

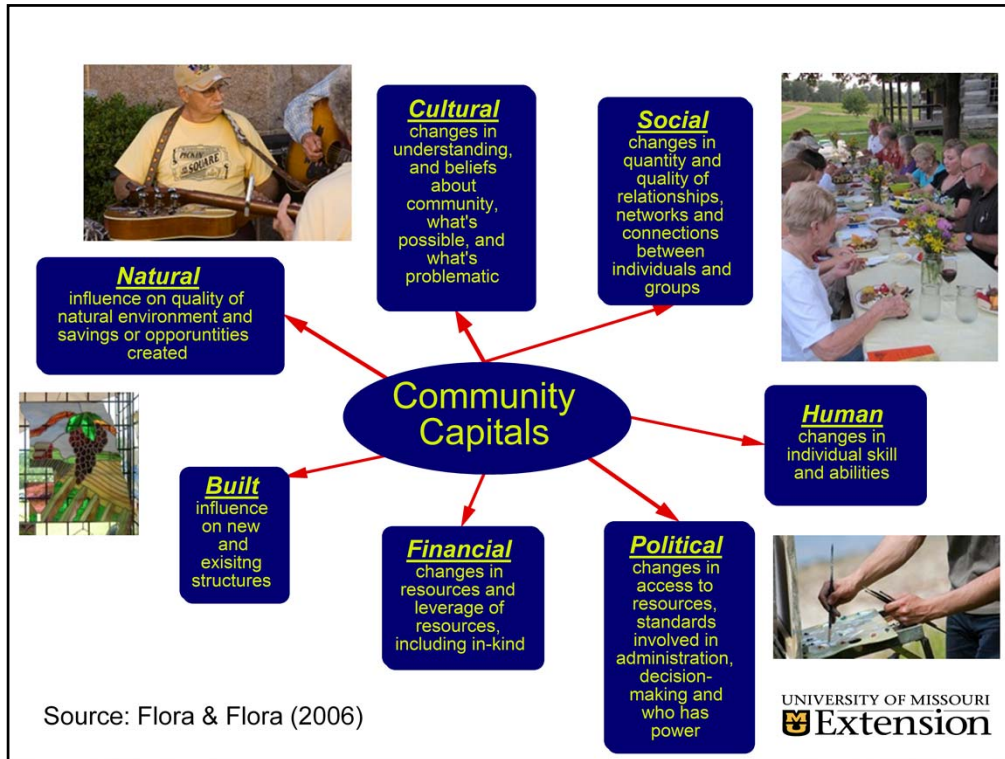
Principles and Practices in Launching the Community Arts Pilot Program

