

Arts Programs and Community Impact

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Housekeeping

- Gotcha! (I'm recording)
- Agreements



Context

- Who am I?
- Why this topic?

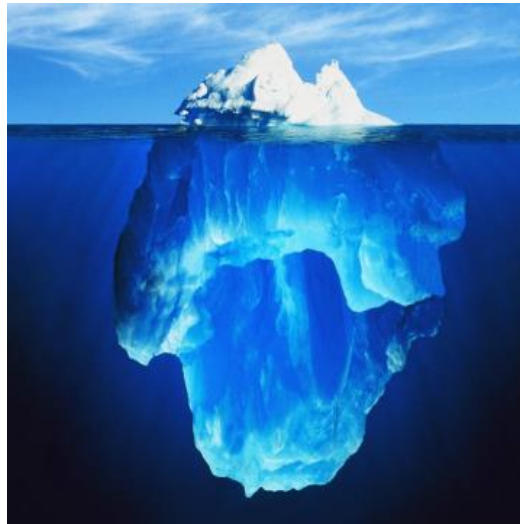


Dr. Felton Earls

In looking for the ingredients that affect the physical well-being of people in different kinds of places, Dr. Felton Earls, a Harvard professor of public health, conducted an extensive, **fifteen-year study in neighborhoods across Chicago**. His research found that the single-most important factor differentiating levels of health from one neighborhood to the next was what he called “collective efficacy.” He was surprised to find that it wasn’t wealth, access to healthcare, crime, or some more tangible factor that topped the list. A more elusive **ingredient—the capacity of people to act together on matters of common interest**—made a greater difference in the health and well-being of individuals and neighborhoods.

Goals

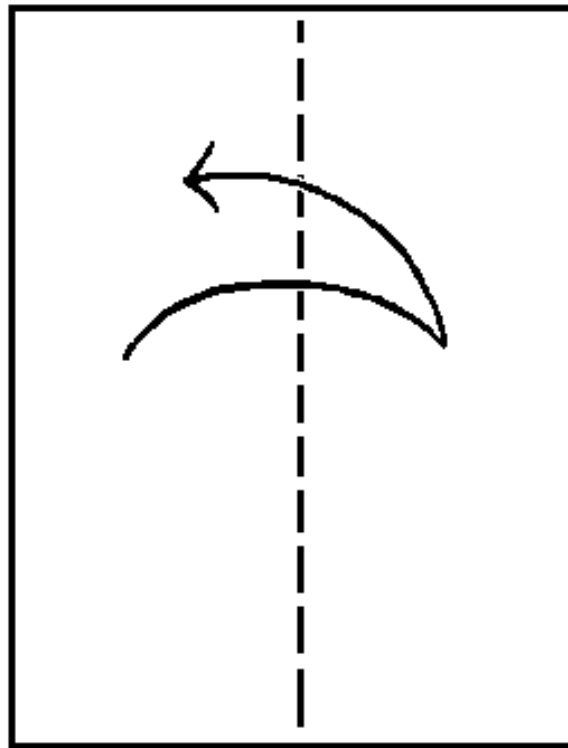
- Tip of the iceberg
- Collective resources & ideas towards intentional community impact
- What YOU and/or YOUR org need to be successful



What are YOUR needs?

Fold your paper in half lengthwise

One side= for this discussion



One side= for you/your org

Let's Get Started

- Define “community”
- Guiding questions:
 - What do you mean when you say “community”?
 - Do people need to be physically together to be a community?
 - Does there need to be a certain # of people in order to be a community?
 - Can people be part of a community and not know it?
 - What communities are you a part of?

Let's Go For It!



Things to remember...

- Ask yourself:
 - What does this look like when it is being done well?
 - What do I need to know in order to improve my impact on community?
 - How will this help me improve my programs?
 - What resources do I need?
 - What is already available?

Rationale & Relevance

- Why is community impact important?
- Is it truly a key element to arts programs? To your program? How do you know?
- Does a one-time arts experience impact community?
- Does a program have to be a certain length to be impactful?

Target Audience

- Are we trying to impact individuals as part of the community or other organizations/institutions?
- Is the goal for impact to be social, cultural, psychological, economical or something else?
- What different types of communities are there?
- What is the difference in strategies to impact and impact itself for:
 - Classroom community
 - School community
 - Community at large

Art Authenticity

- How do we do all of this while staying authentic to the art itself?
- What resources, materials, partnerships etc. do we need to achieve positive community impact?
- How much of a program needs to be art making, learning vs. direct community impact work? Should they be integrated? Why?

Measuring Impact

- How do we know we've done a good job impacting community?
- How are we already successful in community impact?
- How can we do this more intentionally?
- Does the impact need to be long term to meet the goal? How can you know if impact is long term?

Final Thoughts

- Takeaways?
- Action items?
- Greetings from the future
 - What is one goal/idea you want to accomplish towards intentional community impact in the next 60 days?

“There is no better place to create a community of caring than in our schools—the heart of our future.”

Patricia Gándara

THANK YOU!

