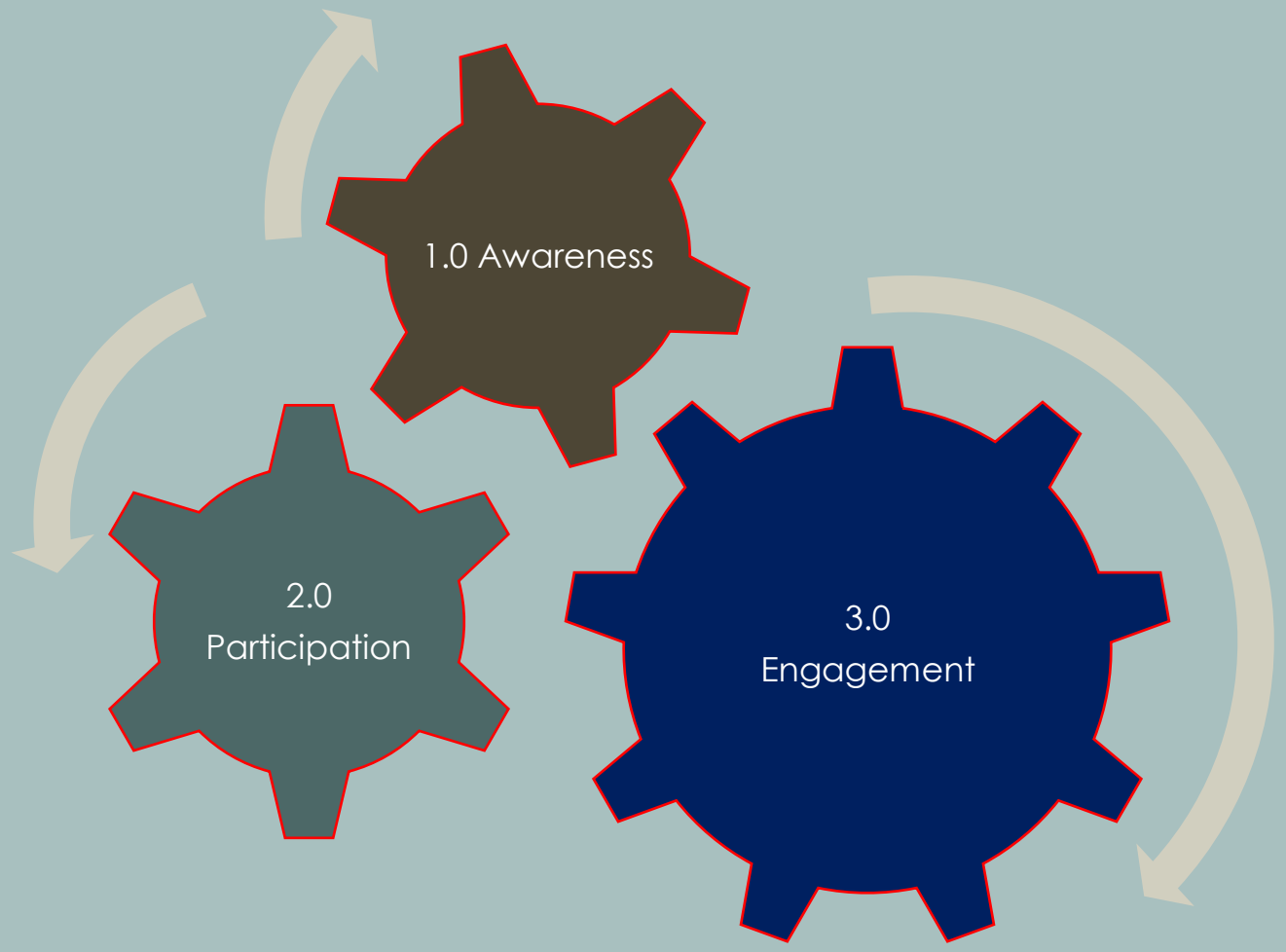
" Young people are voracious cultural consumers because they are still trying out (and trying on) the possible selves they might become." *Ann Swidler*

- People who have **built identities** around civic engagement often **credit arts experiences** as significant to their development.

