



Connecting with Communities

An Introduction to Audience Development and Community Engagement



Some rights reserved by nickherber



Connecting with Communities

Definitions



Some rights reserved by sean dreilinger



Connecting with Communities

Definitions

Community

A group of people with something in common.

[A highly technical definition]





Connecting with Communities

Definitions

Audience

Individuals who have chosen
to participate in one of your programs
either by buying a ticket or
attending a free event





Connecting with Communities

Definitions

Audience Development

A marketing strategy, artcentric, for immediate results





Connecting with Communities

Definitions

Audience Development

A marketing strategy, artcentric, for immediate results

Related Terms:

- Reach
- Frequency
- Target Audience





Connecting with Communities

Definitions

Audience Engagement

A marketing strategy, artcentric, to deepen existing relationships & increase reach long-term





Connecting with Communities

Definitions

Community Engagement

A mission strategy, focused on mutual benefit

Develop deep relationships of trust and understanding
through which reach can be expanded

Arts and community as equal partners

The arts grows out of or is a response to the relationships





Connecting with Communities

Audience Development & Marketing

Marketing: Organizational Communication



Some rights reserved by CoffeePartyUS



Connecting with Communities

Marketing Principles

Know Your Audience!

- Geography
- Demographics
- Identity/Affinity
- Consumer/Community/Group Profile



Connecting with Communities

Marketing Principles

Establish Marketing Goals

- Continuity
- Expansion





Connecting with Communities

Marketing Principles

Specific Results Sought

- Participation
- Sales/Program Revenue
- Fundraising/Contributed Income

RESULTS

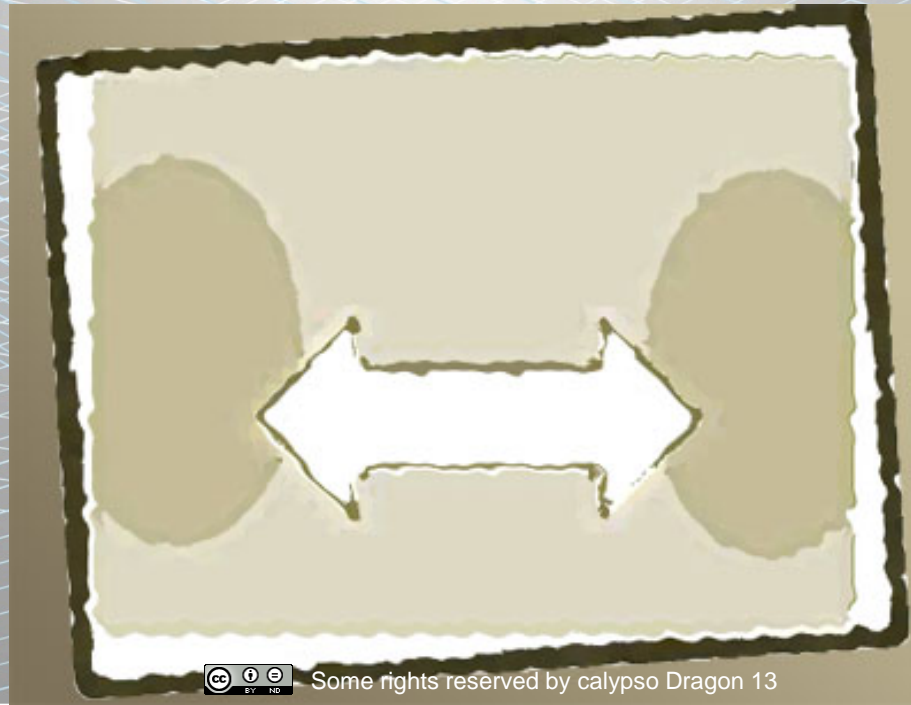


Connecting with Communities

Marketing Principles

Program Communication Planning

- Message
- Means
- Required Resources





Connecting with Communities

Marketing Principles





Connecting with Communities

Marketing Principles





Connecting with Communities

Marketing Principles



Some rights reserved by Mr Moss



Connecting with Communities

Small Group Discussion

Where are you? What do you need to do?

- Who: What groups or communities do you want to reach? Why?
- How can you communicate with them? What messages might be powerful enough to convince them that your offerings are worthwhile?



