

Building Public Will for Arts + Culture

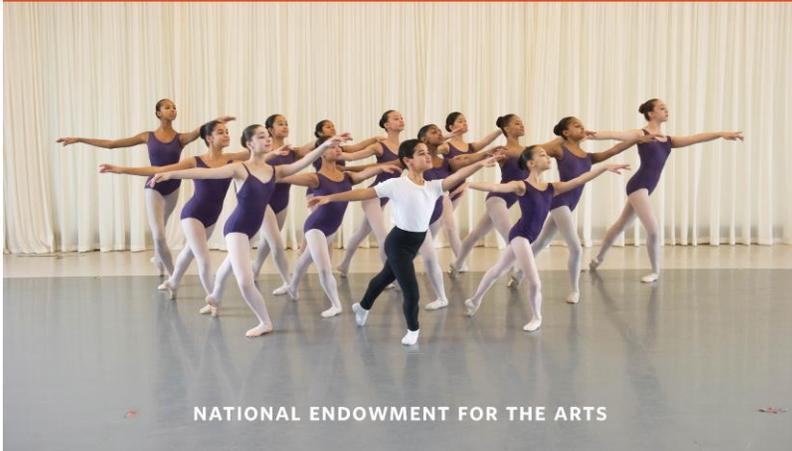
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David J. Fraher, President & CEO
Arts Midwest



A DECADE OF ARTS ENGAGEMENT:

FINDINGS FROM THE SURVEY OF PUBLIC PARTICIPATION IN THE ARTS, 2002-2012



NATIONAL ENDOWMENT FOR THE ARTS



From left: National Endowment for the Arts; "Tax credits" CC BY 2.0; "Save the Arts" courtesy of Metropolitan Group

Project Goal

To make arts and culture a recognized, valued, and expected part of everyday life.

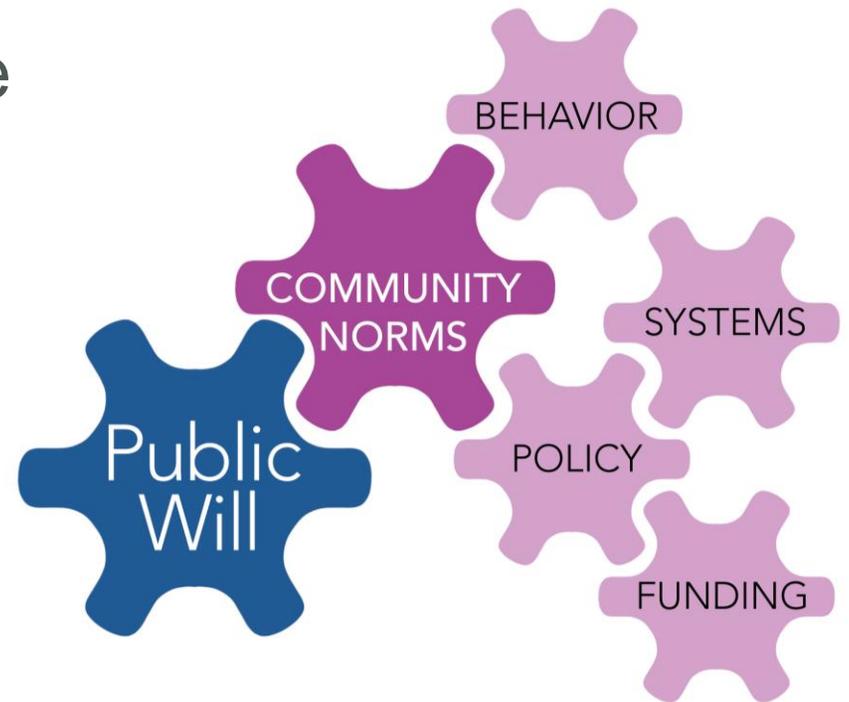
building PublicWill

**FIVE-PHASE COMMUNICATION APPROACH
TO SUSTAINABLE CHANGE**



Building Public Will

- Seeks long-term, sustainable shifts in community norms that drive changes in behavior, policies, systems, funding and more
- Aligns an issue with existing core values
- Integrates grassroots outreach with mass media
- Results in change that lasts and builds over time



How does this differ from other efforts?

- Works from the outside/in
 - Based upon advancing closely held values of public
 - Reaches new, less engaged/un-engaged audiences
- Suggests a new values alignment and message framework for the field to engage a broader and more diverse constituency
- Initial focus is on the public rather than policymakers



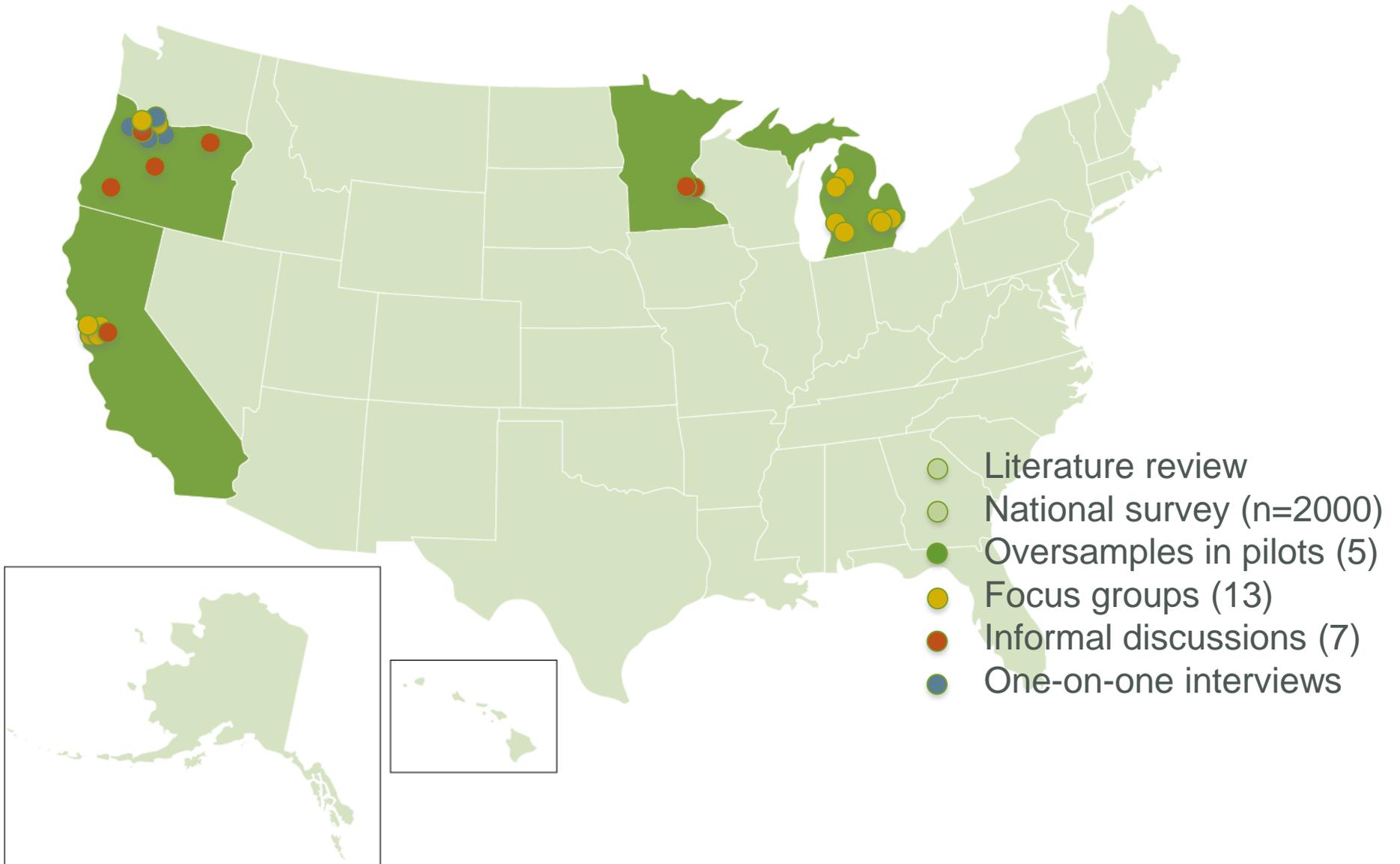
How did we get started?



