

building the cultural army



by ronnie brown

Reminders

You can hear us, we cannot hear you!

Can't hear?

- Try turning up your volume
- Call in by phone or use your computer headphones

Have a question or comment? Use the chat box, any time.

Downloads

- Slide presentation

Goals of building a cultural army

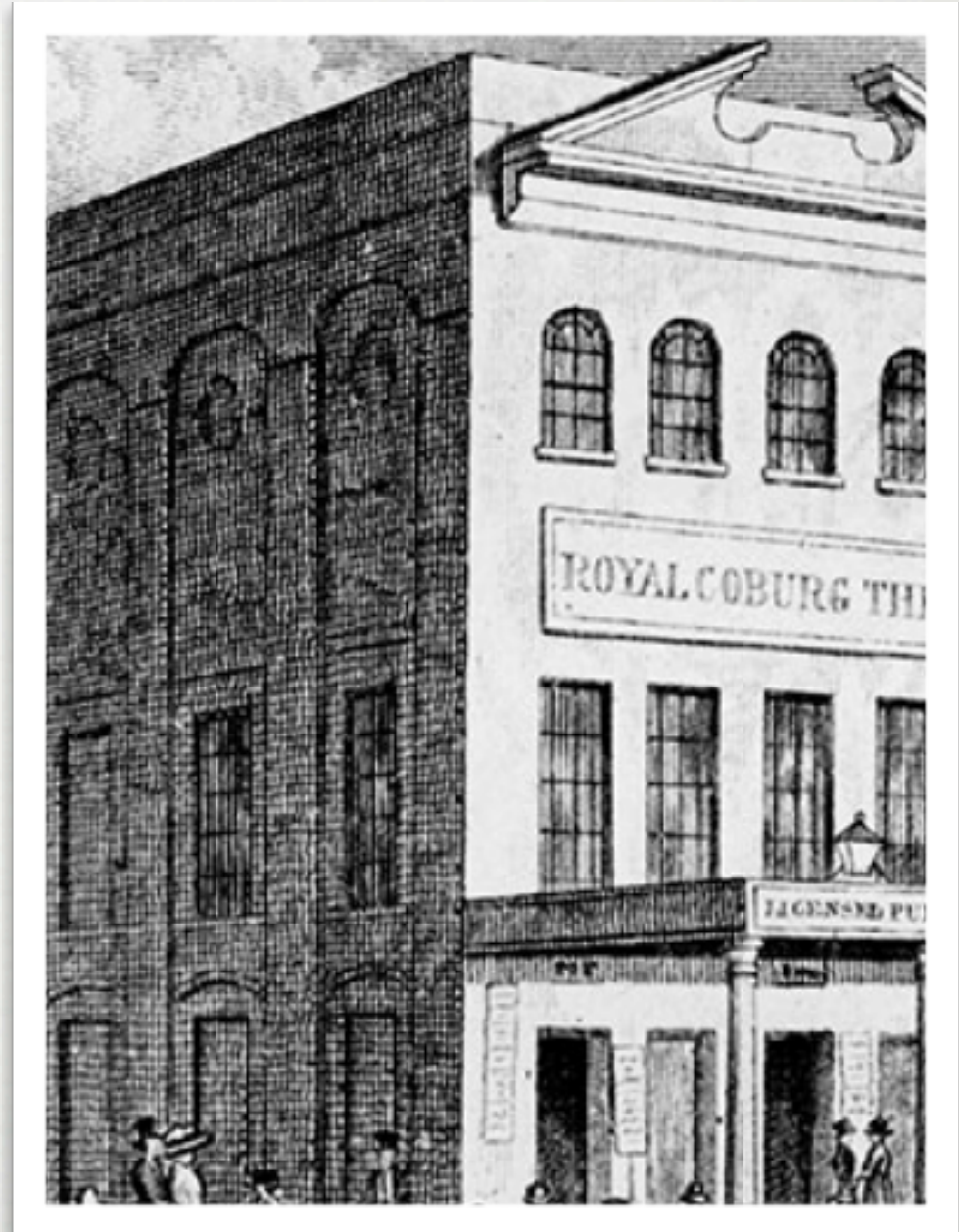
- ☐ develop strong community ties
- ☐ develop a support network that can help alleviate any potential problems
- ☐ help with key financial planning and fundraising
- ☐ help with progression planning for the future

