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## ArtsWave's Blueprint for Collective Action



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**Our Vision – A more vibrant regional economy and more connected community for all.**

## 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 objectives;
- Provide more clarity and specificity around the kinds of activities and outcomes ArtsWave desires; and
- 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 creating a roadmap for their achievement.

## Blueprint Goals and Roles

The Blueprint is based on the following principles:

- All goals have equal priority.
- Every arts organization plays a part in achieving our collective goals through a wide variety of activities and programs that create community impact – some new, many already established.
- Individual arts organizations (of any size or discipline) can play specific roles in support of the achievement of each goal.
- No single arts organization can fulfill all roles for all goals all the time. A diverse arts community supporting many different types of organizations and activities is necessary to fulfill all roles and achieve all goals.
- A single activity or program may fulfill several roles and may advance progress on more than one goal.
- ArtsWave, too, has specific roles to play in the achievement of each goal.

ArtsWave must leverage its position as leader, connector, aggregator, and partner to build capacities sector-wide.

### **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 Arts Organizations:**

- 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

### **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 Arts Organizations:**

- 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

### **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 Arts Organizations:**

- 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

**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 Arts Organizations:**

- 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

### **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 Arts Organizations:**

- 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

# Impact 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

## **Activity**

Actions taken, or work performed by your organization (Activities should be broad, but meaningful. For example, if you are a performing arts organization and your educational programming consists of student matinees twice a week and a 3-day in-school workshop, those would be two separate activities rather than one. But you would not list your Tuesday and Thursday matinees as separate activities.)

## **Arts Experiences**

The full spectrum of offerings by arts organizations 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 (integrating the arts into a math class would be an example of arts integration).

## **Arts Enrichment**

The arts are used as a device or strategy to support learning. In the simplest terms, this is arts education that is arts for art's sake (inviting a school to attend a play would be arts enrichment).

## **Community**

Communities can mean many things, but for our purposes, we are interested in geographic communities. For consistency, please communicate your communities served by zip codes. If you are measuring geographic communities in another way, please let us know.

## **Community Engagement**

Community Engagement in the arts is a variety of programming, performances, events, and activities which leverage art to engage community members in cultural, social, and economic development. These activities will most likely occur outside of your location, recognizing there may be some exceptions. For an event or activity to be considered community engagement within your space, it must be purposeful and beyond your normal programming. Community engagement activities must be low-cost (under \$10 per person) or free to attend. Do not include activities that took place outside of the region or with people from outside of the region.

## **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

**Low Price Arts Opportunity**

Arts events, experiences, or activities that cost less than \$10 per person.

**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

**New Applicant**

An organization that has never received funding through ArtsWave

**Other Arts Education**

Arts Education activities that take place outside of the school day (after school, before school, weekend) OR that are coordinated by someone other than a school (summer camp, boy/girl scouts, etc...). Arts education activities that do not fit the definition of School-Based Arts Education (see definition) would be included in Other Arts Education.

**Outcomes**

Answer the questions: "What difference did the activity make?" and "What does success look like for this activity?"; can be qualitative or quantitative

**Patrons**

All people reached. Paid audience members AND non-paid audience members. DO include participation numbers from community engagement activities. DO NOT include arts education activities. For ArtsWave's purposes, patrons do not mean donors.

**Racially/Culturally Diverse Arts Opportunities**

Arts experiences, events, and activities that primarily feature artists and/or serve audiences that are racially/culturally diverse (non-white).

**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

### **School-Based Arts Education**

School-Based Arts Education must be coordinated by a school AND occur during the school day. The activity can take place either at the school, your location, or another location in the community. Do not include activities with schools outside the region.

### **Teaching Artist**

A teaching artist is a practicing professional artist with the complementary skills and sensibilities of an educator, who engages people in learning experiences in, through and about the arts. For ArtsWave's reporting purposes, teaching artists can be paid contractors, paid employees, or volunteers.

### **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

### **Volunteers**

People that did any type of volunteer services, both full-time and/or part-time, for your organization during the reporting year, including volunteer members of the organization's governing body. Organizations that don't keep track of this information in their books and records or report this information elsewhere (such as in annual reports or grant proposals) can provide a reasonable estimate, and can use any reasonable basis for determining this estimate.

### **Young Professional**

People in the workforce under the age of 40.

### **Youth**

Persons aged 0-18 years