Connecting with Communities

Community Engagement



Some rights reserved by dgray_xplane



Connecting with Communities

Vegetables



Some rights reserved by tantek



Connecting with Communities





Connecting with Communities

Dessert!



Some rights reserved by stella at here



Connecting with Communities

A Revised Understanding of Mission





Connecting with Communities

Engagement = Relationships



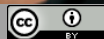
Some rights reserved by Ed Yourdon



Some rights reserved by Peanutt



Some rights reserved by whl.travel



Some rights reserved by bravenewtraveler



Connecting with Communities

Relationship Principles

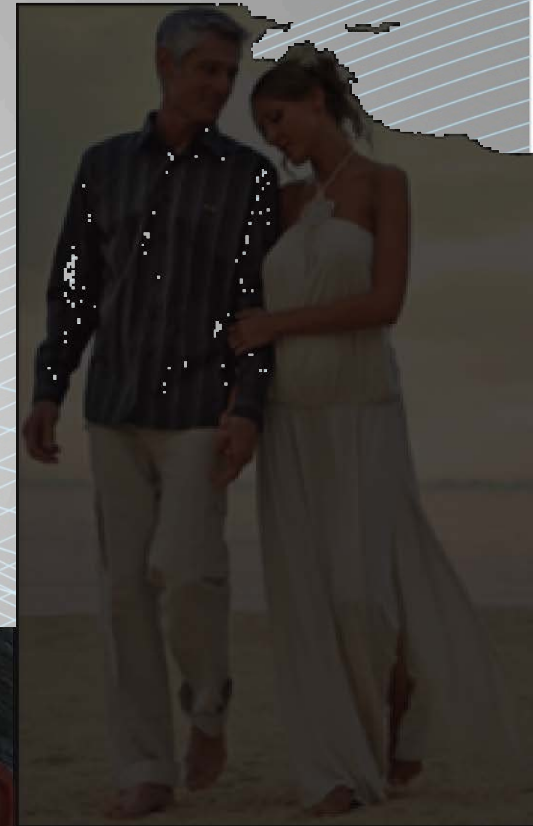
- **Humility**
- **Respect**



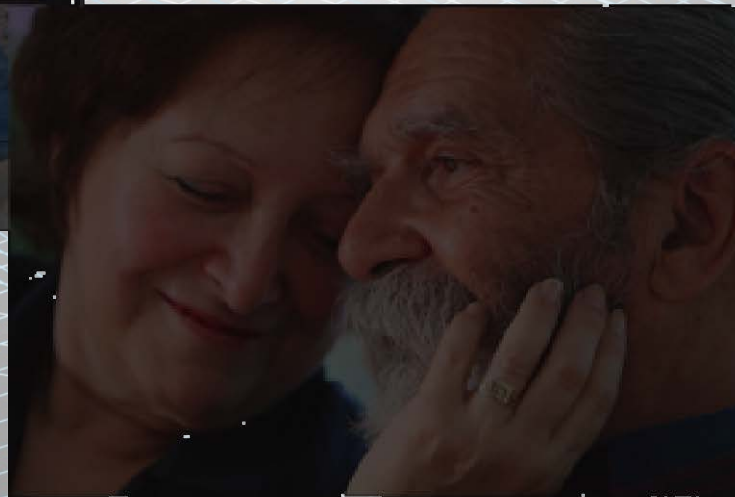
Some rights reserved by Ed Youdan



Some rights reserved by Pennetti



Some rights reserved by whitford



Some rights reserved by heavenartwecker



Connecting with Communities

Criteria for Effective Engagement

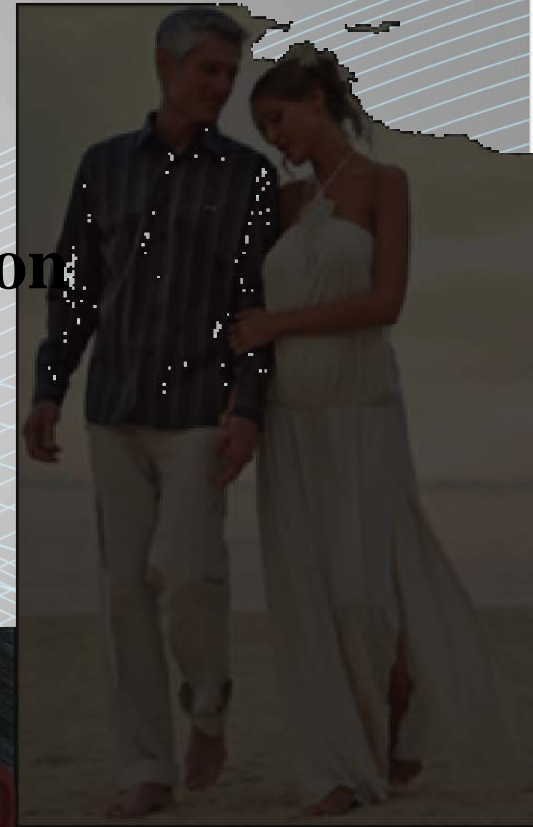
- Pre-existing relationship
- Mutual benefit
- Collaborative design, implementation
- Relationship Maintenance Plan



