CREATING CONNECTION

Enriching lives through the power of creative expression

Introduction to Creating Connection
June 1, 2016
9:00 am – 11:30 am

A leadership initiative of Arts Midwest + Metropolitan Group
#creatingconnection
Welcome & introductions
# Overview of the session

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00-9:10 am</td>
<td>Welcome and introductions</td>
</tr>
<tr>
<td>9:10-9:15 am</td>
<td>Overview of the day</td>
</tr>
<tr>
<td>9:15-9:30 am</td>
<td>The challenge and the opportunity: Building public will for arts and culture</td>
</tr>
<tr>
<td>9:30-10:10 am</td>
<td>What we’ve learned thus far: Summary of research from Massachusetts and the US</td>
</tr>
<tr>
<td>10:10-10:30 am</td>
<td>Discussion/Q&amp;A</td>
</tr>
<tr>
<td>10:30-10:50 am</td>
<td>Implications of the research: Suggested messaging and program considerations</td>
</tr>
<tr>
<td>10:50-11:15 am</td>
<td>Discussion/Q&amp;A</td>
</tr>
<tr>
<td>11:15-11:25 am</td>
<td>What’s next for Massachusetts?</td>
</tr>
<tr>
<td>11:25-11:30 am</td>
<td>Closing</td>
</tr>
</tbody>
</table>
Building public will for arts and culture

The challenge and the opportunity
While most Americans participate in creative activities, support for “the arts” has declined.
A “nicety” rather than a necessity
Our goal

To make arts and culture a recognized, valued, and expected part of everyday life.
Public will building*


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A sector revitalized: Libraries
Challenge:
Re-establish relevance and increase the diversity and reach of the historic preservation movement.
How this work is different

Builds

Outside in
What we’ve learned so far

Research overview
Methodology

- Literature review
- National survey
- Oversample in pilots
  - Focus groups
  - Informal discussions
  - One-on-one interviews
Research Scan

UNIVERSITY IN BOSTON

How Boston and Other American Cities Support and Sustain the Arts: Funding for Cultural Nonprofits in Boston and 10 Other Metropolitan Centers
The Boston Foundation

UNIVERSITY IN BOSTON

Investing in Creativity: A Study of the Support Structure for U.S. Artists

CULTURE IS OUR COMMON WEALTH
An Action Agenda to Enhance Revenues and Resources for Massachusetts Cultural Organizations

Creative Places:
Public Perceptions of Arts, Culture, and Economic Development in Gateway Cities
By John Schuedoer and Steve Berkell

Shape of the City:
Making Boston America's Upwardly Mobile City
A SUMMARY OF THE BOSTON INDICATORS REPORT 2010

SUPPORTING THE CREATIVE INDUSTRIES OF MASSACHUSETTS
CREATIVE M.I.T. LEARNING TO欧冠 SUMMARY REPORT

THE ARTS FACTOR
Measurable impact. Boundless possibilities.
#creatingconnection
Research findings summary

**CONNECTION**

is the key motivation, and it is defined as connection...

...to our family and friends

...to ourselves

...to others
New England perspective

<table>
<thead>
<tr>
<th>Attributes as reflected in our 2014 survey</th>
<th>New England</th>
<th>US</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely important to have access/proximity to artistic and cultural opportunities, activities or events</td>
<td>30%</td>
<td>23%</td>
<td>+7</td>
</tr>
<tr>
<td>Extremely important in their lives…</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>… creativity</td>
<td>29%</td>
<td>24%</td>
<td>+5</td>
</tr>
<tr>
<td>… culture</td>
<td>24%</td>
<td>20%</td>
<td>+4</td>
</tr>
<tr>
<td>… faith</td>
<td>30%</td>
<td>40%</td>
<td>-10</td>
</tr>
<tr>
<td>… work</td>
<td>16%</td>
<td>23%</td>
<td>-7</td>
</tr>
<tr>
<td>Important to ….</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>… be creative, artistic or express culture everyday</td>
<td>57%</td>
<td>63%</td>
<td>-6</td>
</tr>
<tr>
<td>… do things with children or family</td>
<td>83%</td>
<td>65%</td>
<td>+18</td>
</tr>
<tr>
<td>… visit a museum or gallery</td>
<td>27%</td>
<td>17%</td>
<td>+10</td>
</tr>
<tr>
<td>… make, build or restore things</td>
<td>20%</td>
<td>14%</td>
<td>+6</td>
</tr>
</tbody>
</table>
## New England perspective

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>New England</th>
<th>US</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art and culture should be affordable to everyone</td>
<td>80%</td>
<td>67%</td>
<td>+13</td>
</tr>
<tr>
<td>Children need more exposure to arts in school</td>
<td>82%</td>
<td>64%</td>
<td>+18</td>
</tr>
<tr>
<td>Arts and culture is an important sector of our economy</td>
<td>52%</td>
<td>42%</td>
<td>+10</td>
</tr>
<tr>
<td>Everyone should have the opportunity to express or experience arts and culture everyday</td>
<td>44%</td>
<td>49%</td>
<td>-5</td>
</tr>
<tr>
<td>I make it a priority to be artistic, creative, or to express my culture everyday</td>
<td>16%</td>
<td>21%</td>
<td>-5</td>
</tr>
</tbody>
</table>
CREATIVE EXPRESSION

...is a more engaging and powerful frame than "arts & culture" for most audiences.