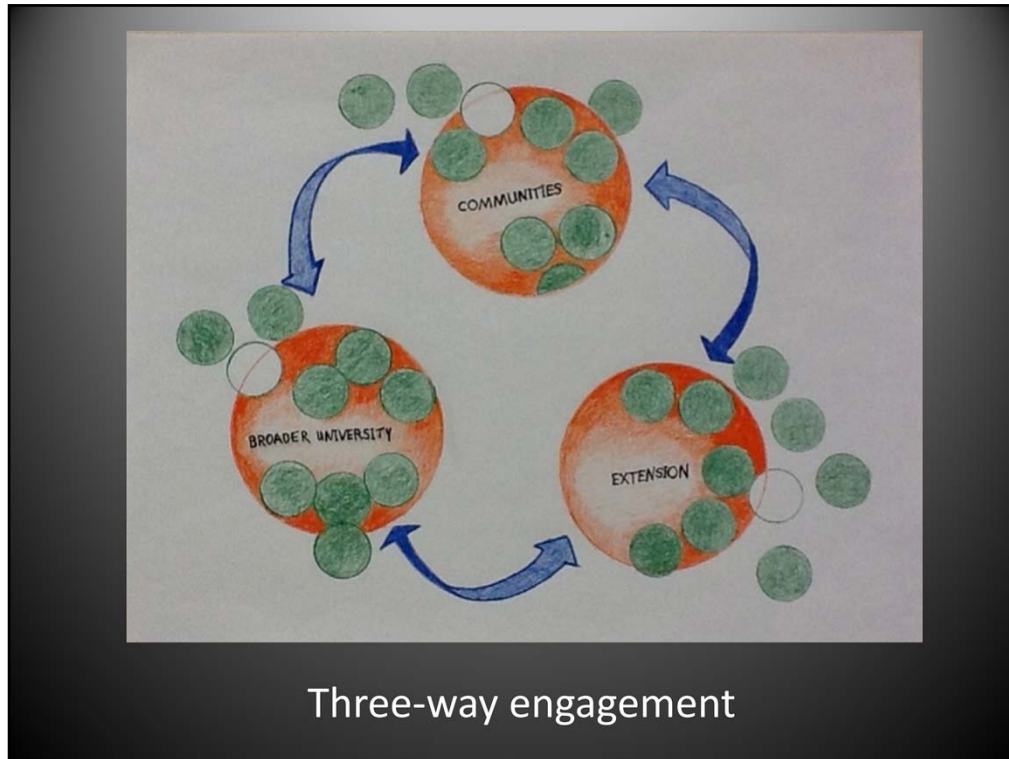


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NACDEP
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UNIVERSITY OF MISSOURI
 Extension





Diagram

Key features of reciprocity

What do we mean by engagement

Recognize social capital constructs

Strong and weak ties

Bridging and bonding

- The Nonprofit Arts Industry \$1.1 billion in statewide economic activity.

- \$510.2 million by nonprofit organizations
- \$562.5 million in event-related spending
- Supports 14,893 full-time equivalent jobs,
- Generates \$742.9 million in household income
- Delivers \$110.6 million in local/state revenue

Source: Missouri Citizens for the Arts



Why the arts?

Economic importance and contributions



Cultural capital and “soul of community”



