



**Animating
Democracy**

A Program of **Americans for the Arts**

**Bring Animating Democracy's ARTS & CIVIC
ENGAGEMENT Workshop to your community!**

Now booking workshops 2009 & 2010!

The know-how to foster meaningful civic engagement through the arts is a critical skill set—as important as fundraising, planning, and marketing. Funders, local and state arts agencies, and civic organizations can play a strategic role to meet these learning goals by providing practical training and bringing together constituents to share experience and knowledge from their work engaging communities.



Animating Democracy offers lively and interactive one-day and two-day professional development workshops;

keynote presentations; and sessions at conference and within other training programs that:

- inspire, introduce, and make the case for the many exciting ways the arts can promote civic participation and community engagement;
- share principles and effective practices of arts-based civic engagement and dialogue;
- provide tools and frameworks for turning ideas into engaging programs; and
- build civic engagement skills.

Since 2007, Animating Democracy has offered more than two dozen workshops, keynotes, and sessions in partnership with local and state arts agencies, national arts service organizations, civic agencies, history organizations, and a community foundation. Animating Democracy works closely with host organizations to tailor programs and meet sponsor and participant needs.

“Every artist and arts administrator needs these kinds of resources to meaningfully engage their communities.”

*--Roseann Weiss
Director of Community Art Programs
& Public Art Initiatives
St Louis Regional Art Commission*

A theater company develops an original play about one veteran's homecoming that creates an opportunity for local veterans to connect with the community and reveals the challenges of post-traumatic stress disorder.

Community members and artists pair up to create works with the goal of reflecting common ground or difference around land-use issues. The artworks are presented at public forums and launch discussions on community value, growth and development.

A community-wide oral history and bookmaking project highlights contributions to the community made by people of color. The local arts agency and historical society use the project to launch ongoing programs to expose untold stories related to the community's heritage sites.

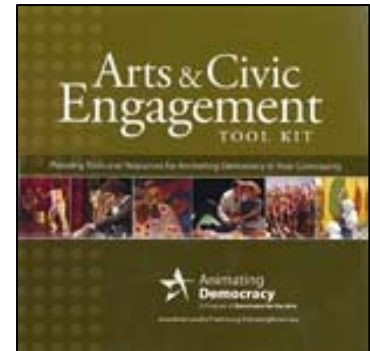
A Photovoice project led by artist educators gives students cameras to visually convey what they see as the implications of school system budget cuts and via a photo exhibition offers their perspectives into public forums.

A museum exhibition featuring artists' responses to global warming is an opportunity to partner with a local environmental organization to catalyze dialogue about individual responsibility to protect the environment

ADDITIONAL FEATURES

TOOL KIT: NEW!

A companion tool kit on CD provides customizable outlines, worksheets, and tools that parallel and supplement workshop content and support participants' actual on-the-ground work. The kit also includes examples, selected articles, and case studies that illuminate best practices and how to navigate the unique challenges of working toward civic goals.



COACHING

Sponsors may add a half or full day in the community to provide one-on-one coaching for interested workshop participants. Coaching can help individual artists and/or arts organization leaders to work through ideas or challenges related to projects in progress, advise a set of partners with a joint effort, or help the workshop sponsor itself consider a new funding program for arts and civic engagement or how it can continue to bolster arts and civic engagement activity.

Workshops are designed as a minimum one-day program depending on the specific needs and interests of local sponsors. A workshop might be a stand-alone offering or linked to another convening. [Check out a sample workshop agenda.](#)

CONFERENCE KEYNOTES AND SESSIONS AVAILABLE: To discuss these possibilities Contact Animating Democracy Co-Directors Pam Korza (pkorza@artsusa.org) or Barbara Schaffer Bacon (bsbacon@artsusa.org).