Who We Are

- ✿ *to build effective relationships and communication we have to know who we are*
- ✿ *historical background, present background and organizational mandate*

Historical Background

- ✧ *groups that championed the idea*
- ✧ *community support*
- ✧ *key people in fundraising*
- ✧ *original mandate*
- ✧ *positive or negative images created*



Present Background

- ✿ *who are the champions*
- ✿ *what kind of community support*
- ✿ *long serving clients*
- ✿ *today's positive or negative images*



organizational mandate

- ☐ philosophy behind your mandate
- ☐ philosophy behind your programming
- ☐ philosophy behind rental agreements re: community vs commercial

identifying champions

- ☐ individuals who are passionate and confident to speak for the support of your organization
- ☐ they take on a public approach to supporting
- ☐ truly believe in the mandate



champions can

- ☐ make great board members
- ☐ rally community support through focus or peer groups
- ☐ influence authorizers
- ☐ sit on various project committees

Building the right relationships

- ☐ board members
- ☐ authorizers
- ☐ community partners
- ☐ patrons
- ☐ sponsors



board members

- ☐ need to be chosen
- ☐ share the believe in the mandate
- ☐ committed to helping with their skill set
- ☐ there for the right reasons



board members

- ☐ help with communicating the mandate to the community
- ☐ help with various projects for the benefit of the organization
- ☐ help with strategic planning
- ☐ help with fund raising
- ☐ represent the public's interest
- ☐ help with operational decisions

a good board

- ☐ will be diverse in backgrounds
- ☐ believe in the mandate and the organization
- ☐ picked for skill set and not reputation or referral alone
- ☐ have people skills



The three main things representation, fundraising, strategic planning

authorizers

- ☐ can be a board of directors
- ☐ in a municipal setting they can be Senior Managers/department heads, councillors and mayors
- ☐ in the private setting they can be ceo's, private owners

they need to see:

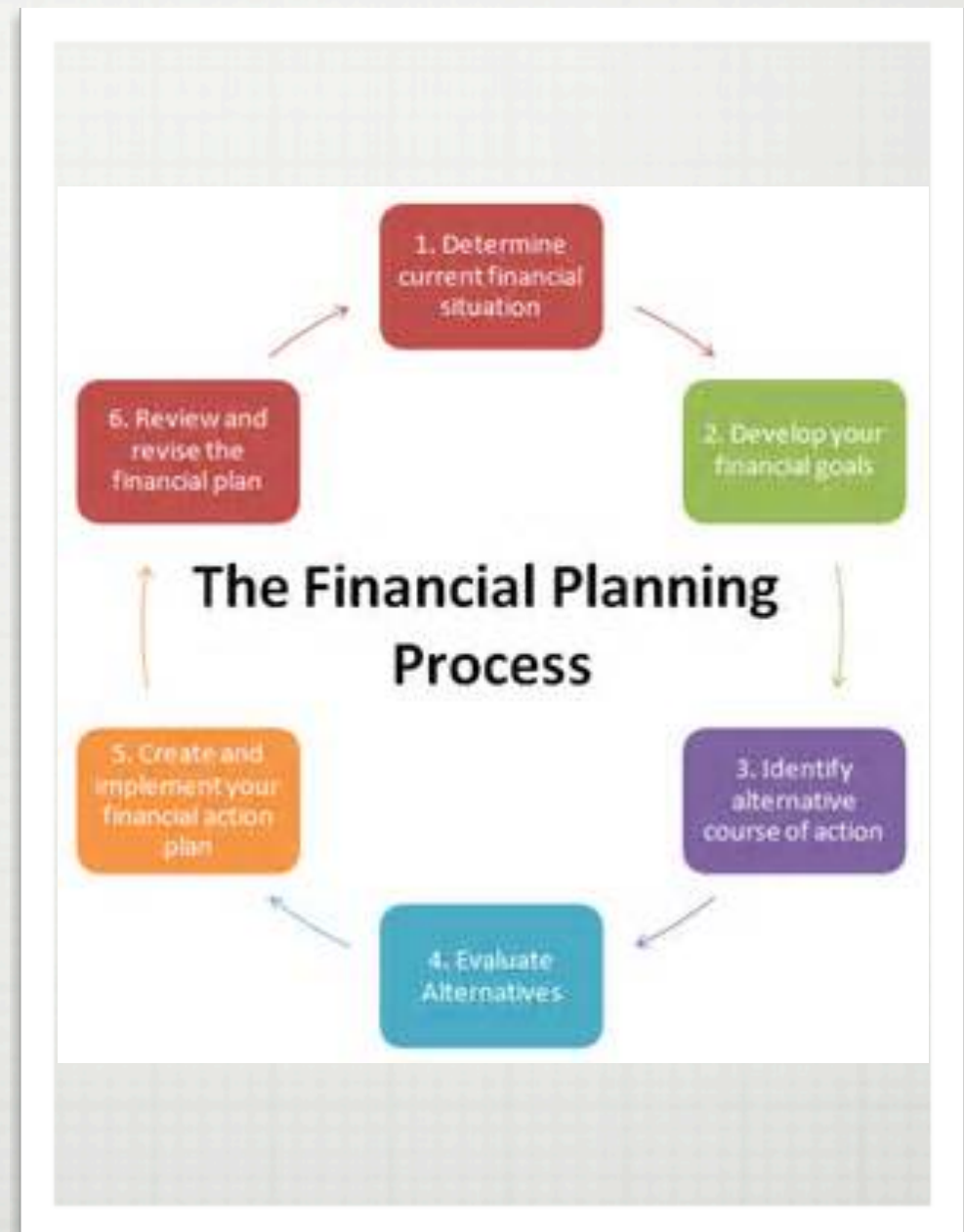
- ☐ health in the organization
- ☐ proper fiscal management
- ☐ social value assets
- ☐ transparent communication