Hearts and Minds: The Arts and Civic Engagement
A report for The James Irvine Foundation By Nick Rabkin


Arts
Participation
community
members
civic
engagement

Community Engagement processes happen simultaneously



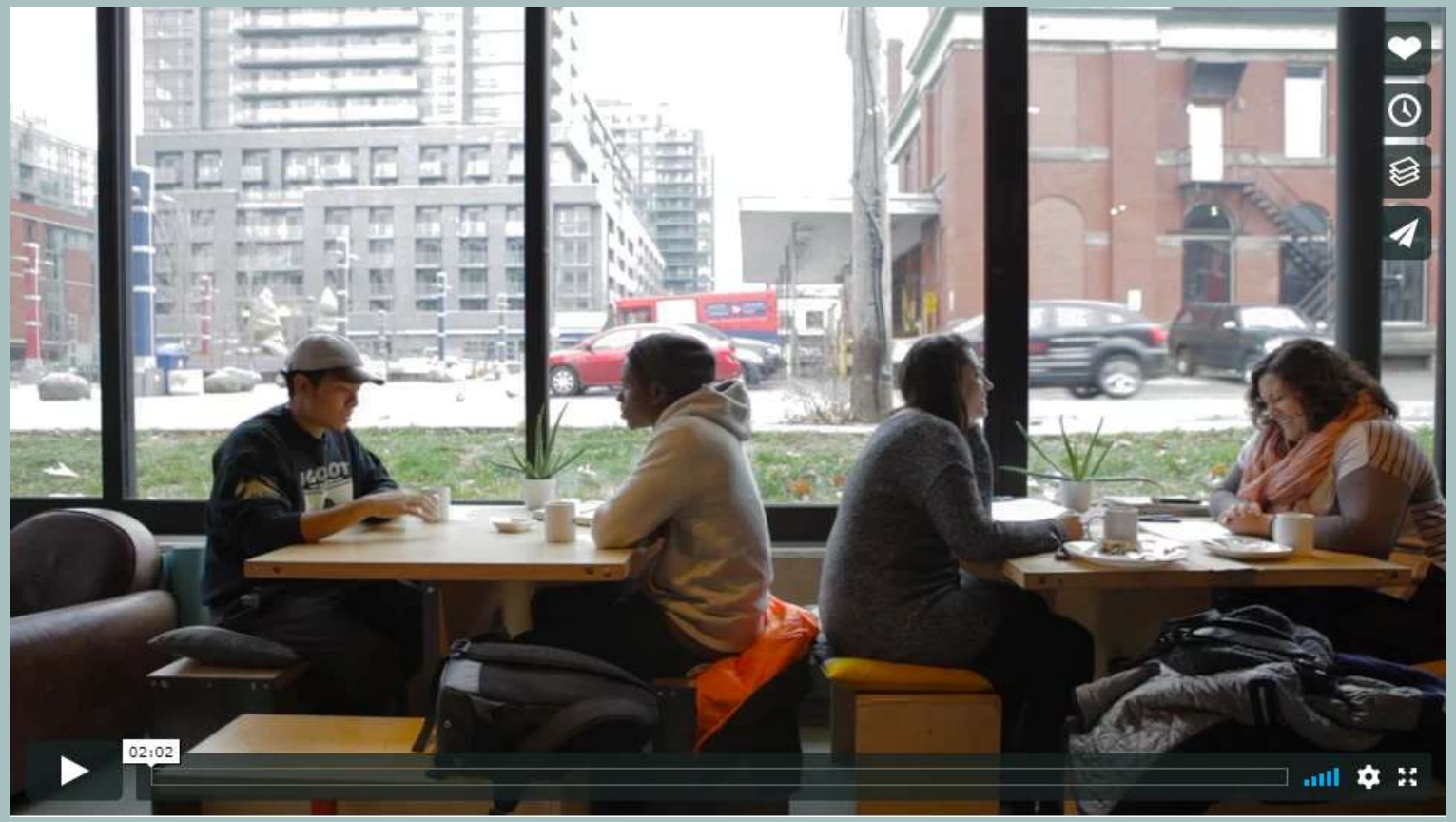
Venue Scale

	1.0	2.0	3.0
Role of Venue	Community **Consumption** of culture	Community **Participation** in culture	community **exploration, and application** of knowledge, issues, needs, information and **resources**
Space	**Single**, grand, one site-serves-all-functions space or institution	**Multi-use spaces** for specific community organizations	**A network hub** of learning centers distributed around the city
Result:	Attracting **casual** patrons/visitors/audience members	Appealing to **repeat** patrons/visitors/audience members	Converting patrons/visitors/audience members into **committed learners**
Role of Community	Community as **Audience**	Community as **Participants**	Community as **stakeholders/decision-makers**

http://artsengage.ca/the-presenter

The Theatre Centre

A New Live Arts Hub and Incubator in Toronto



https://vimeo.com/162696217

Next Steps: Questions for Consideration

What are the strengths and assets of your community?

When was a time you felt your community was at its best?

What do you value most about our community?

What is our role in community?