Extension philosophy





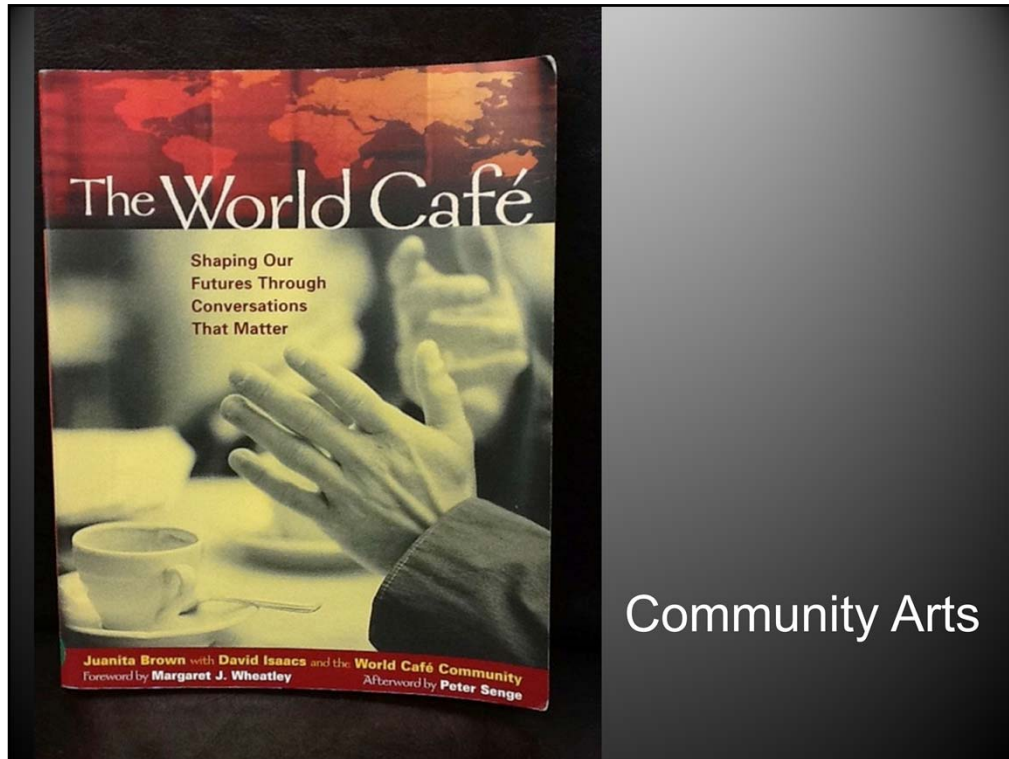
MU assets and the engagement philosophy

Visited KY, OH

- Kentucky hires Extension Specialists to work on developing community arts programs in local communities.
- The Ohio State University has a “Community Partnerships Office” in the College of Arts and Sciences
- The University of Massachusetts Amherst has had an Arts Extension program connecting community and the arts for over 30 years



Created an internal MU Extension think tank facilitated by CD specialist



Café

Who

How invited

How designed

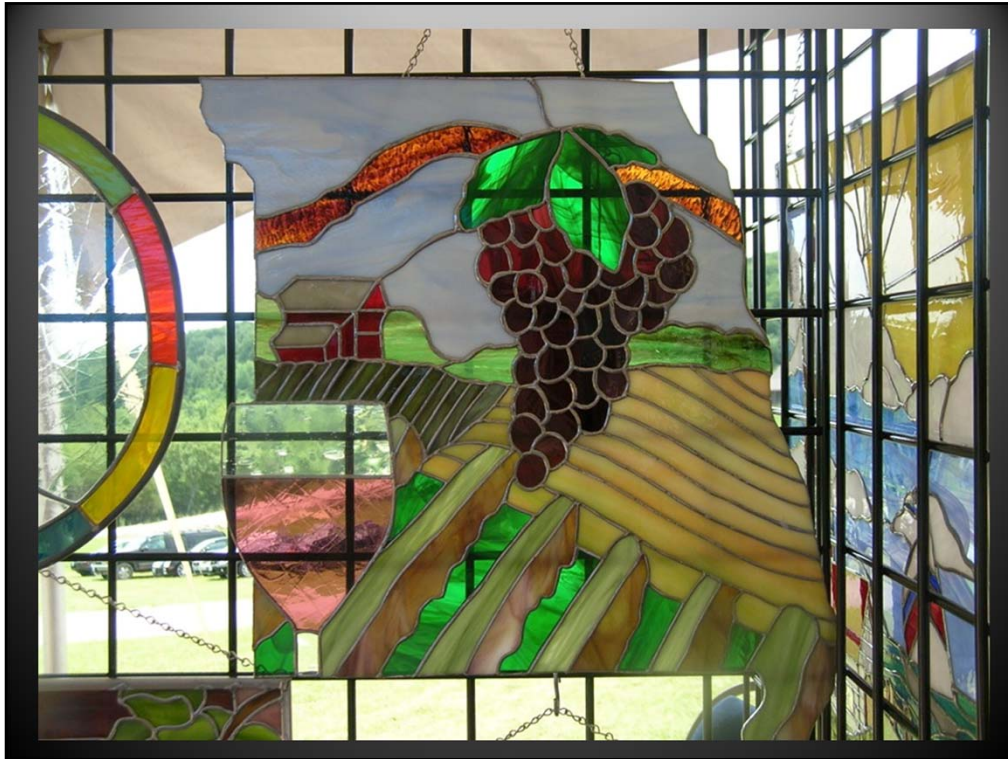


The questions:

- 1.What does a great community arts program look like?
- 2.What could MU's role be in a community arts program?

