

Arts Engagement Summary

APRIL 29, 2010 ARTS ENGAGEMENT SUMMIT SUMMARY

- More than 150 people attended (not including 18 CSU student volunteer facilitators)
- Speakers included: Jill Stilwell, Director of Cultural Services for the City of Fort Collins and Ryan Keiffer, the Executive Director of Beet Street.
- Martin Carcasson, Director of the Center for Public Deliberation, led the full group through several prioritization exercises using electronic keypads.
- 89 participants signed volunteer involvement cards indicating the objectives they want to help achieve. In Dr. Carcasson's analysis of the event, he noted a surprising amount of parity between the participant responses when asked which objectives were the most important. We asked for participants to indicate their top three choices, in rank order.
- Dedicated Funding and Education and Participation got the most votes, but still only received 17% of the votes (12.5% would be even across the 8 objectives). Even the "least" important option got 7% of the votes.
- Dedicated funding and Facilities/Infrastructure clearly dominated the question concerning which objective would require the most resources. Combined, the two took over 62% of the points, and 78% of the 1st place votes.
- There was similar parity when we asked a personal passion question. Education and Participation had the most votes (23%), but the lowest still had 8%, which is pretty significant. In other words, all the objectives seemed important, and all had people that were willing to work on them.

TABLE 1: Summary of Initial Questions concerning the objectives (weighted scores from Powerpoint)

Initial Voting	Most Important			Most Resources			Least Resources			Most Passionate		
	Responses		Rank	Responses		Rank	Responses		Rank	Responses		Rank
	(percent)	(count)		(percent)	(count)		(percent)	(count)		(percent)	(count)	
Collaborative Programming	12%	90	4	3%	22	8	32%	233	1	16%	115	2
Compensation and Benefits for Artists and Creatives	14%	106	3	21%	149	3	1%	5	7	11%	81	4
Dedicated Funding	17%	128	1	31%	228	1	0%	3	8	9%	62	7
Education and Participation	17%	125	2	5%	33	4	15%	108	4	23%	162	1
Facilities/Infrastructure	12%	87	5	30%	217	2	1%	9	6	8%	60	8
Marketing Coordination	11%	78	6	3%	25	6	21%	152	2	11%	76	5
Professional Development	10%	73	7	3%	24	7	11%	80	5	13%	93	3
Public Advocacy	7%	50	8	4%	27	5	18%	132	3	9%	68	6
	100%	737		100%	725		100%	722		100%	717	

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TABLE 2: Summary of Final Questions concerning the objectives (weighted scores from Powerpoint)

Voting Completed at the End of the Process												
	Most Important			Most Resources			Least Resources			Most Passionate		
	Responses		Rank	Response		Rank	Responses		Rank	Response		Rank
	(per-cent)	(count)		(percent)	(count)		(per-cent)	(count)		(per-cent)	(count)	
Collaborative Programming	18%	98	2	4%	19	5	34%	152	1	21%	103	1
Compensation and Benefits for Artists and Creatives	9%	48	6	16%	74	3	3%	12	6	9%	43	6
Dedicated Funding	20%	105	1	32%	148	1	2%	9	7	9%	42	7
Education and Participation	17%	89	3	4%	18	6	12%	55	4	20%	98	2
Facilities/Infrastructure	12%	66	4	31%	143	2	2%	8	8	8%	39	8
Marketing Coordination	9%	49	5	6%	30	4	17%	77	3	11%	54	4
Professional Development	7%	37	8	4%	17	8	10%	45	5	12%	59	3
Public Advocacy	7%	38	7	4%	18	6	21%	95	2	10%	48	5
	100%	530		100%	467		100%	453		100%	486	

Based on the results of the keypad exercise, small group discussions and comment cards, the Arts and Culture Task Force Steering Committee has made adjustments to our long term objectives and outlined action steps.

Combine Similar Objectives

- Compensation & Benefits/Professional Development (32 volunteers)
- Centralized Marketing/Public Advocacy (25 volunteers)
- Collaborative programming (25 volunteers)
- Dedicated Funding/Public Advocacy (21 volunteers)
- Education & Participation (31 volunteers)
- Facilities (17 volunteers)

Leadership, Committees and Next steps

- Compensation & Benefits/Professional Development – Beth Flowers/Beet Street will lead. Surveys and 2010 work plan under development.
- Centralized Marketing/Public Advocacy – Ryan Keiffer/Beet Street will lead. Committee will implement coordinated marketing & calendar campaign
- Collaborative programming – TBD
- Dedicated Funding/Public Advocacy – Ryan Keiffer/Beet Street will lead. Research phase begins summer 2010. Committee will begin work fall 2010.
- Education & Participation – TBD
- Facilities – Beth Flowers/Jill Stilwell will lead.