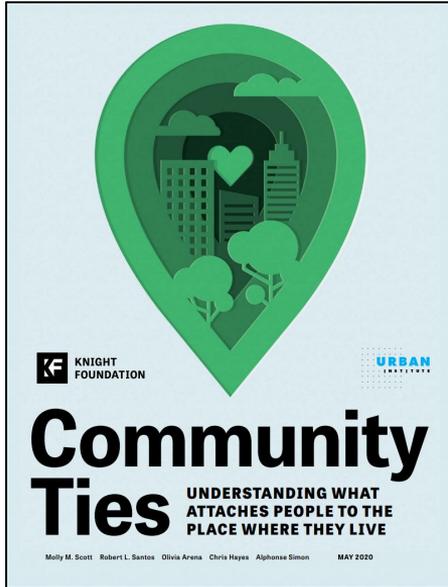# Agenda

- ○ Icebreaker

- ○ Why are we showing data about arts investments geographically?

- ○ What is your Personal Narrative?

- ○ Diving into the Needs Assessment

- ○ Wrap Up

Icebreaker

- Name

- Title/Affiliation OR Area of interest

- PICK ONE:

  - What did you put on the map?

  - What is something that upsets you about your area?

  - What is something that excites you about your area?

Community Ties
UNDERSTANDING WHAT ATTACHES PEOPLE TO THE PLACE WHERE THEY LIVE

KNIGHT FOUNDATION

URBAN INSTITUTE

Molly M. Scott   Robert L. Santos   Olivia Arena   Chris Hayes   Alphonse Simon   MAY 2020

A 2020 Report by the Urban Institute found that:

- People who have more access to local arts and culture are…
  - More satisfied where they live, invest more time and resources in their community, than those with <u>less access</u>

- However, arts and culture is one of the top four <u>most difficult</u> amenities to access

County Investments for Arts and Culture Programs...

Includes:

- Free Concerts at county parks,
- Civic/public art
- Grants for arts nonprofits and school districts
- A variety of cultural programs and arts experiences

The Needs Assessment now provides community members a resource to know how County investments and programs are <u>distributed</u> across the region.

Just a reminder that this data...

- Does NOT speak to ALL arts and culture happenings or investments or programming happening across the county.
- This project focuses specifically on County of Los Angeles investments in across the county.

For arts and culture advocates, the Needs Assessment data may reveal:

- Disparities in access to county arts programs.
- These maps and data can show if your area of interest has more or less access to county arts programming than other areas across the county.
- This data may suggest larger issues of overall access to arts programs and experiences in a community.

What is Your Personal Narrative?

Story of Self

Tells us why you are called to serve.

- Events in life
- Overcoming **challenges**
- Values

Questions to ask yourself:

- Why are you called to your current work?
- What experiences and values led you to this point?

Story of Us

Tells us why our community in particular is called to act and why we in particular have the capacity to lead.

- Connect personal values to collective values
- Specific people and moments that shaped your community
- Invites others to join you in this community

Questions to ask yourself:

- Who are your people?
- What is their collective story?
- What are the values and experiences they share with you?

Story of Now

The change you want to make in the world.

- Communicates urgency
- Focuses on the challenge that requires action with hope
- Calls others to join you and the community in action

Questions to ask yourself:

- What is the urgent challenge we collectively face?
- What is the motivating vision for change?
- What is the SPECIFIC COMMITMENT we can make towards that change?

Building your narrative begins with an
ORGANIZING SENTENCE

1. **Who are my people?**
   Identify your *constituency* *- their concerns, values, resources, interests.*

1. **Why is this important?**
   Articulate the broader *purpose* *of the organizing campaign.*

1. **What change are you seeking?**
   Identify your *goal* *- What is the solution that addresses the urgent problem they are facing.*

ORGANIZING SENTENCE

I am organizing my community to fight for better healthcare.

I am organizing 100 part-time administrators at the SoCal School of Art & Culture to pursue socio-economic and gender equity in the workplace by securing affordable healthcare plans that cover child dependents.

ORGANIZING SENTENCE

I am organizing my fellow arts and culture workers to fight for more career opportunities in the creative sector.