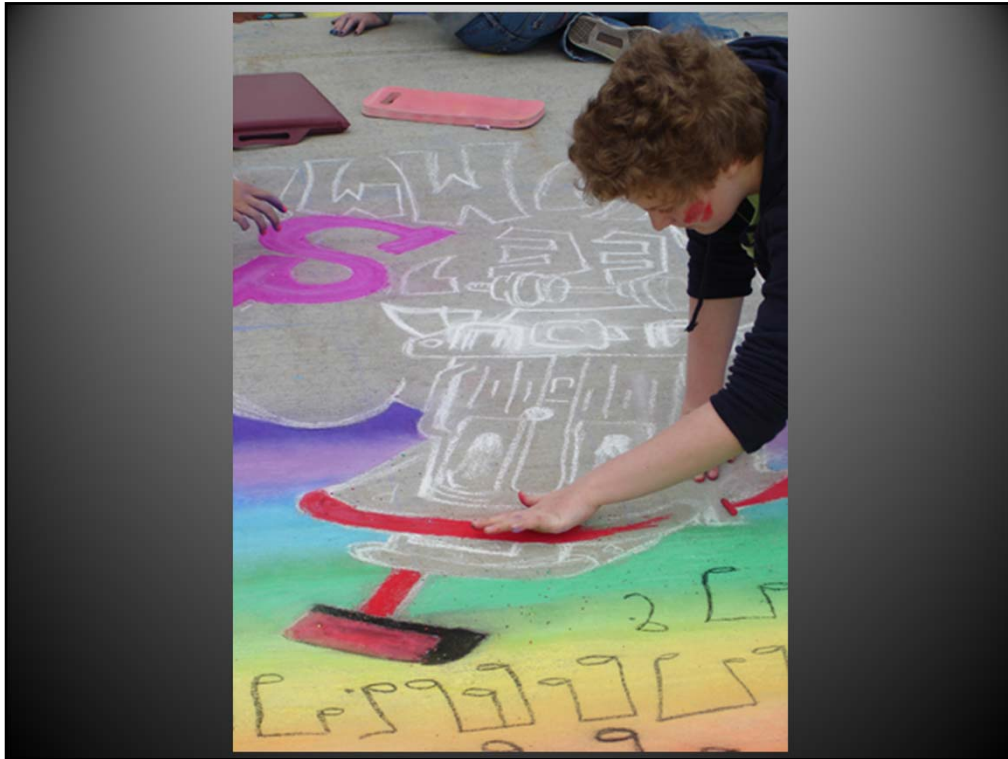
The CAFÉ questions:

- 1.What does a great community arts program look like?
- 2.What could MU's role be in a community arts program?
- 3.What do you bring to the table for a community arts program?talentsskills
....supportresources
- 4.Based on our learning today....Detail what we need to do to make a community arts program a reality. What are the criteria/ideal characteristics of a community to be a pilot partner?
- 5.(Individually) What are you willing to do to make a community arts program a reality?



Answers:

1. Integration of arts into the community – not stand alone, Arts as a means of addressing social issues, Way to stimulate community around “common theme” and bring people together, Arts as a means of civic engagement, Apart of education K-12, lifelong, Buy in – from within community, community driven, Inclusive, Youth involvement, Cultural preservation, Funding and support, Roll of arts in economic development,
2. Extension has infrastructure to connect to community, Ability to bring arts to connect to issues, Ability to connect to classrooms in the community and in the university, Weave into Mizzou Advantage, University can do what the community is guiding and desires – does “with”, Help assess local assets to build upon and define the “what”, Every aspect – faculty, students, all disciplines, technology, infrastructure, Models (various) for collaborative engagement,
3. So many resources, most community groups don’t know where/how to access, Community has to want it but “big university” is a little intimidating, What is missing the way and networks to connect, Even within “our network” and university how to access, Resources are not necessarily free, Limitations – fewer faculty doing more at MU- same in communities, Need ways to “plug-in” for faculty and students align reward system, Existence of “ negative” attitudes- opportunities create awareness, Ability to be an advocate for the arts – need to be able to describe, Also bring to this the knowledge of other communities supporting art, Per survey overwhelming supports for arts by Legislature – not necessarily money (Nola),



Café Results

Broad-based definition and parameters

Buy-in

Who could do what (assets)