...brings more people into a conversation about arts & culture.
“Arts and culture”
“Creative expression”
Perceptions of Arts and Culture

New Englanders more likely to see “arts” and “culture” as the same thing.
Most people say they would be happier, healthier, and less stressed if they were more active creatively.

Deriving meaning in life from creative expression is valued by fewer people.

BENEFITS
New England Perspective

- New Englanders more likely to think little would change if they did more of the activities they enjoy

<table>
<thead>
<tr>
<th>If you had the chance to do more of the things you enjoy in your everyday life, how would your life be different? (open-ended)</th>
<th>New England</th>
<th>US</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life would be about the same</td>
<td>21%</td>
<td>13%</td>
<td>+8</td>
</tr>
<tr>
<td>Life would be better/happier/more enjoyable/fun</td>
<td>17%</td>
<td>20%</td>
<td>-3</td>
</tr>
<tr>
<td>Be healthier/more active/enjoy outdoors/travel</td>
<td>13%</td>
<td>14%</td>
<td>-1</td>
</tr>
<tr>
<td>Less stress/more relaxed/more time with loved ones</td>
<td>10%</td>
<td>16%</td>
<td>-6</td>
</tr>
<tr>
<td>Life would be more fulfilling/enriched</td>
<td>10%</td>
<td>8%</td>
<td>+2</td>
</tr>
</tbody>
</table>
Research findings summary

AUDIENCES

Younger people, women, parents of children under 18, and people of color are more likely to say that creative expression and creativity are important in their lives.
Four segments are more likely than others to exhibit attitudes, understanding or behaviors aligned with our messaging and calls to action.

<table>
<thead>
<tr>
<th>Difference in response rate compared to others (as indicated)</th>
<th>Under 40 (vs. 41+)</th>
<th>Parents of children &lt;18 (vs. no children &lt;18)</th>
<th>People of color (vs. White)</th>
<th>Women (vs. men)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consider it important to be creative, artistic or to express their culture</td>
<td>+26</td>
<td>+24</td>
<td>+17</td>
<td>+10</td>
</tr>
<tr>
<td>Say they often have the opportunity to be creative</td>
<td>+26</td>
<td>+18</td>
<td>+8</td>
<td>+8</td>
</tr>
<tr>
<td>Consider it important to have access to artistic and cultural opportunities, activities or events in their community</td>
<td>+18</td>
<td>+15</td>
<td>+16</td>
<td>+10</td>
</tr>
</tbody>
</table>
Support for public funding is highest among communities of color, younger people, lower income residents, and those who participate in the arts more frequently.

<table>
<thead>
<tr>
<th>Demographic Group</th>
<th>Support for Arts Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-white</td>
<td>77%</td>
</tr>
<tr>
<td>Frequent arts participant</td>
<td>70%</td>
</tr>
<tr>
<td>Registered Democrat</td>
<td>70%</td>
</tr>
<tr>
<td>Boston/Inner suburbs</td>
<td>63%</td>
</tr>
<tr>
<td>Less than $75K</td>
<td>61%</td>
</tr>
<tr>
<td>Moderate creator</td>
<td>61%</td>
</tr>
<tr>
<td>&lt;44 years old</td>
<td>61%</td>
</tr>
</tbody>
</table>

Source: MassINC Arts Funding Research, 2014
BARRIERS
ARTS ARE VIEWED AS A “NICETY” OR LUXURY.

People want to engage with arts & culture, but are still finding mostly opportunities to passively observe.

Time & money are the biggest barriers to both formal and informal engagement.
New England Perspective

- New Englanders less likely to see cost as a barrier; time is a bigger barrier

<table>
<thead>
<tr>
<th>To the extent you would like to do these activities more often, what gets in your way?</th>
<th>New England</th>
<th>US</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Costs too much</td>
<td>44%</td>
<td>52%</td>
<td>-8</td>
</tr>
<tr>
<td>Difficult to find the time</td>
<td>47%</td>
<td>47%</td>
<td>NA</td>
</tr>
<tr>
<td>Distance or geography</td>
<td>22%</td>
<td>23%</td>
<td>-1</td>
</tr>
<tr>
<td>Can’t find anyone to do it with</td>
<td>17%</td>
<td>22%</td>
<td>-5</td>
</tr>
<tr>
<td>Not a priority in my everyday life</td>
<td>16%</td>
<td>19%</td>
<td>-3</td>
</tr>
</tbody>
</table>
Research findings summary

**CONNECTION**

- Is the key motivation, and it is defined as connection...
- ...to our family and friends
- ...to ourselves
- ...to others

**CREATIVE EXPRESSION**

- 64% say doing things with their children or family is very important (highest ranked activity).
- Many people value reconnecting with themselves, but some are afraid it is self-indulgent.
- It is a more engaging and powerful frame than “arts & culture” for most audiences.
- Brings more people into a conversation about arts & culture.