Phase 1 Partners and Supporters

- Doris Duke Charitable Foundation
- City of San Jose
- **California Arts Council**
- Rosenthal Family Foundation
- The David and Lucile Packard Foundation
- William and Flora Hewlett Foundation
- **Michigan Council for Arts and Cultural Affairs**
- James F. and Marion L. Miller Foundation
- Meyer Memorial Trust
- **Oregon Arts Commission**
- Schnitzer CARE Foundation
- Oregon Community Foundation
- Regional Arts and Culture Council (OR)

Research process



RESEARCH FINDINGS SUMMARY

CONNECTION

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

...to our
family and
friends

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.

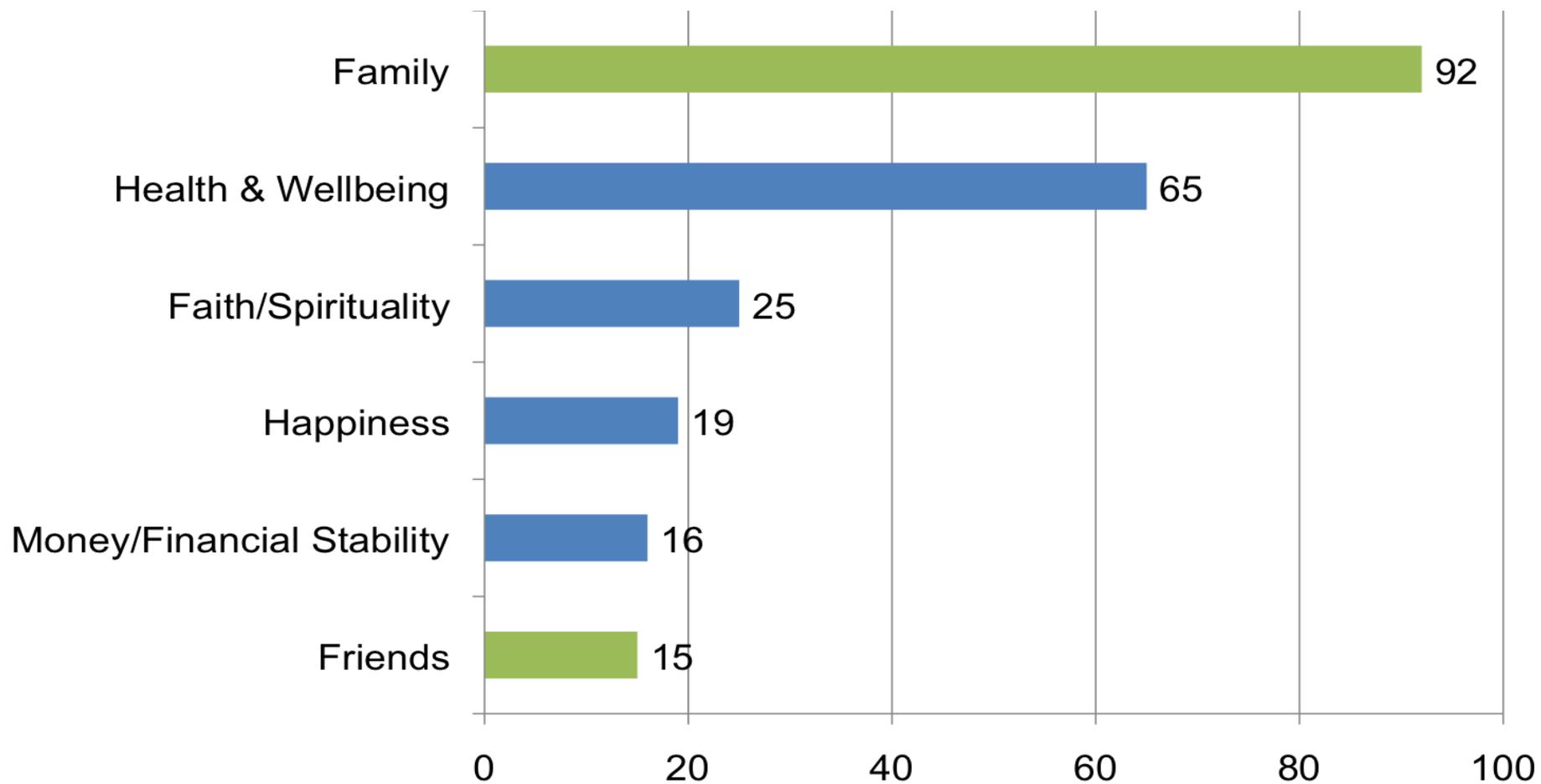
...to
ourselves

...to
others

Authentically
experiencing the creative
expression of other cultures
has recognized value.