Committee to frame the project

Formal funding

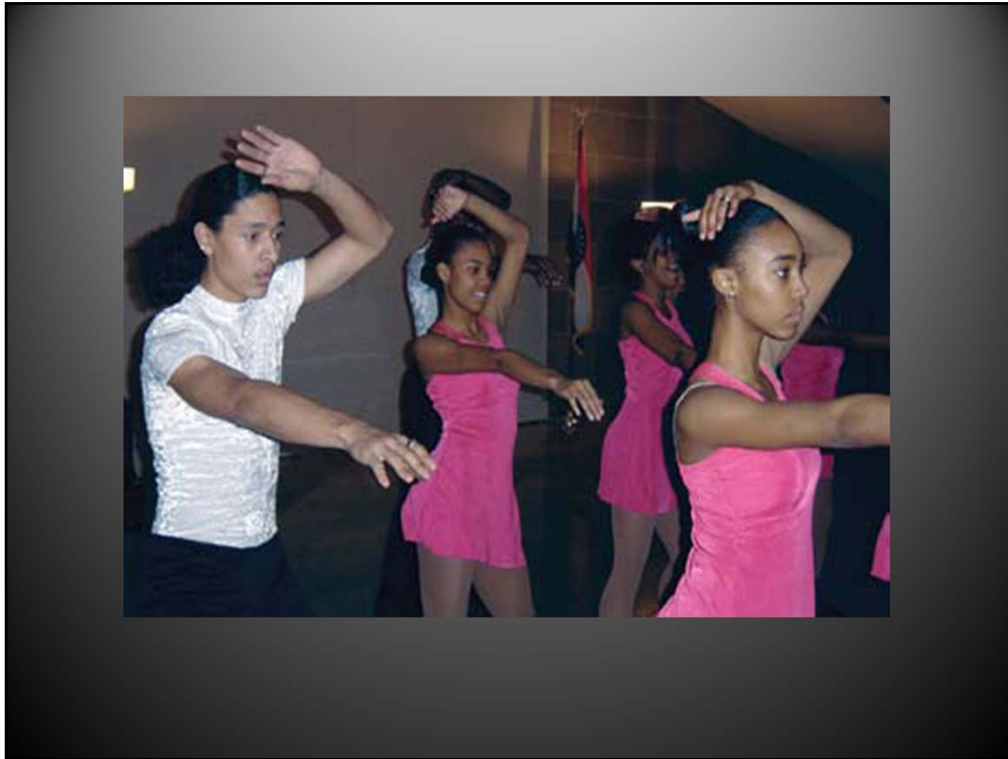
Job description



- The University of Missouri Extension Community Arts Pilot Project is a three-year cost-funded project expected to engage Extension with campus art faculty and students, and communities utilizing the arts as a community and economic development strategy.
- The pilot project will initially begin in central Missouri, engaging communities within a 60 – 90 mile radius of Columbia.
- In the Community Arts project, the full breadth of art disciplines is considered, including—performing arts and theatre, visual, music, arts education and arts history, film, design, and new media—as well as others.
- The project may in the future expand to engage other university departments and divisions.



Community arts is recognized and valued as a strategy for economic development. Community arts are recognized as a way to build community capacity, viable and sustainable relationships.



Community arts are recognized as a way to develop collaborative learning.
The Community Arts pilot project is designed to be replicated across the state of Missouri.



Used broad networks to disseminate the announcement and recruit
Reached out to the café participants and arts on campus
Melvin Platt; engagement of learning and discovery
Interview process: engagement of broader campus and extension



Public launch

Building the network (diagram back up and talk from it about the connections under second bullets)



