New Models of Community Engagement

Jason Hodges
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What you talkin’ ‘bout, Jason?

• Old Models of Community Engagement
• Global Village Experience
• New Model of Community Engagement
OLD MODEL
Old Models of Community Engagement

What agents say
• Oh, and they love to do community engagement

What Presenters say
• I have a grant, so I need them to do community engagement
Why do we do Community Engagement?

• We have a grant
• It’s about future audiences and the kids need it
• Helps sell tickets to the main event
• We’re just supposed to—It’s mission related
• Our donors like it
• It makes people feel good
• Because it’s good for the organization
• Because it makes the organization look good
What does it typically look like?

- Workshops
- Bus in school performances
- Master classes
- Lecture demonstrations
- In-school visits
- Ticket giveaways
- Connections last maybe a day or two or three if you are lucky
Necessary Evil or Core Practice

• Does your community engagement work have the resources you give to programming, marketing and development?
• Is it simply tied into existing programming?
• Do you ask your community what they need?
• Do you consider the needs of your community?
• How do you develop Community Engagement Priorities?
None of this is bad
Questions?
Global Village Experience
How did this happen?

• Identified a Key Partner who had a need they wanted help with
• Identified an artist willing to explore new ways of engaging
• Connected Key Partner and Artist to determine need
• Sought additional connections and partners in community
• Artists made multiple visits to Anchorage
• Commitment by ACA to find a new way of serving mission and community.
• Spent 18-months working on this
QUESTIONS?
NEW MODEL
What does a Presenter do?

Facilitate Art and Audience
Artist Practice Spectrum
From Michael Rohd, Center for Performance and Civic Practice

**Studio Practice**: Artists make their own work and engage with publics as audience.

**Social Practice**: Artists work with publics on an artist-led vision in ways that may include research, process, and/or content with an intention of social impact outside traditional audience experience.

**Civic Practice**: Artists co-design project with publics; the spoken intention is to serve a public partner’s self-defined needs.
The Most Important Question

What's your problem?
What we set out to learn

- Determine if Art can be an agent of change in community
- Can we facilitate art and audience in the Civic Practice Model?
- Can we be Community Driven vs. Presenter Driven
- Can we Work “With” not “For”
KEEP CALM AND ASK QUESTIONS
Five Ingredients of Civic Community Engagement

- Community Representative: Key Partner
- Artist
- Facilitator
- Local Artists
- Other Community Partners
Key Partner: Leads to the Need
The Artist
Facilitator: That’s You
Community Partners
Our Community Partners

- Boys and Girls Club
- Alaska Native Heritage Center
- Anchorage Community Land Trust
- Bridge Builders of Alaska
- Anchorage Youth Development Coalition
- Bike Anchorage
- People Mover (Local Bus service)
- Welcome Anchorage
- Municipality of Anchorage Transportation Department
- Americorp Vista
Our Artist Partners

- Sankofa Dance Company
- East Dance
- West Dance
- UAA Dance
- Momentum Dance Collective
- Studio Pulse
- Anaya Latin Dance
- Bartlett Chinese Dance
- Underground Dance Company
Five Ingredients of Civic Community Engagement

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WHAT HAPPENED
Doors Opened
Authentic Connections
Artist Capacity was Built
A Network Formed
Shared Goals
Network Expanded
Process is the Product
Questions?
Key Learning

• We’re still facilitating art and audience
• The Five Ingredients
• Artists can open doors you may not be able to
• We need to be building capacity in artists
• The process is the product
• Deepening of existing activities (school shows, in-schools visits, etc.)
Next Project...

- Project One started with a Community and an Artist
- Project Two is starting with an Artists and local artists to help us identify the Community Partner
You can do this!
New Model: This work takes...

• Organizational Commitment
  • Board
  • Staff
  • Strategic Planning
  • Mission

• Resources
  • Staff
  • Financial
  • Community
  • Volunteers
  • Time
What do you want Community Engagement to do in your community?

• Address issues of Diversity, Equity, and Inclusion?
• Make changes in your community?
• Build connections
• Increase the value of your organization in your community?
• Develop partnerships
• Increase capacity and develop the skills of artists
• Provide art in parts of your community that don’t have access to it
• Deepen existing OLD MODEL activities
Questions and Discussion