What's most important in your life?

(# of focus group responses who identified)



RESEARCH FINDINGS SUMMARY

CREATIVE EXPRESSION

...is a more engaging and powerful frame than “arts & culture” for most audiences.
...brings more people into a conversation about arts & culture.

“Just part of who I am.”



ART is a product of creativity, like a painting or piece of music.



CULTURE is art, but also part of lifestyle connected to heritage and tradition.



CREATIVITY

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

arts and culture





Creative expression

USFWS - Pacific Region "Coral Reef at Palmyra Atoll National Wildlife Refuge" CC BY 2.0

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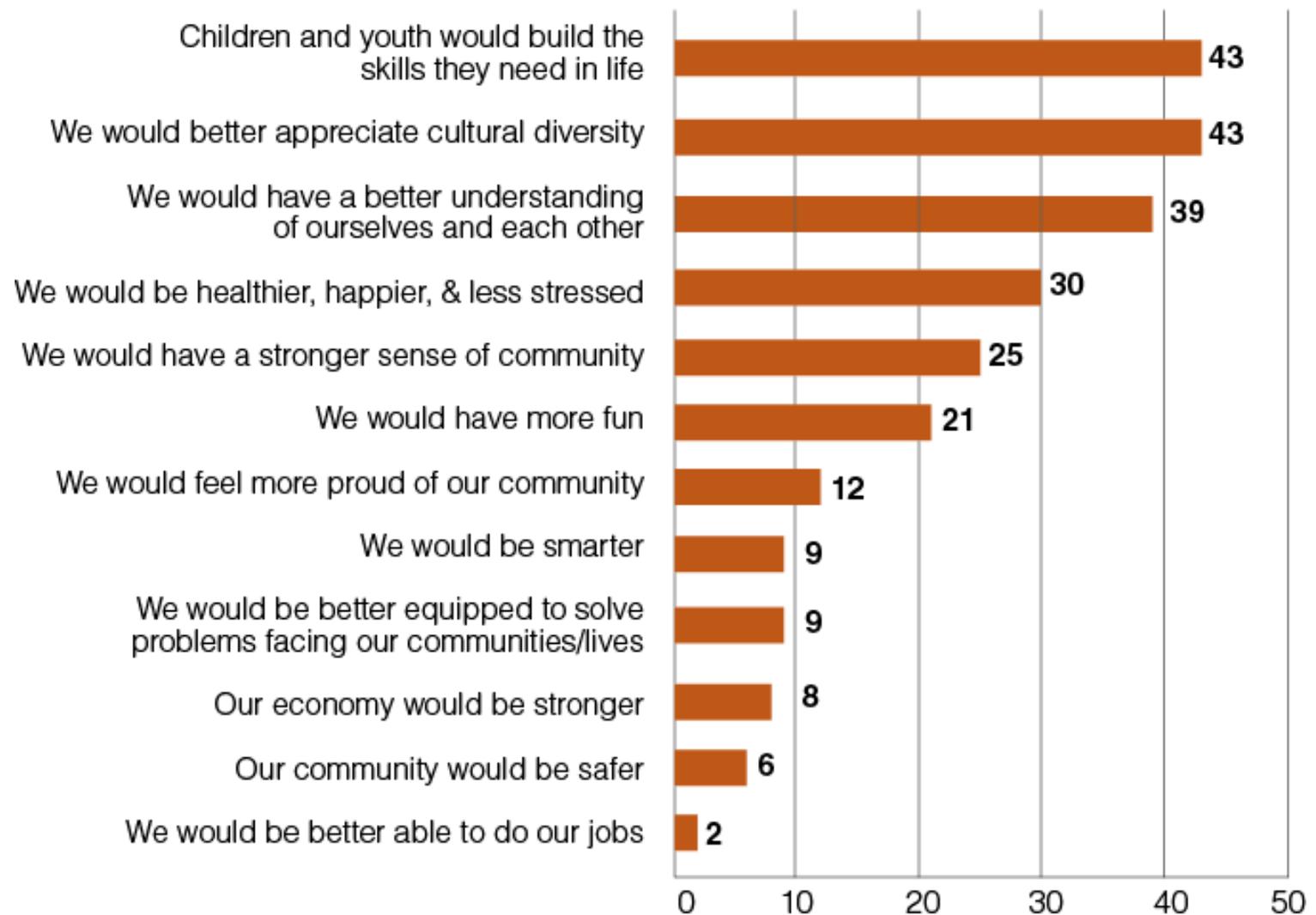
Most people say they would be happier, healthier, and less stressed if they were more active creatively.

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

BENEFITS

Benefits of arts & culture to children & youth are valued most highly.

If we had more opportunity to express or experience culture, what would be different?