Advisory Council

Advisory Council
Who and why
Key items we are working on
Key linkages
MACAA



Evolution of community pilot

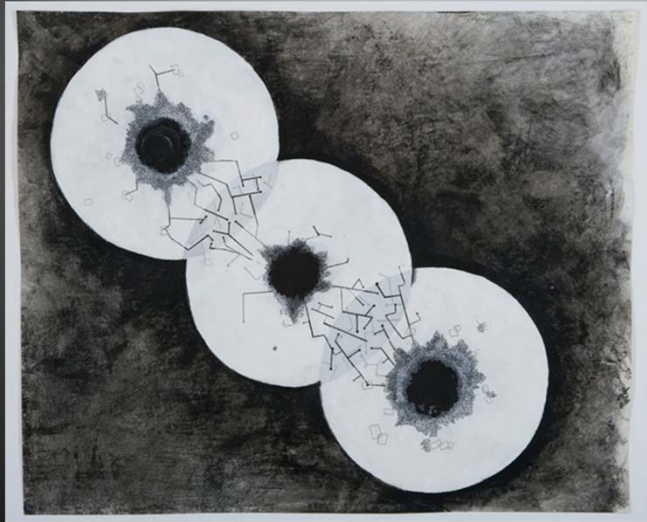
Creativity workshops for communities in radius

RPP and response

Selection

Indepth work with selected community(communities) that evolves

TBD: engagement with those not selected



Emergent
Connections

The Fiber of Social Capital



University

Music Dept:

Outreach program and faculty coordinator

Art Dept:

Student engagement fall recruitment

Desired student exhibition

George Caleb Bingham Gallery

Theatre Dept:

Partnering with Suzanne (framing, interactive theatre) TBD: engagement with those not selected

Link between community (breast cancer study) and interactive theatre



Communities

Arts organizations

MACAA as an umbrella

Even the Columbia organizations

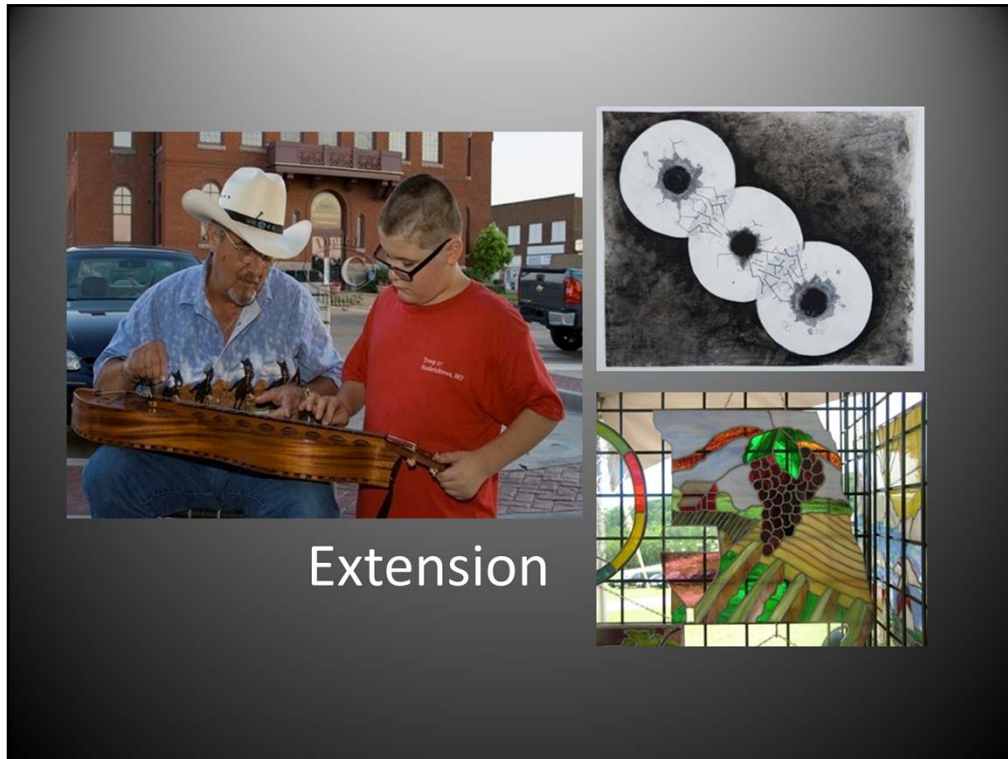
Specific communities

Built & Natural Capital: Mexico- Presser Performing Arts Center has acquired a theatre and grounds