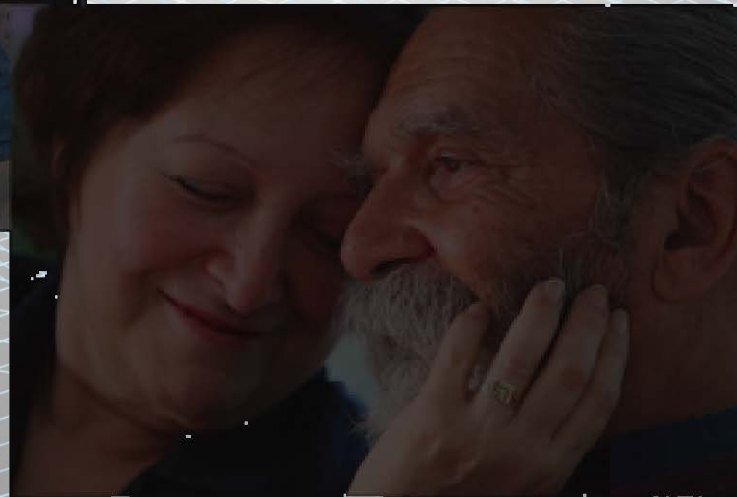
 Some rights reserved by Ed Youden



 Some rights reserved by Penzetti



 Some rights reserved by whitford



 Some rights reserved by lucascartoche



Connecting with Communities

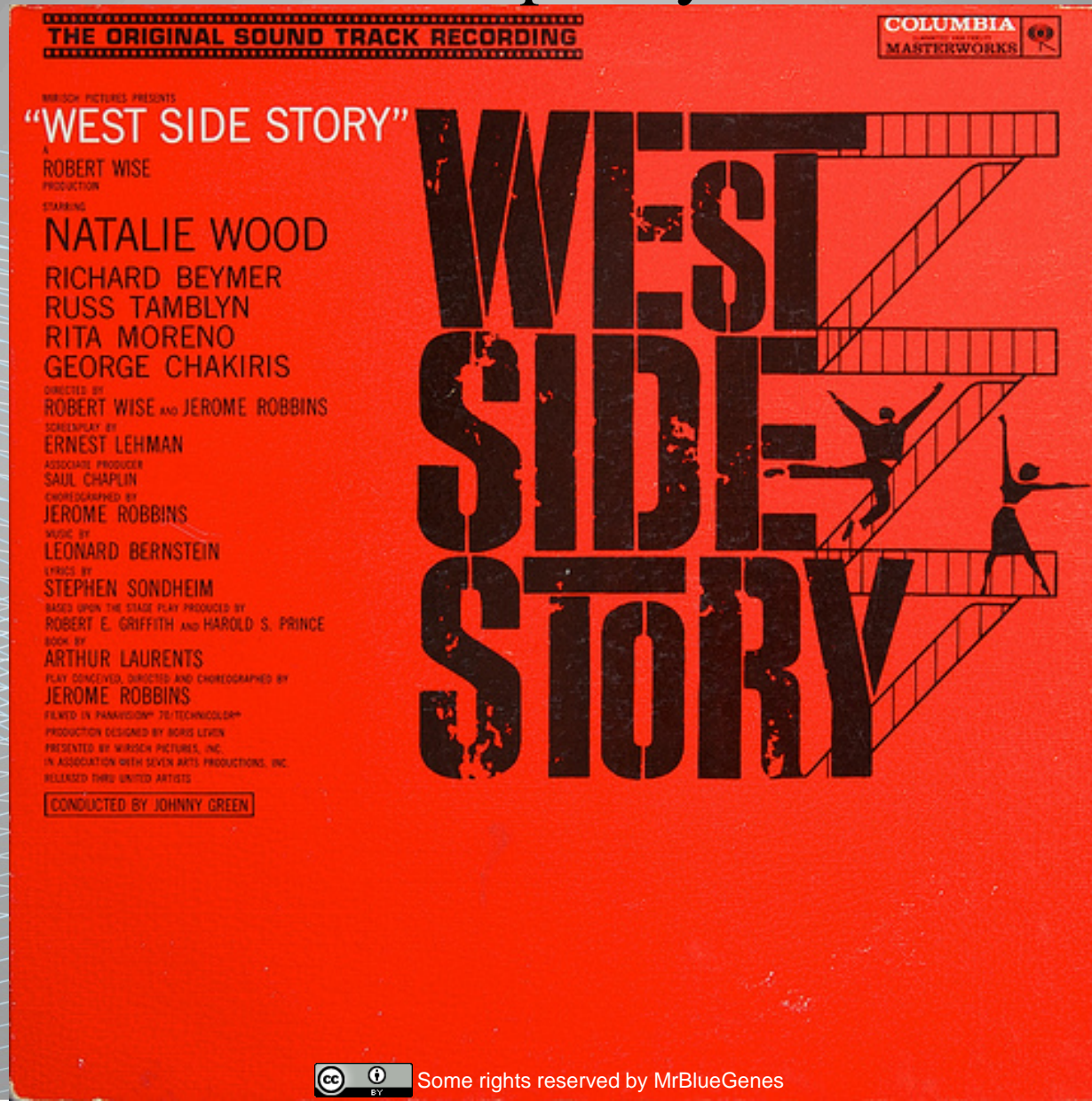
Essential Gradualism





Connecting with Communities

Simplicity



Some rights reserved by MrBlueGenes



Connecting with Communities

Opportunity







Connecting with Communities

Tell me more...



I'm all ears

We Listen



Some rights reserved by Flickinpics



Connecting with Communities

Outline

Preparing

Assess Readiness

Commit

Planning

What to Do?

Who Does What?

Partnering: *Current Stakeholders and New Communities*

Develop/Enhance Relationships

Maintain Relationships



Connecting with Communities

Planning

Identify communities (potential partners)

Minimize Degrees of Separation

Categories [Geography, Demography, Identity, Affinity]

Finalize internal engagement structure



Connecting with Communities

Partnering

Develop/Enhance Relationships

Meet-Talk-Work





Connecting with Communities

Partnering

Develop/Enhance Relationships

Current Stakeholders

[Meet]

Talk: Listen, Explain, Reassure, Inspire

Work: Partners in Engaging



Connecting with Communities

Partnering

Develop/Enhance Relationships

New Communit(y)/(ies)





Connecting with Communities

Partnering

Develop/Enhance Relationships

New Communit(y)/(ies)

What You Don't Know





Connecting with Communities

Partnering

Develop/Enhance Relationships

New Communit(y)/(ies)

Meet

Identify Guides: Experts about the community
to provide training in working with it

Recruit Ambassadors



Connecting with Communities

Partnering

Develop/Enhance Relationships

New Communit(y)/(ies)

Talk [Questions: Listening to Serve]

What about your community makes you proud?

What is important to you about your community?

What do you wish were different/better about your community?

What do you wish people from arts organizations that approach you would ask/seek to learn about your community?



Connecting with Communities

Partnering

Develop/Enhance Relationships

New Communit(y)/(ies)