RESEARCH FINDINGS SUMMARY

AUDIENCES

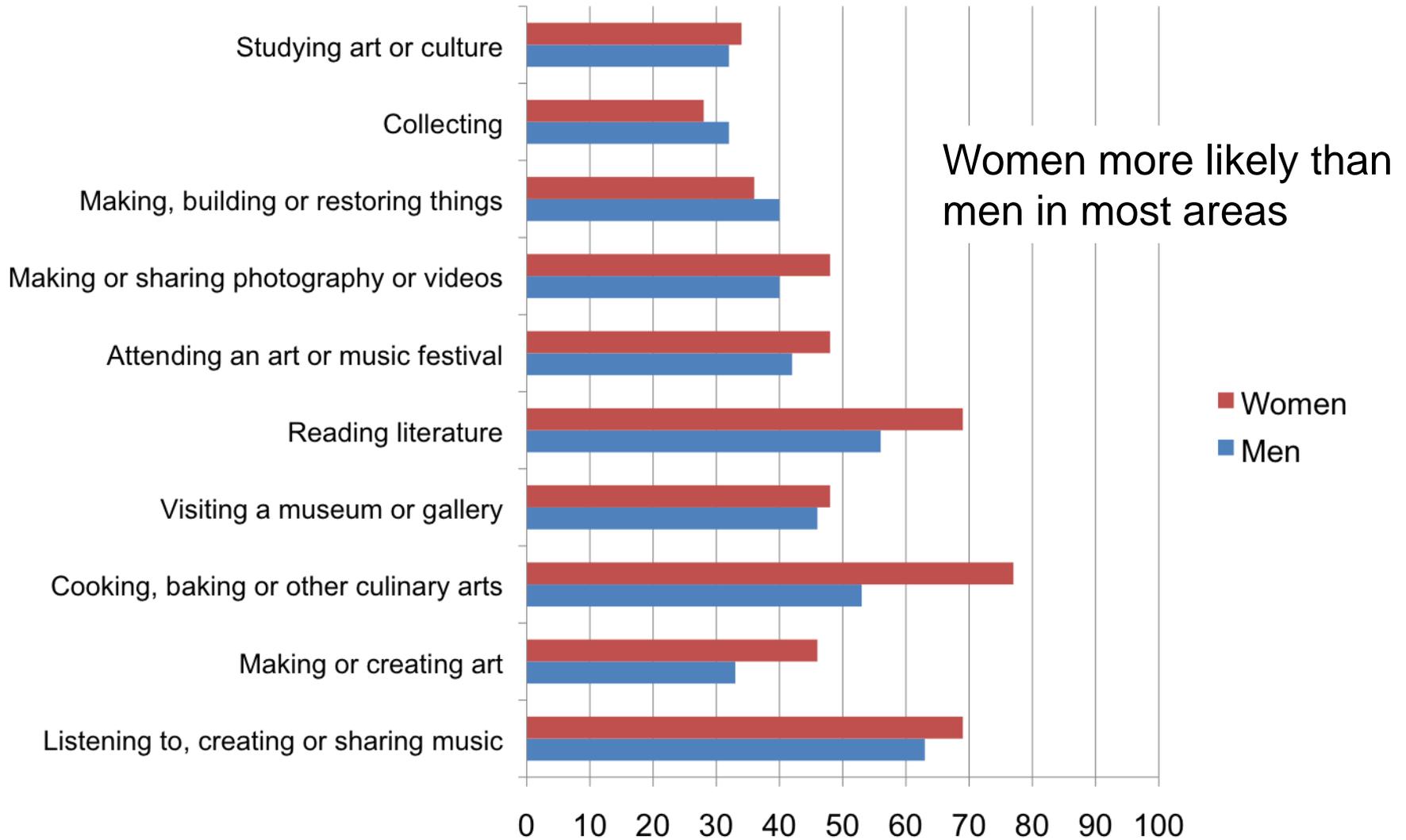
Younger people, women, parents of children under 18, and people of color are more likely to say that creative expression and creativity are important in their lives.



- 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.

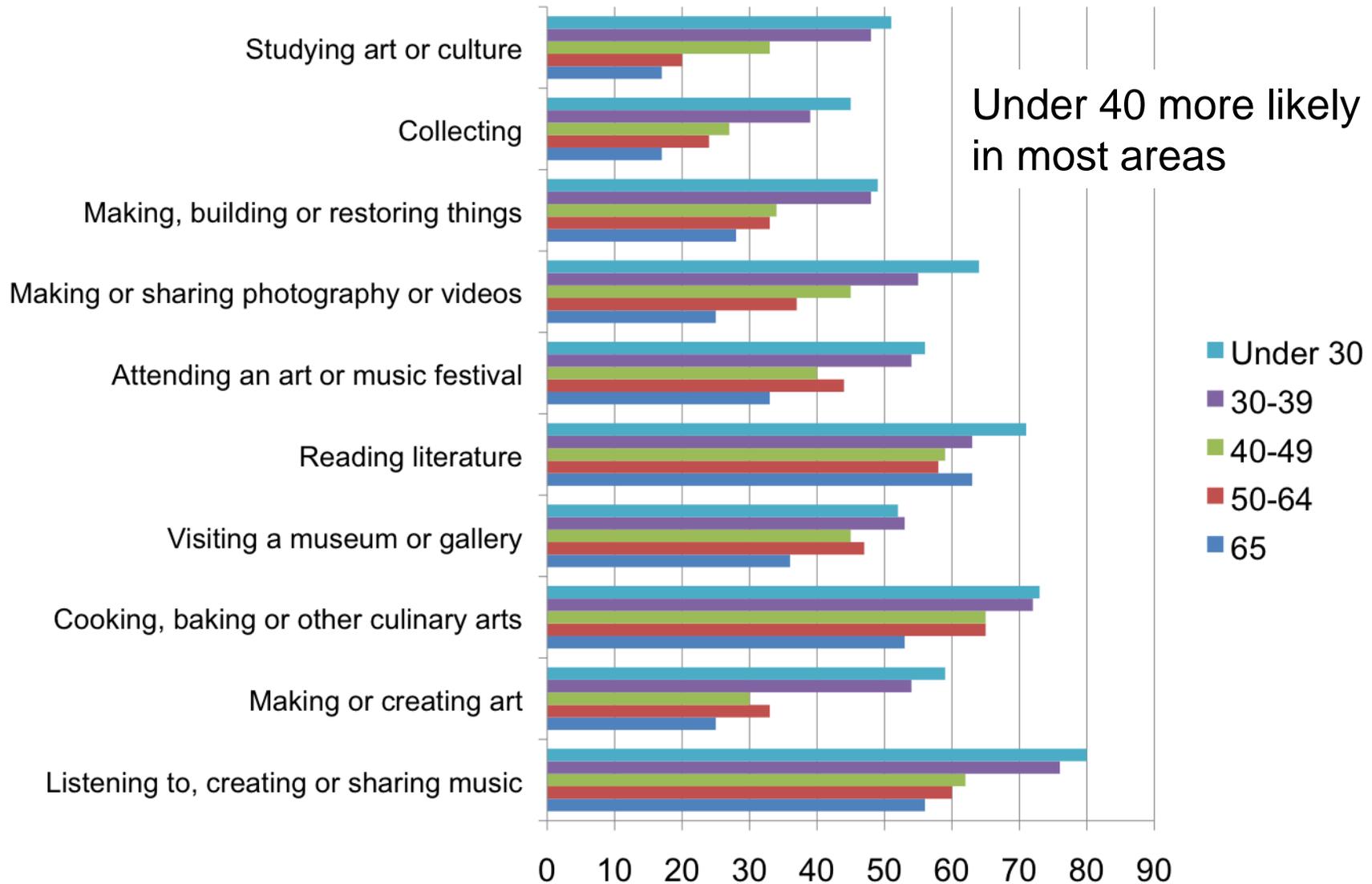
Perceived importance of various activities: BY GENDER (USA)

(survey respondents identifying each as “important” or “very important”)