Lexington/Higginville:

Warrenton: educational programs collaborating with the St. Louis Symphony

Lake Ozarks: broad audience covering entire lake region



Extension

4-H Youth (camps, projects, summers @ Mizzou, state 4-H congress)

MACAA as an umbrella

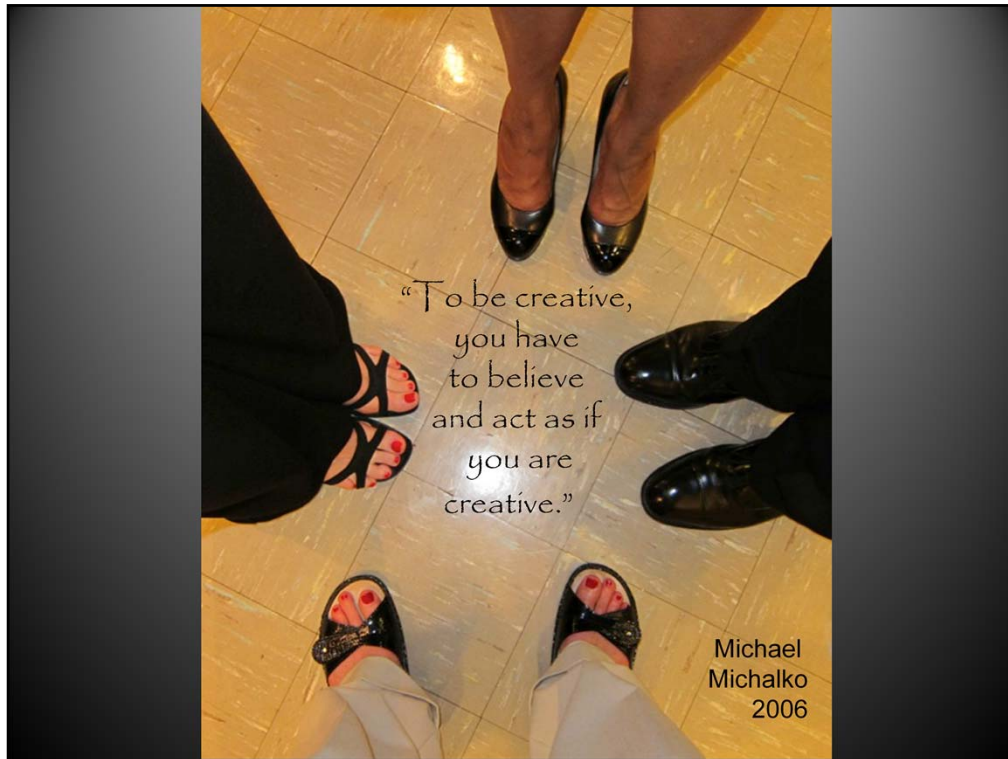
Even the Columbia organizations

Tourism, cultural heritage, regional focus

Linkages directly between Art Dept and 4-H

Arts coops in two areas

Artists Inc. (business development)





Evolving and blossoming project

"This project is a creative venture and we don't know all that will come of it nor do we want to confine it. The whole point is to build social capital.. You have to have these relationships and nurture them in order for them to blossom."

Resources

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- Americans for the Arts - www.artsusa.org/
- Animating Democracy - animatingdemocracy.org/
- Artist Inc. - <http://www.artistinckc.com/home>
- Community Capitals website - <http://www.soc.iastate.edu/staff/cflora/ncrcrd/capitals.html>
- Fractured Atlas - www.fracturedatlas.org/
- Mid-America Alliance for the Arts - www.maaa.org/
- Missouri Arts Council - <https://www.missouriartscouncil.org/>
- Missouri Association of Community Arts Agencies - www.macaa.net
- National Endowment for the Arts - www.nea.gov/
- South Arts - www.southarts.org
- Southern Growth Policies Board - <http://www.southerngrowth.com/pubs/pubs.html>

