



Engaging in Asset Based Capacity Building

National Assembly of State Arts Agencies Convening 2022



Part One:

The Why & Challenging Our Assumptions

The Why

An Invitation to “Engage the Arts Sector”

- 2010s philanthropy
 - Increased use of data
 - Online grant applications
- Similar conditions across many organizations
- Grant process unrealistic for adapting

Challenging Our Assumptions

- Rural vs. Urban
- Strength Based vs. Fixing What's Broken
- Co-Designed vs. Packaged Content
- Big vs. Small
- Learning vs. Training & Hidden Bias

Part Two:

Areas of Greatest Impact & Outcomes

Through This Journey We Learned...

91% of enrolled participants completed the Engage Houston Program over 10 years of learning.

Meet them where they are.

“There’s this immense pressure in the funding community to grow your programs...I think Engage showed us there’s a value in being the right size...for your mission and for the people you’re trying to reach and impact.”
(Engage Houston Participant)



Through This Journey We Learned...

100% of Engage III Peer Leadership final survey respondents reported their involvement in Engage was helpful in adapting to the impacts of the pandemic.

Co-design with intention.

“Running a nonprofit is an often lonely experience... you don't always have a guidebook for what you're supposed to do next, and you're kind of feeling your way through it.”

(Engage Houston Participant)



Through This Journey We Learned...

81% of Engage Houston program interviewees agreed coach consultations were the most valued and successful part of the program.

Build Trust.

“[Our coach] worked very hard to build trust and confidence among our board and musicians, and went many extra miles helping us identify and address critical “fault lines” that were undermining our functioning as an organization.”

(Engage Houston Participant)



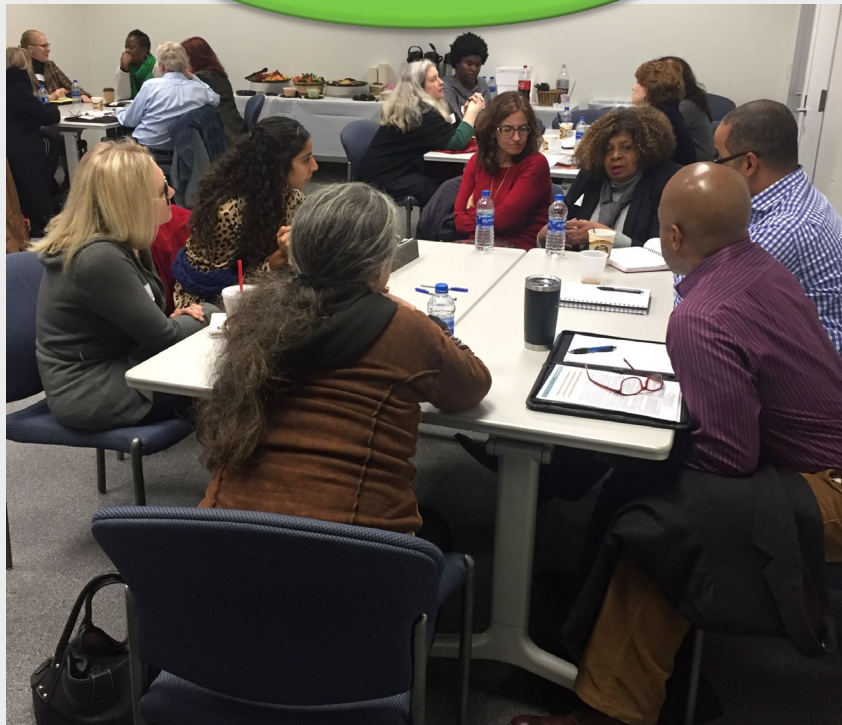
Through This Journey We Learned...

Deepen learning through peer learning, collaboration, resources, and topic based specialists.

"The Engage Program was critical to helping me better understand my role within my organization as well as the roles of our board of directors. The program could not have come at a better time for my personal professional development and to provide vital assistance to our organization."

(KC Engage Participant)

100% of KC Engage final survey respondents felt cohort sessions fostered an environment for learning.



Through This Journey We Learned...

100% of KC Engage final survey respondents feel more capacity building programs like Engage could be beneficial to the arts and culture ecosystem.

Define, develop, and support resiliency.

