
Blueprint for Collective Action



Blueprint for Collective Action

Overview

By supporting a wide variety of art forms and providing strategic leadership for the arts sector in the broader community, ArtsWave creates an environment where the growing impact of the arts is felt and celebrated by the entire community.

The Blueprint for Collective Action provides a focus for ArtsWave's community investments and strategic initiatives for the next ten years. The Blueprint is designed to achieve three things:

- Align with broader community goals
- Provide more clarity and specificity around the kinds of activities and outcomes ArtsWave desires
- Leverage more support from the community by demonstrating relevance to the community

By focusing the ArtWave's investment strategy, the Blueprint is intended to stake a bold vision for the region for enhanced impact through the arts by establishing five community goals and distinct roles for organizations and individuals to support ArtsWave in advancing these visions.

Blueprint Goals and Roles

Arts Put Cincinnati on the Map

Greater Cincinnati's innovative arts scene attracts talent, visitors, and business to the region.

GOAL: To be a more competitive region for talent attraction by leveraging arts that are perceived as extraordinary

Roles for Organizations and Individuals:

- To design new or unexpected artistic collaborations
- To create arts experiences that are active, immersive, and social; and that stretch the boundaries of the art form
- To improve and employ digital capabilities and use of social media to reach and engage digitally oriented or remote audiences
- To participate in collaborative efforts to increase earned media and leverage paid media/marketing opportunities
- To develop and share stories that distinguish the region through its arts
- To leverage assets and capacities with other organizations to expand impact, access, and sustainability

Arts Deepen Roots in the Region

Residents who are engaged in the arts – whether as volunteers, artists, or audience members – have a stronger and more positive connection to the community.

GOAL: To deepen feelings of engagement and connection to the community by widening participation in arts experiences, especially those that resonate with adults age 40 and under

Roles for Organizations and Individuals:

- To create arts experiences that are participatory, social, recurring, and encourage personal investment in the organization and/or community
- To create arts experiences for college students and young professionals
- To develop partnerships and collaborations with local colleges and universities
- To involve college students and young professionals at all levels of organizational decision-making
- To leverage assets and capacities with other organizations to expand impact, access, and sustainability

Arts Bridge Cultural Divides

When the arts reflect and celebrate the diversity of our community, residents build a greater understanding and appreciation of cultural differences.

GOAL: To promote cross cultural understanding by increasing the availability and accessibility of arts experiences that include and represent all races and ethnicities

Roles for Organizations and Individuals:

- To present works of art created by artists of all races and ethnicities
- To create arts experiences that include artists of all races and ethnicities
- To create and/or present art that tells the story(ies) of all races and ethnicities
- To create shared arts experiences for people of all races and ethnicities
- To identify and establish partnerships and collaborations that support equitable access to arts experiences for people of all races and ethnicities
- To involve at all levels of organizational decision-making people who reflect the broadest possible racial and ethnic diversity
- To develop cross-cultural artistic partnerships and collaborations
- To leverage assets and capacities with other arts organizations to expand impact, access, and sustainability

Arts Enliven Neighborhoods

Community arts centers, galleries, and theaters serve as vital hubs for neighborhood activity that supports local business and builds civic pride.

GOAL: To enhance the vibrancy of neighborhoods, particularly those that are underserved and/or revitalizing, by increasing the availability and accessibility of arts organizations and opportunities

Roles for Organizations and Individuals:

- To establish partnerships and collaborations within the neighborhood in which the organization is physically located
- To create an environment where all members of the organization's surrounding neighborhood feel welcome
- To increase the variety and frequency of arts experiences embedded in or accessible to neighborhoods throughout the region
- To improve the aesthetics of the region's neighborhoods
- To enliven indoor and outdoor public spaces throughout the region with arts experiences
- To optimize the use of resources already present in neighborhoods throughout the region to support equitable access to arts experiences
- To improve and employ digital capabilities and use of social media to reach and engage neighborhoods
- To leverage assets and capacities with other arts organizations to expand impact, access, and sustainability

Arts Fuel Creativity and Learning

The arts have the power to transform education both by improving learning of core curriculum and teaching skills like creativity, collaboration, and critical thinking.

GOAL: To promote the development of 21st century skills by ensuring that all children in the region, particularly those that are underserved, have access to multiple arts opportunities

Roles for Organizations and Individuals:

- To provide meaningful arts education opportunities for youth at all grade levels
- To optimize the use of resources already present in school and community settings to support equitable access for youth to meaningful arts education opportunities
- To provide professional development and enrichment opportunities for arts educators

-
- To develop curricula, materials, and training to support arts integration in all subjects and at all grade levels
 - To leverage assets and capacities with other arts organizations to expand impact, access, and sustainability

GLOSSARY

21st Century Skills

A broad set of knowledge, skills, work habits, and character traits that are believed — by educators, school reformers, college professors, employers, and others — to be critically important to success in today's world, particularly in collegiate programs and contemporary careers and workplaces

Arts Experiences

The full spectrum of arts and cultural heritage offerings available to the general public

Arts Integration

An approach to teaching in which students engage in a creative process which connects an art form and another subject area and meets learning objectives in both

Cross Cultural Understanding

Knowledge and appreciation of the characteristics, values, beliefs and behaviors of other cultures

Economy

Refers to conditions of prosperity which contribute to a thriving quality of life, rather than traditional economic impact indicators

Equitable Access

Additional services are provided and/or actual or potential barriers are removed so that all individuals have equal opportunity to take full advantage of available arts opportunities

Extraordinary

Experiences in the arts that are out of the ordinary, could not necessarily be found in other places, or that are otherwise seen as fresh and innovative – helping to differentiate our region through the arts

Meaningful Arts Education Opportunities

Varied arts learning experiences for youth provided both inside and outside of the school environment, including learning and creating art with teaching artists, experiencing art created or presented by professional artists, and integrating the arts into the learning of other subjects

Neighborhoods

Places people feel related to and where they have relationships with each other

Neighborhood Vibrancy

Possessing a very strong identity with residents who care deeply about the neighborhood

Region

As defined by the United States Census, the 15 counties in Southwestern Ohio, Northern Kentucky, and Southeastern Indiana that comprise the Cincinnati-Middletown, OH-KY-IN Metropolitan Statistical Area, including Brown, Butler, Clermont, Hamilton and Warren Counties in Ohio; Boone, Bracken, Campbell, Gallatin, Grant, Kenton, and Pendleton Counties in Kentucky; and Dearborn, Ohio and Union Counties in Indiana

Underserved

Those individuals and groups who by virtue of prioritization, interest, geography, economics, or other barriers have disproportionately less access to arts opportunities than others

Youth

Persons aged 0-18 years