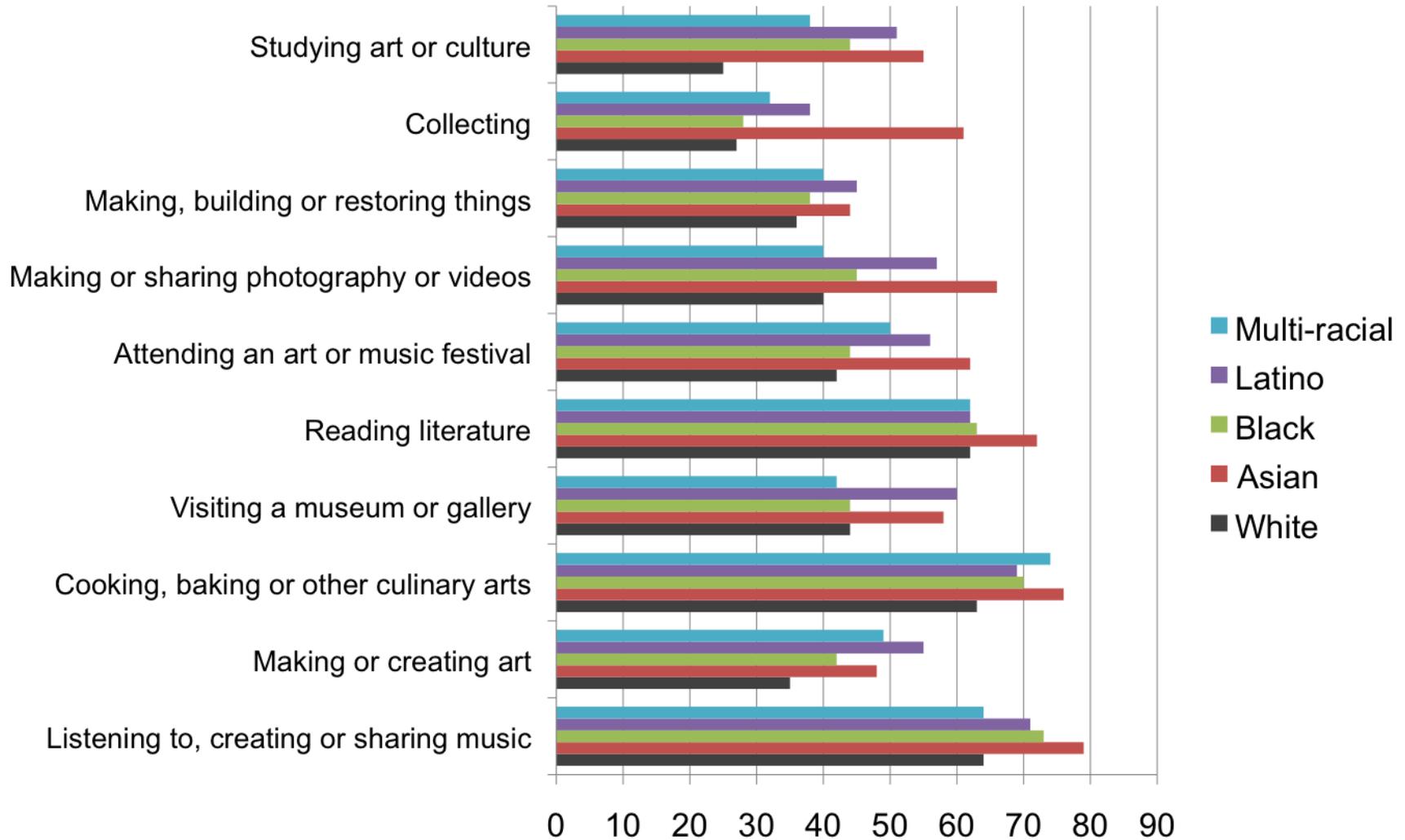
Perceived importance of various activities: BY AGE (USA)

(survey respondents identifying each as “important”)