“The Engage program, coupled with the in-depth training for nonprofit leadership has provided the knowledge and understanding of how to create an arts organization that is strong, resilient, and flexible, and that recognizes the importance of reaching beyond audience building, to seek opportunities to serve and connect to our community in meaningful ways.” (KC Engage Participant)



Through This Journey We Learned...

Natural evolution of a leadership cohort.

*“Programs like Engage give arts program leaders the insights and practical direction needed to succeed.”
(KC Engage Participant)*

100% of KC Engage final survey respondents felt they could implement learnings from sessions or consultations into their organization or improve their leadership capacity.

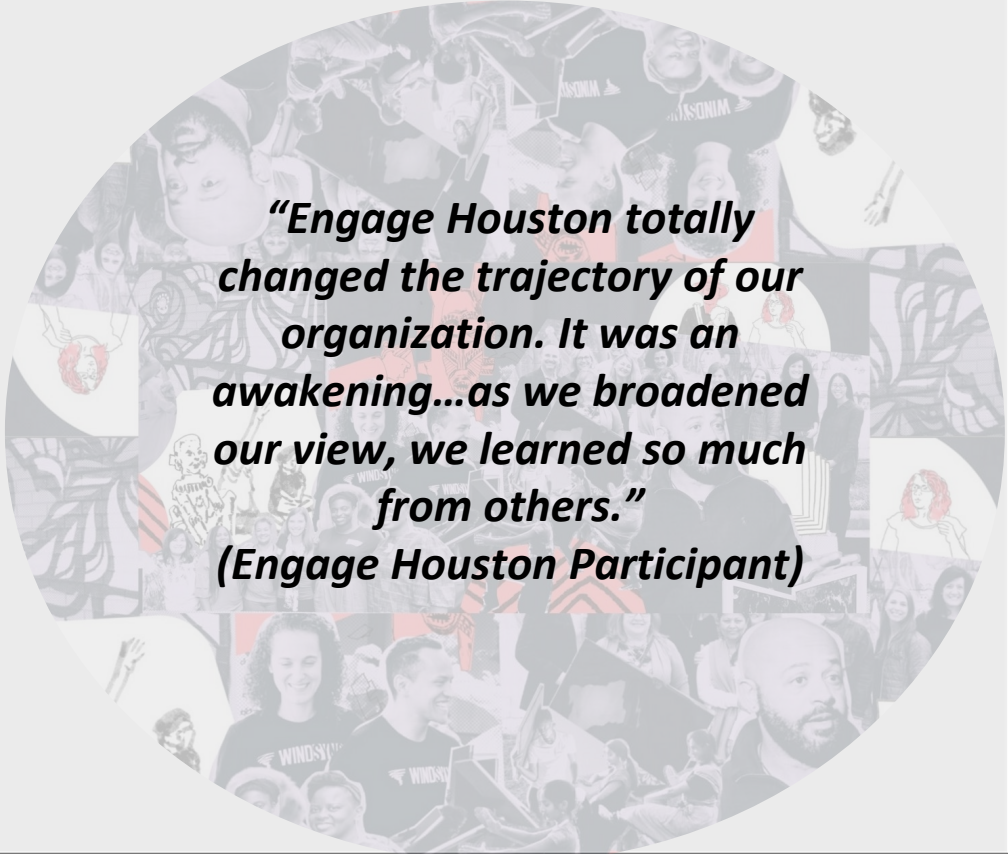


Total Impact Recap and Q&A

For more information information on Engage Houston program impact, please visit our new full summary report at

engagehoustonsummaryreport.org

For more information about our programs, please visit us maaa.org



“Engage Houston totally changed the trajectory of our organization. It was an awakening...as we broadened our view, we learned so much from others.”
(Engage Houston Participant)

Part Three:

Testimonials From Our Engagers

Engage Participant Perspectives

- Aisha Siddqui, Ph.D., Founder and Executive Director, Culture of Health-Advancing Together (CHAT)
- Leann Newton, Curator and Program Director, Altharetta Yeargin Art Museum (AYAM)
- Tim Richey, Managing Director, 4th Wall

Part Four: Gratitude & Wrap-up

Wrap-up

Thank you

- Interested in continuing the conversation?

Carla Patterson
Director of Organizational Development
carlap@maaa.org

Deborah McNulty
Culture & Arts Advisor
dmcnultyhouston@gmail.com



MID-AMERICA ARTS ALLIANCE

EMPOWERING COMMUNITY THROUGH ART