**CREATIVITY**

- Is defined broadly to include everything from problem-solving to artistic inspiration and expression.

**BENEFITS**

- Most people say they would be happier, healthier, and less stressed if they were more active creatively.
- Deriving meaning in life from creative expression is valued by fewer people.

**AUDIENCES**

- Younger people, women, parents of children under 18, and people of color are more likely to say that creative expression and creativity are important in their lives.
- People under 40 value arts & culture, creativity, and creative expression more than older people by about 10 points.
- Arts & culture community—and enthusiasts—are other important audiences.

**BARRIERS**

- Arts are viewed as a “nicety” or luxury.
- Some existing constituencies push back against defining arts & culture more broadly as “creative expression.”
- Time & money are the biggest barriers to both formal and informal engagement.

People want to engage with arts & culture, but are still finding mostly opportunities to passively observe.

- Benefits of arts & culture to children & youth are valued most highly.
Implications of the research

Suggested messaging and program considerations
Message framework

• Purpose
  – “Speak with one voice”
  – Strategic foundation for communication
Message framework

**CONNECTION**
THROUGH CREATIVE EXPRESSION

Sharing creative experiences and expressing our own creativity builds powerful connections with people, with our community and the world around us, and with ourselves.

**VALUES**
- Family & Relationships
- Health & Well-being
- Learning & Self-Improvement

**BENEFITS**
- HAPPINESS
- GROWTH
- WELL-BEING
- VOICE

#creatingconnection
Expressing our own creativity and experiencing something creative contributes to our happiness by making us more present in everyday moments and creating lasting memories of good times spent with those we love. And, it’s fun!
Expressing our own creativity and experiencing something creative helps us to grow and find personal fulfillment. It teaches us and challenges us, and it helps us to understand and empathize with others.
Expressing our own creativity and experiencing something creative promotes our health and well-being, reduces stress, promotes lifelong brain health, and connects us with what’s most important in our lives.
Creative expression empowers everyone to find and share their voice, exposing us to new perspectives and ideas, and enabling us to experience the creative voice of others, including artists of all kinds.
Expressing our own creativity and experiencing something creative contributes to our happiness by making us more present in everyday moments and creating lasting memories of good times spent with those we love. And, it’s fun!

Expressing our own creativity and experiencing something creative helps us to grow and find personal fulfillment. It teaches us and challenges us, and it helps us to understand and empathize with others.

Expressing our own creativity and experiencing something creative promotes our health and well-being, reduces stress, promotes lifelong brain health, and connects us with what’s most important in our lives.

Creative expression empowers everyone to find and share their voice, exposing us to new perspectives and ideas, and enabling us to experience the creative voice of others, including artists of all kinds.
Which benefit message is most motivating to you in wanting to do more of the creative, artistic or cultural things you enjoy?

- **Happiness**: 45%
- **Growth**: 28%
- **Well-being**: 15%
- **Voice**: 13%
Build powerful connections with others and the world around you by exploring and sharing creative expression, and by supporting the chance for everyone to have creativity in their lives.
Program implications

Will their experiences match what they’re looking for?
What’s next?
And how can you be part of it?
Current phase of our work

**NATIONAL INITIATIVE**
Drive strategy, messaging, and thought leadership; leverage and amplify learnings from pilots

**PILOT SITES: Year 1**
Broaden/diversify communities and populations reached, and inform refinements in strategy and messaging

**PILOT SITES: Year 2+**
Build on previous work to serve as incubators for strategies and messaging

**FIELD LEARNING**
Disseminate to practitioners and funding community through trainings and workshops.
Nationwide reach

Creating Connection

Oregon statewide trainings 2015-2016: Portland, Bend, Eugene, Newport, Pendleton, Roseburg
San Jose Cohort 2016
CA Confluence (April 2015)
National Guild for Community Arts Education (November 2014)
Grantmakers in the Arts (October 2015)
National Assembly for State Arts Agencies (October 2015)
Americans for the Arts (June 2015)
Michigan Museums Association (September 2016)
Impact Arts (June 2016)
Iowa Arts Summit (August 2016)
Arts Impact Ohio (May 2016)
Arts Midwest Conference (September 2015)
Trainings in Boston/Western Massachusetts (June 2016)
National Funders + National Arts Service Organizations (February 2015)
OPERA America (May 2015)

- National Conferences + Presentations
- Fully funded for current activity
- Actively fundraising
- National survey of the entire country

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What’s next

- Survey this summer
- Engagement with advisor group
- Recommendations for moving forward

JOIN US!

- Sign up so we can keep in touch with you
- Try it! And let us know how it’s going…