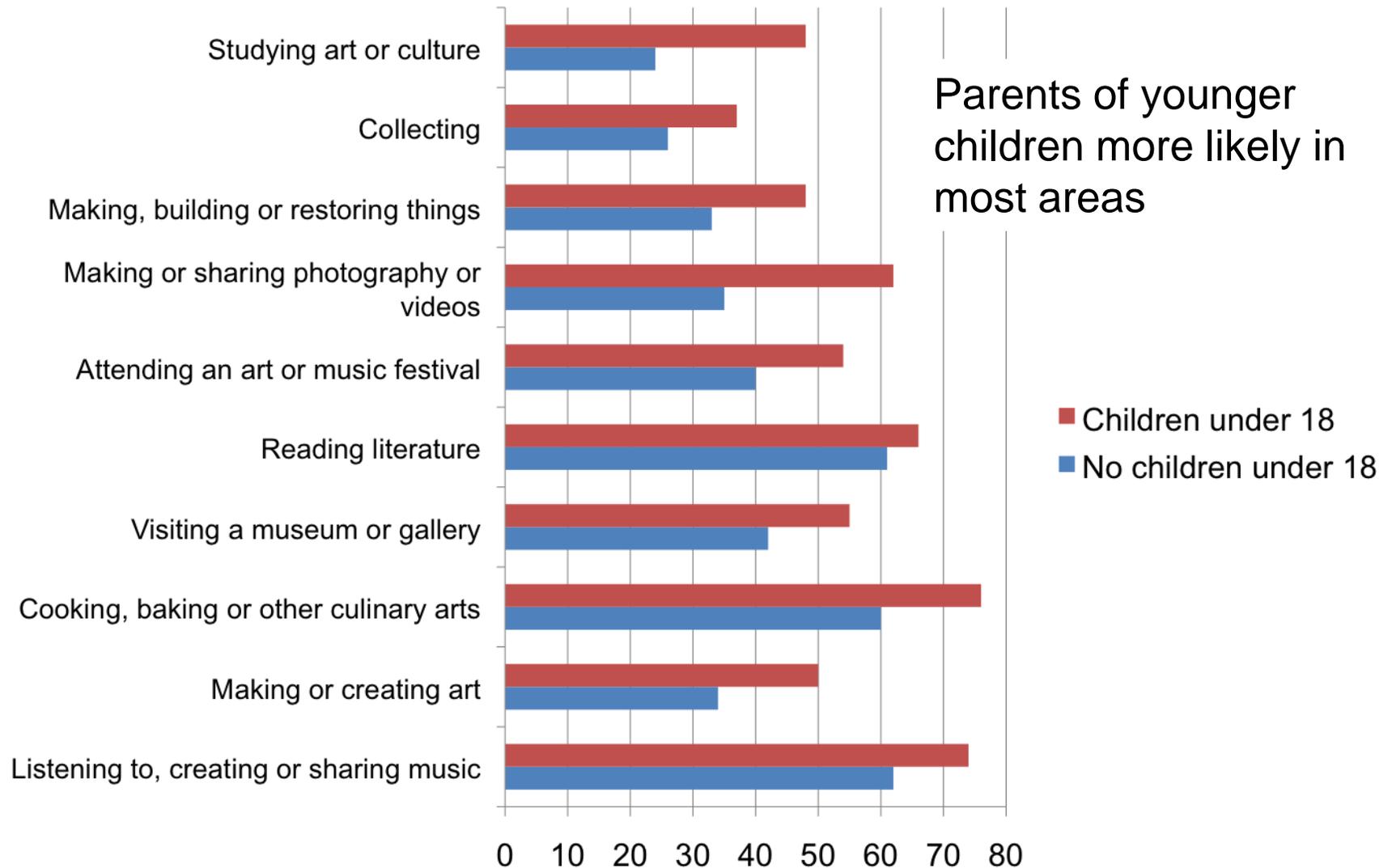


Perceived importance of various activities: BY RACE

(survey respondents identifying each as “important”)



Perceived importance of various activities: BY PARENTAL STATUS (USA) (survey respondents identifying each as “important”)



RESEARCH FINDINGS SUMMARY

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.



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.



RESEARCH FINDINGS SUMMARY



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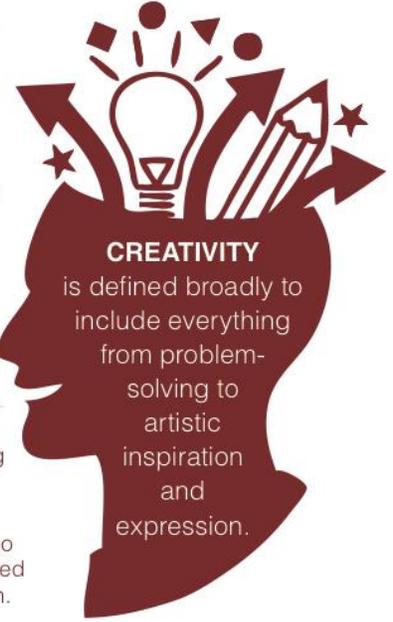
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CREATIVE EXPRESSION ...is a more engaging and powerful frame than “arts & culture” for most audiences. ...brings more people into a conversation about arts & culture.

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Strategic Message Framework

To provide a common message that can be advanced across the field ... enabling arts and culture agencies and organizations, advocates, educators – as well as new champions – to “speak with one voice.”

Intended to serve as a strategic foundation upon which messaging is built, not to provide specific language (at least, not yet ...).

MESSAGE FRAMEWORK

CORE

CONNECTION

THROUGH CREATIVE EXPRESSION

Sharing creative experiences – and expressing our own creativity – helps us connect with others and ourselves.

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VALUES

Family &
Relationships

Health &
Well-being

Learning &
Self-Improvement

MESSAGE FRAMEWORK





www.artsmidwest.org/creatingconnection

Questions on work to date

Next steps: Phase 2

- Advance the initiative nationally
- Renew support and implement strategies in Phase 1 pilot regions
- Launch new pilots to expand geographic diversity and increase uptake

What does success look like?

Sustained increase in arts and culture being embraced as a recognized, valued, and expected part of everyday life.

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Indicators: Short-term

- Message adoption at participating organizations
- Early programming shifts
- Engagement of new champions
- Subtle changes in public understanding
- Expand project scope

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Indicators: Long-term

- Broad field adoption
- Positive funding changes
- Increased/diversified audiences
- New or enhanced programs
- Expanded understanding of "arts and culture"
- Policy shifts around K-12 curriculum
- Stronger connections between the arts field and non-allied interests
- Shift around public values