Work

Research examples, share them with the ambassador, the community

Develop projects to address community interests



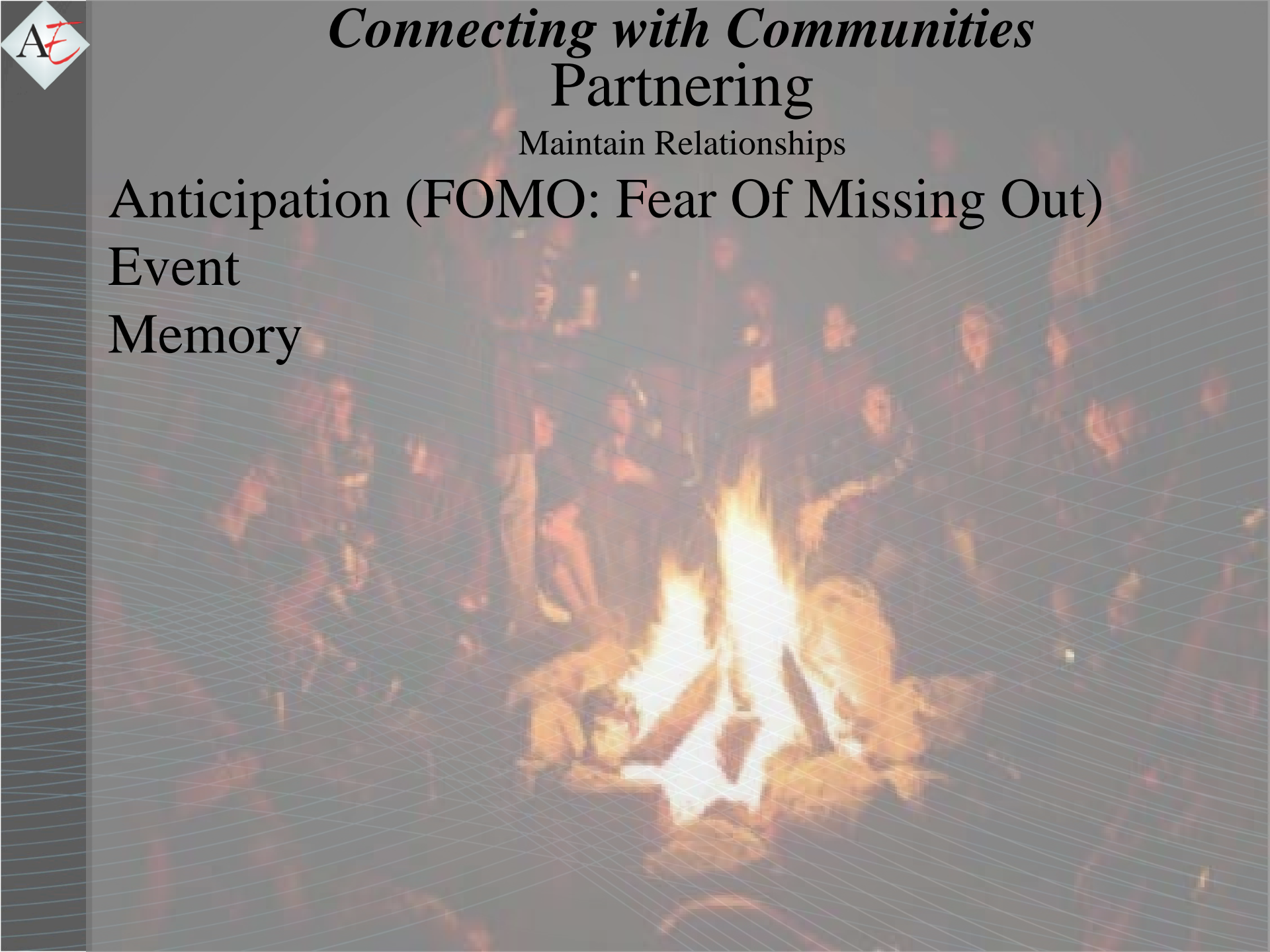
Connecting with Communities Partnering

Maintain Relationships

Anticipation (FOMO: Fear Of Missing Out)

Event

Memory





Connecting with Communities Partnering

Maintain Relationships

Anticipation (FOMO: Fear Of Missing Out)

Event

Memory

- In the context of the event: artist talkbacks, story circles (audience responses to the work)
- Document event (catalogs, photos, blog posts, social media posts)
- Surveys (not just “liked/did not like,” but questions around the meaning of ^[L]_[SEP]the work to the attendee and its impact upon them)
- Discussion groups on event topics
- Follow-up community events (dinners, coffees, mixers)



Connecting with Communities

Small Group Discussion

Where are you? What do you need to do?