PRESENTERS

Core workshop presenters are **Barbara Schaffer Bacon and Pam Korza** -- national consultants and co-directors of the Animating Democracy program at Americans for the Arts for ten years. An **artist or arts practitioner from the Animating Democracy cadre** typically co-presents and is selected based on relevant experience for the particular audience and learning goals. Schaffer Bacon and Korza draw upon the experience of dozens of artists and cultural organizations that participated in Animating Democracy as well as other field activity. Among our co-presenters are:

- **Sandy Agustin**, choreographer/dancer; former artistic director for Intermedia Arts, Minneapolis; and currently arts coordinator for Neighborhood House, St. Paul, MN
- **Marty Pottenger**, theater artist; current program director, Arts & Equity Initiative, City of Portland, ME
- **Michael Rohd**, artistic director, Sojourn Theatre; faculty, Northwestern University
- **Reggie Prim**, social justice worker and arts activist; former community arts director, the Walker Art Center, Minneapolis.
- **David Bradley**, former associate artistic director, People's Light & Theater

For more information on how to bring Animating Democracy to your community, contact Michael del Vecchio, Animating Democracy project manager at 202.371.2830 or mdelvecchio@artsusa.org.

SAMPLE AGENDA

READY...SET...ENGAGE: BASICS AND BEST PRACTICES OF ARTS AND CIVIC ENGAGEMENT

Presented by ANIMATING DEMOCRACY, a program of Americans for the Arts

Knowing how to create meaningful civic engagement is becoming a required skill set—as important as fundraising, planning, and marketing. Build your civic engagement muscle at this interactive workshop featuring key concepts, principles, and practices of arts-based civic engagement as demonstrated via project examples, video, and lively exchange. Learn to maximize engagement opportunities through program design and community partnerships and how to facilitate meaningful civic dialogue opportunities. Participants will have the opportunity to share projects in progress or that have potential in their communities, as well as to troubleshoot planning and project roadblocks with colleagues.

WELCOME & SETTING THE STAGE

CREATIVE INTRODUCTIONS

Introduce people to each other; get people interacting and talking immediately to create energy and connection; relate to the topic; demonstrate a dialogue technique participants could use in their own meetings.

ARTS & CIVIC ENGAGEMENT: THE POWER AND POTENTIAL Interactive

- What is civic engagement?
- The unique capacity of art
- Intent, goals, impact
- Art as: SPARK, INVITATION, SPACE, FORM

IMAGINING POSSIBILITIES (interactive)

- Participants IMAGINE an arts-based civic engagement opportunity (writing assignment)
- Small group, fish bowl, and large group discussions

IMAGINE, DEFINE, DESIGN

Introduce tool kit

Small groups step through civic engagement project concepts (led by AD facilitator) to consider:

- Starting points (project impetus and driver)
- Civic intent/goals
- Stakeholders, participants, and partners
- Structuring engagement opportunities around artistic process and product
- Maximizing the value of art

(This can be broken out for beginners and advanced learners and or for cultural organizations and artists.)

CREATING MEANINGFUL DIALOGUE

- Mini experience that includes purpose, art, experience, exploration, reflection
- Debrief (designing the Arc of Dialogue)
- Exercise to design a dialogue opening

COMMUNITY RELATIONS AND PARTNERSHIPS

Fundamental principles and practices of community relations and partnerships as well as particulars when it comes to working together toward civic and social goals:

- Creating social networks and capital
- Managing public expectations and perceptions
- Partnership and ownership
- Making partnerships real and productive

OR

CIVIC & SOCIAL IMPACT

Strategies and tools for assessing and communicating the impact of arts-based civic engagement programs:

- Meaningful indicators and benchmarks
- Practical data collection
- Documentation
- Reporting and Casemaking

CLOSE

Draw out learning; bringing main themes and points to the fore (Something I take away is....)

FEE AND EXPENSES

Presenter fees and expenses are based on the following:

Workshop instruction	\$1,500 per day per presenter*
Follow-up coaching/consults (optional)	\$1,000 per day per presenter
Travel, hotel, & per diem	estimated at \$900 per presenter
<i>Arts & Civic Engagement Tool Kit</i> (optional)	\$24.00 each (discounted price)

The local sponsor covers presenter fees and travel expenses plus logistical (space, A-V, food) and promotional costs to mount the workshop.