Questions on next steps

**Putting the knowledge to work:
Building Public Will and State Arts Agencies**

**What have we learned that
might inform our work
going forward?**

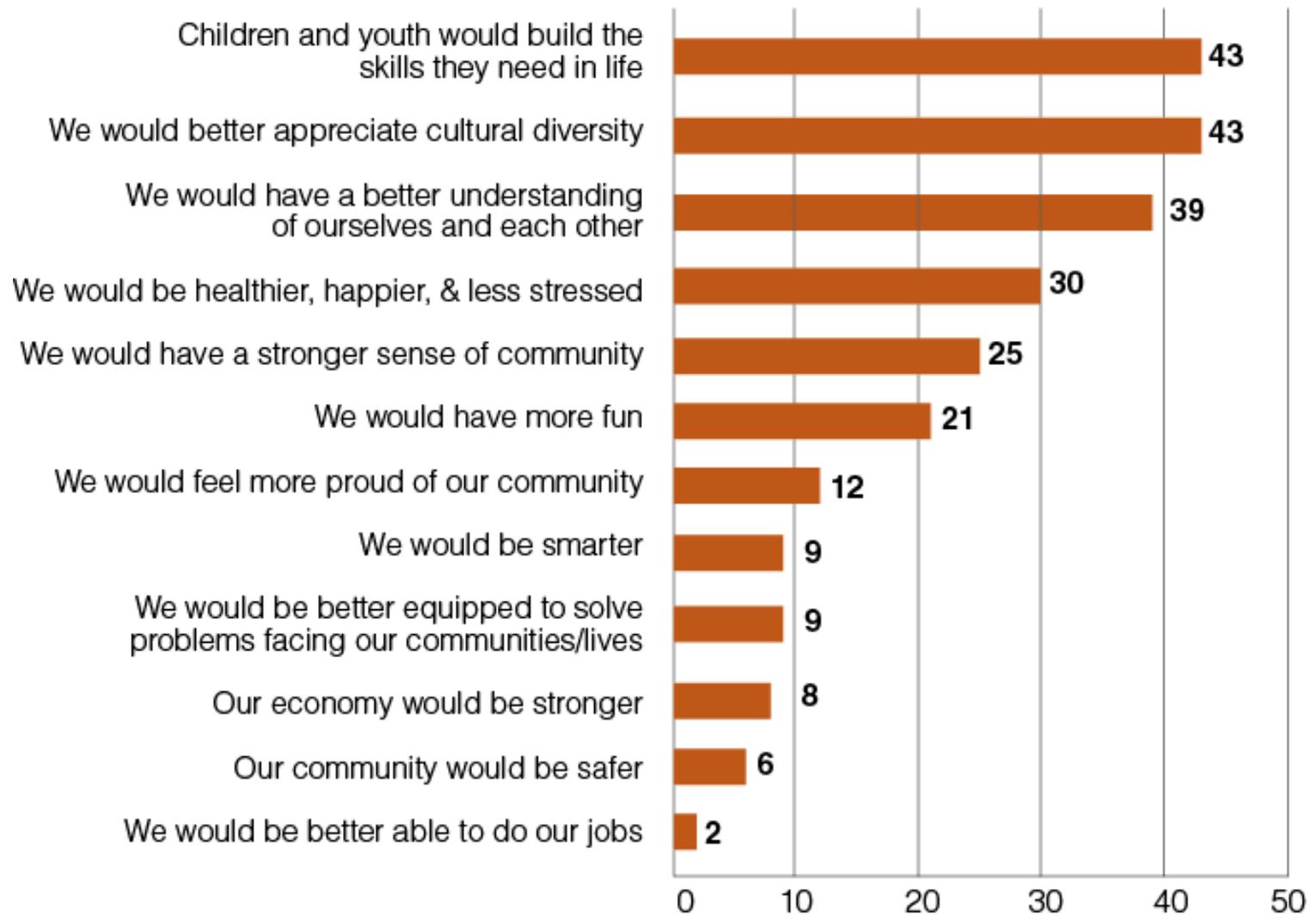
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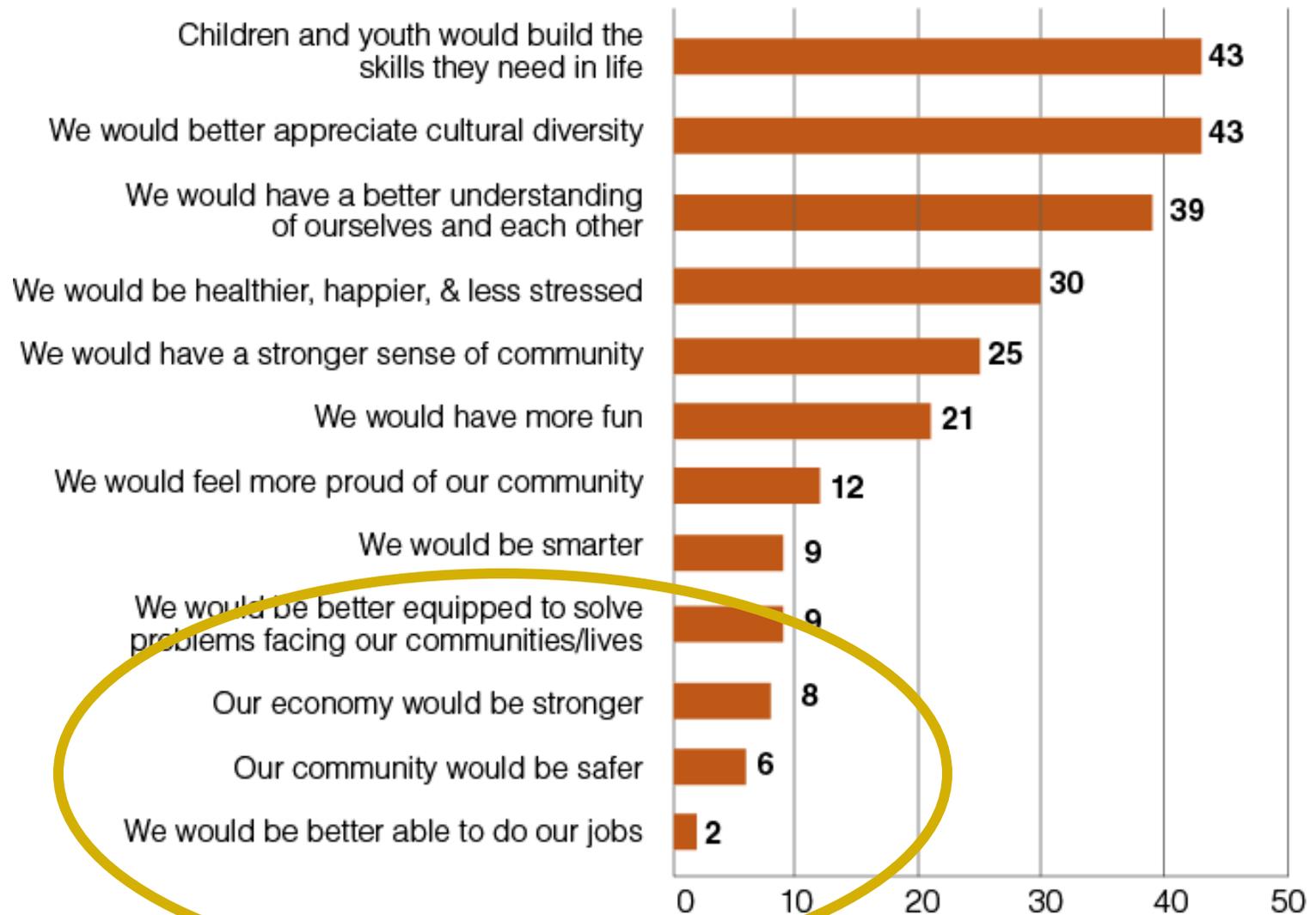
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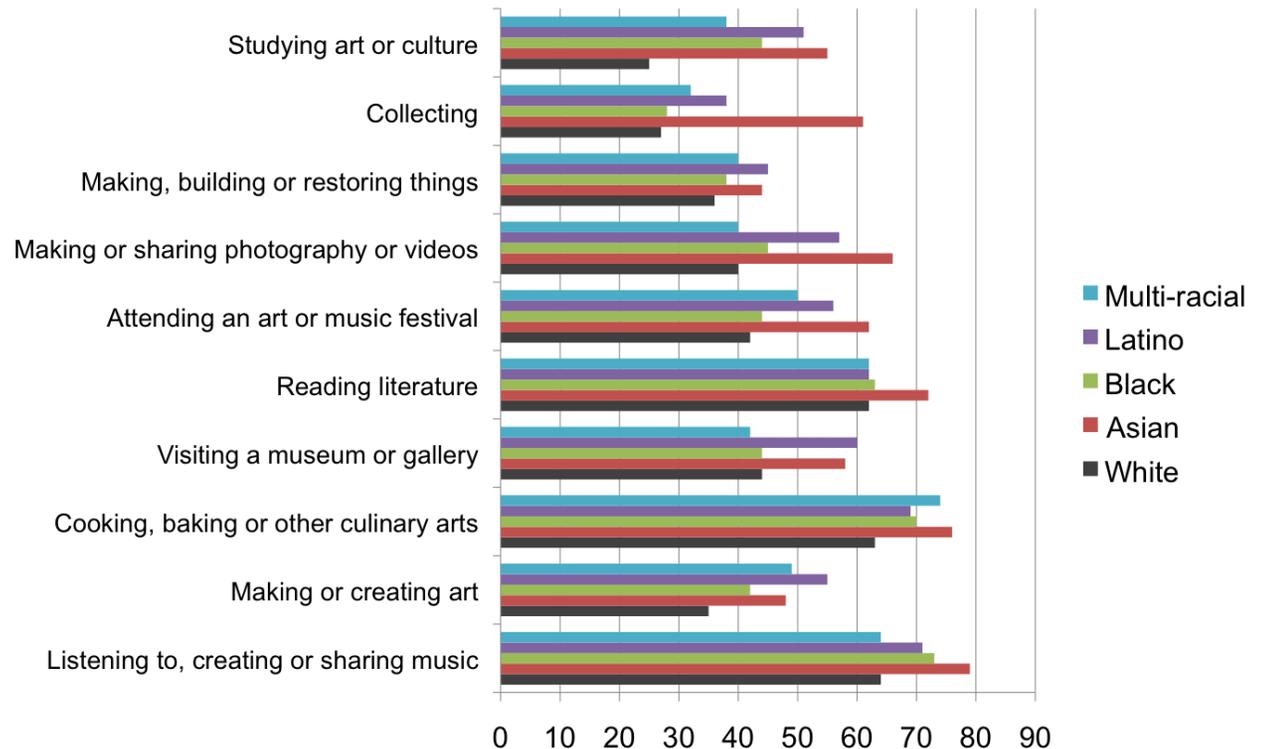
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Current *arts patrons* and the potential audiences that prioritize *creative expression* as an important part of their everyday lives.