Health in the Organization

- ☐ organizational mandate is being met
- ☐ employees, patrons and clients are happy in the environment
- ☐ strategic planning is accurate and meets the needs of the future

Proper fiscal management

- ☐ budgets are being met
- ☐ plans for any budget increases or decreases
- ☐ succession fiscal growth



social value assets

- impact on the cultural weave of the community
- diversity in the user groups



impact studies

- ☐ can help operational minds see the personal and community effects of the performing arts
- ☐ can help develop community measurement tools to evaluate personal and community effect
- ☐ displays our risk business has other gains than just financial

Working Paper Series, 20

How the Arts Impact Communities:

An introduction to the literature on arts impact studies

Prepared by Joshua Guetzkow for the

Taking the Measure of Culture Conference

Table 1: Mechanisms of Arts Impact*

Builds inter- personal ties and promotes volunteering, which improves health

Increases opportunities for self-expression and enjoyment

Reduces delinquency in high-risk youth

Increases sense of individual efficacy and self-esteem

Improves individuals’ sense of belonging or attachment to a community

Improves human capital: skills and creative abilities

Builds individual social networks

Enhances ability to work with others and communicate ideas

Wages to paid employees

Increases sense of collective identity and efficacy

Builds social capital by getting people involved, by connecting organizations to each other and by giving participants experience in organizing and working with local government

Increases opportunities for enjoyment

Relieves Stress

Increases cultural capital

Enhances visuo- spatial reasoning (Mozart effect)

Improves school performance

Increases tolerance of others

People (esp. tourists/visitors) spend money on attending the arts and on local businesses.

Builds community identity and pride Leads to positive commuunity norms, such as diversity, tolerance and free expression.

People come together who might not otherwise come into contact with each other

Increases individual opportunity and propensity to be involved in the arts

Increases prop- ensity of comm.- unity members to participate in the arts

Increases attract- tiveness of area to tourists, businesses, people (esp. high- skill workers) and investments

Fosters a “creative milieu” that spurs economic growth in creative industries.

Greater likelihood of revitalization

Improves community image and status

transparent communication

- clarity in reporting using real collected data not assumptions
- using researched methods and formulas





TRANSPARENT COMMUNICATION GETS RID OF

points going forward

- ☐ work together as boards, staff and clients
- ☐ when sharing transparencies there is a better understanding and support
- ☐ engage your champions and they will engage others
- ☐ engage your authorizers and they will understand and lend support
- ☐ enjoy all the experiences and display the passion

Feedback

[TAKE THE SURVEY](#)

Next Topic...

The Value of Sponsorship

March 16th Introductory session - [sign up now](#)

March 30th Intermediate session - [sign up now](#)