Animating Democracy staff is committed to work with local sponsors to make the most cost effective program to meet sponsor interests and resources.

*If considerable tailoring of a workshop program is desired by the sponsor, the fee may be greater to support additional planning time.

Past Sponsors of Animating Democracy Workshops and Conference Sessions

Workshops

Alaska State Council on the Arts
Arts and Science Council of
Charlotte Mecklenburg
Broward Cultural Division
Connecticut Commission on the Arts
40 North | 88 West
Georgia Council on the Arts
Greater Columbus Arts Council
Illinois Arts Alliance
Imagine Miami
Los Angeles County Arts
Commission
Midwestern State University, Wichita
Falls, Texas
Nevada Humanities Committee and
Dept. of Cultural Affairs
New England Presenters
Conference
Pennsylvania Cultural Heritage
Tourism Programs
Prairie Arts Management Institute
Salem College, North Carolina
The San Diego Foundation
Tennessee Arts Commission
University of Connecticut
University of Oregon
University of Washington, Seattle

Conference sessions and keynotes

American Association of Museums
American League of Symphony
Orchestras
Association of Performing Arts
Presenters
California College of the Arts
Grantmakers in the Arts
Great Places/Great Debates
Hawai'i State Foundation on Culture
and the Arts
Imagining America
Independent Sector
Institute for Community Research
Kent State University
National Coalition for Dialogue and
Deliberation
Pacific Edge Conference, Australia
Shanghai Fringe Festival and
Shanghai Conservatory of Music

DISCUSSION TOPICS

Topics for in-depth discussion for cultural organizations can include:

Program design/project development: How do you establish civic goals? How might choice of art inhibit or encourage civic engagement? How do you structure engagement opportunities around artistic process and product?

Civic dialogue basics: How do you create meaningful civic dialogue through art? Who facilitates and what is the role of the artist? How do you consider cultural differences, power dynamics to build trust and foster participation?

Working in the civic realm: What internal and external perceptions may challenge or support arts organizations to work in the civic realm and how do you navigate these? What are issues that may arise around “ownership” of civic issues among stakeholders and partners?

Institutional concerns: What strengths do you bring and what capacities and skills are needed by organizations to do this work effectively? How do you ensure leadership and staff buy-in? What are common obstacles and pitfalls that challenge organizations in doing and sustaining arts-based civic engagement programs?

Ethics: What are your responsibilities to various stakeholders? As an arts organization, what is your responsibility to sustain attention around a civic issue?

Impact: What is success and who defines it? How do you gauge civic impacts, particularly less tangible outcomes such as shifts in understanding of a civic issue? What evidence do you look for? What are the effects of civic intent on art and artistic investigation?

Topics for in-depth discussion for artists can include:

The artist’s role: Who are the various civic and cultural players; what are their roles and yours? Who is initiating and driving the project and what are related concerns for artists? What are the pros and cons of working as an independent artist or within/through an organization?

Civic and cultural contexts: What do you need to know about civic issues related to your project? How do you identify and access stakeholders? How can art and culture be employed in different cultural contexts to expand and enhance civic engagement and dialogue?

Artistic and civic goals: How do you set and balance artistic and civic goals? What are the dynamics of being an insider or outsider to a community in terms of clarifying goals and addressing them?

Creative authority: What are the dynamics and politics of community voice in artistic process and product? What are the ethical concerns in using community members’ stories in artistic work? How do you negotiate issues of creative control with project partners or sponsors?

Dialogue related to creative process and product: What are the ways that your art can engage people in dialogue? How can you help cultural or community partners to use your finished work more effectively as a catalyst for dialogue? What role should you play as dialogue facilitator? How can you improve your facilitation skills?

Issues unique to civically engaged art: How do you consider your own position on civic issues in the context of projects with civic goals? How do concerns for engaging multiple stakeholders and perspectives affect your artwork or how it’s presented? What if your work is provocative or has a point of view?