Current arts patrons*

Race and Ethnicity*	Distribution of attendees
Hispanic	9.4%
White	75.4%
African American	8.5%
Other	6.6%
Total	100.0%

Resonate with creative expression**



*Distribution of U.S. adults attending at least one benchmark activity in the past 12 months, by race/ethnicity: 2012. (National Endowment for the Arts)

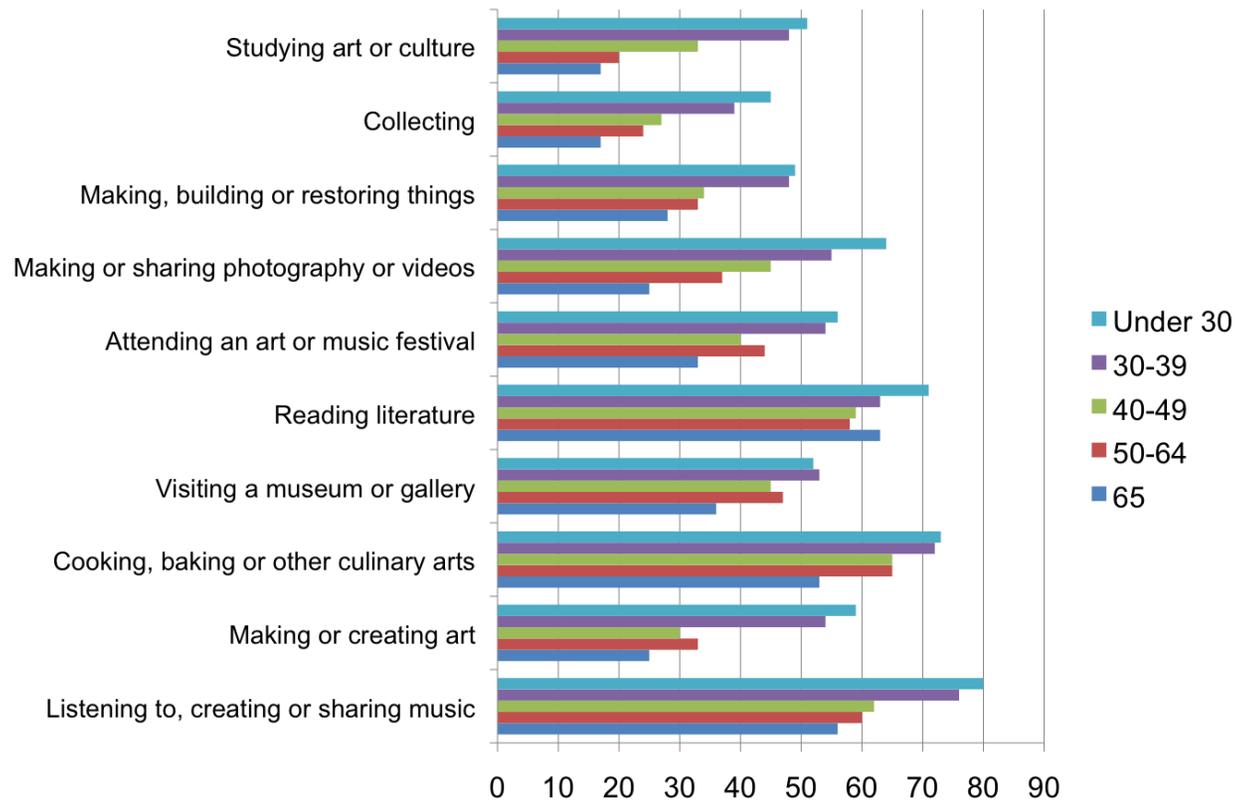
**Survey respondents identifying each as "important" by race/ethnicity: 2014. (Arts Midwest)

Current *arts patrons* and the potential audiences that prioritize *creative expression* as an important part of their everyday lives.

Current arts patrons*

Age	Distribution of attendees
18-24	11.7%
25-34	17.1%
35-44	16.3%
45-54	19.2%
55-64	18.6%
65-74	11.1%
75+	6.0%

Resonate with creative expression**



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- There's a gulf between current *arts patrons* and the potential audiences that prioritize *creative expression* as an important part of their everyday lives.
- Ideally, creative experiences will be active, not passive.
- Ideally, experiences will provide a chance to connect authentically with our families, others, or ourselves.

BUILDING
public will
for **ARTS + CULTURE**

FOR MORE INFORMATION



“Creating Connection: Research Findings and
Proposed Message Framework
to Build Public Will for the Arts”

www.artsmidwest.org/creatingconnection

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