- Preparing: Readiness, getting to commitment
- Planning
 - Identify communities: Current Stakeholders + ?
 - Preparing your organization
- Partnering: Working with communities



Connecting with Communities

BUILDING COMMUNITIES, NOT AUDIENCES

THE FUTURE OF THE ARTS IN THE UNITED STATES

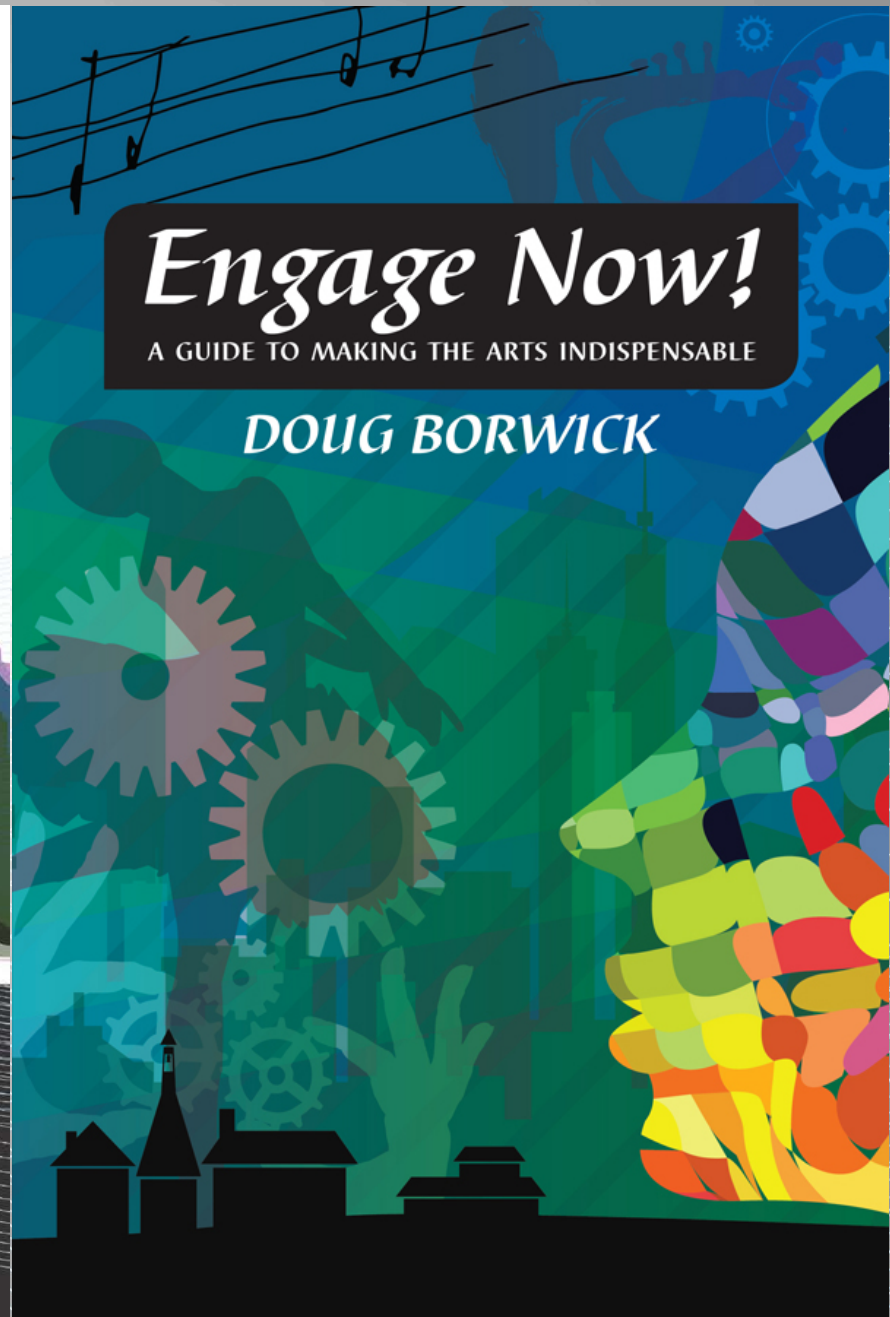


Doug Borwick

Engage Now!

A GUIDE TO MAKING THE ARTS INDISPENSABLE

DOUG BORWICK





Connecting with Communities

Books: www.artsengaged.com/books

Other Resources:

www.artsengaged.com/engagement-essentials

Community Engagement Network—
Facebook Group: *Become Indispensable*

Engaging Matters blog:
artsjournal.com/engage

Twitter: @Arts_Engaged