I am organizing 1,000 recent college graduates in Los Angeles to address a lack of racial & economic diversity in the creative sector by advocating for the creation of CA statewide arts & culture loan-forgiveness program.

ORGANIZING SENTENCE

I am organizing for equitable arts education.

I am organizing 500 middle and high school students **in Los Angeles to address a** lack of racial & economic diversity in the creative sector **by advocating for the** creation of CA statewide arts & culture loan-forgiveness program.

ORGANIZING SENTENCE

I am organizing _____*(who / constituency)*_____

to pursue _____*(why / purpose)*_____

by achieving_____*(what / strategic goal)*_____.

Take 10 minutes to work on your organizing statement.

All Arts & Culture Investments in LA County — with ArcGIS Web AppBuilder
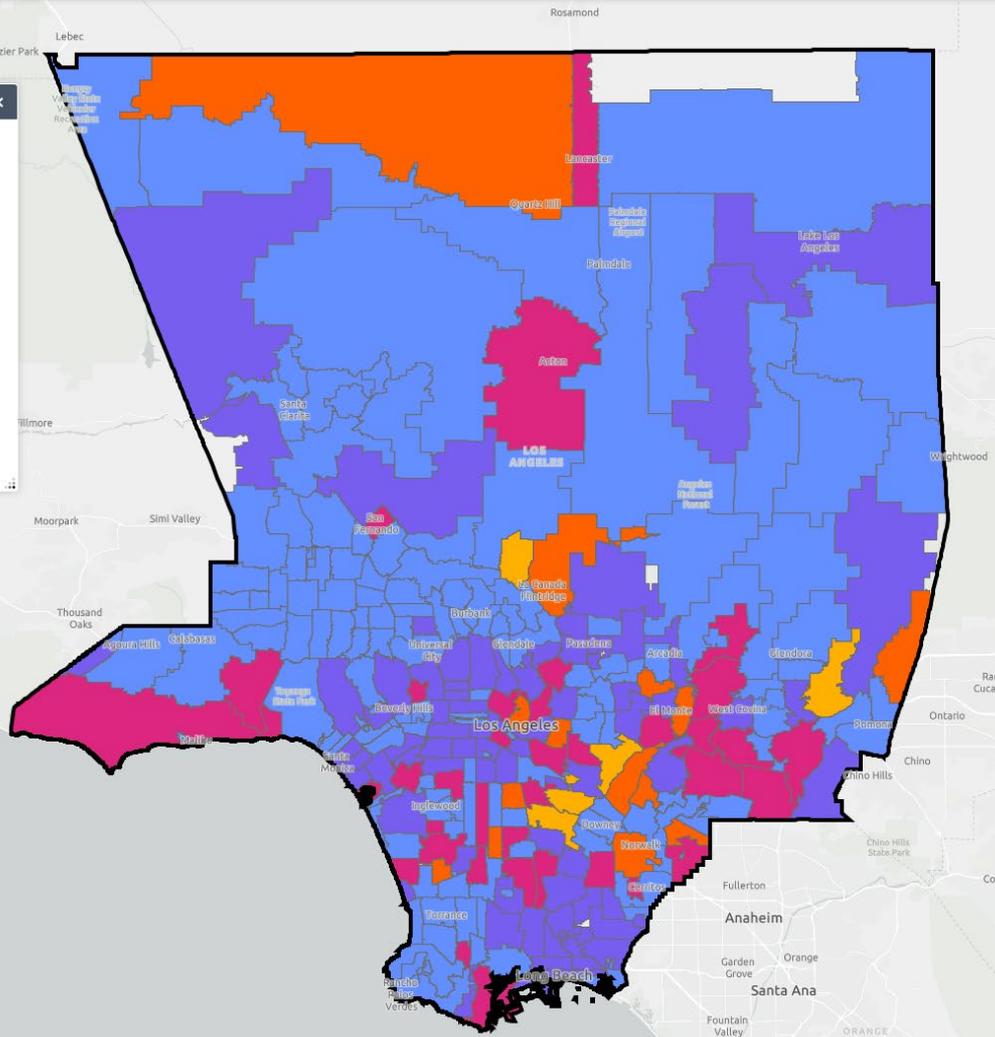
Find address or place
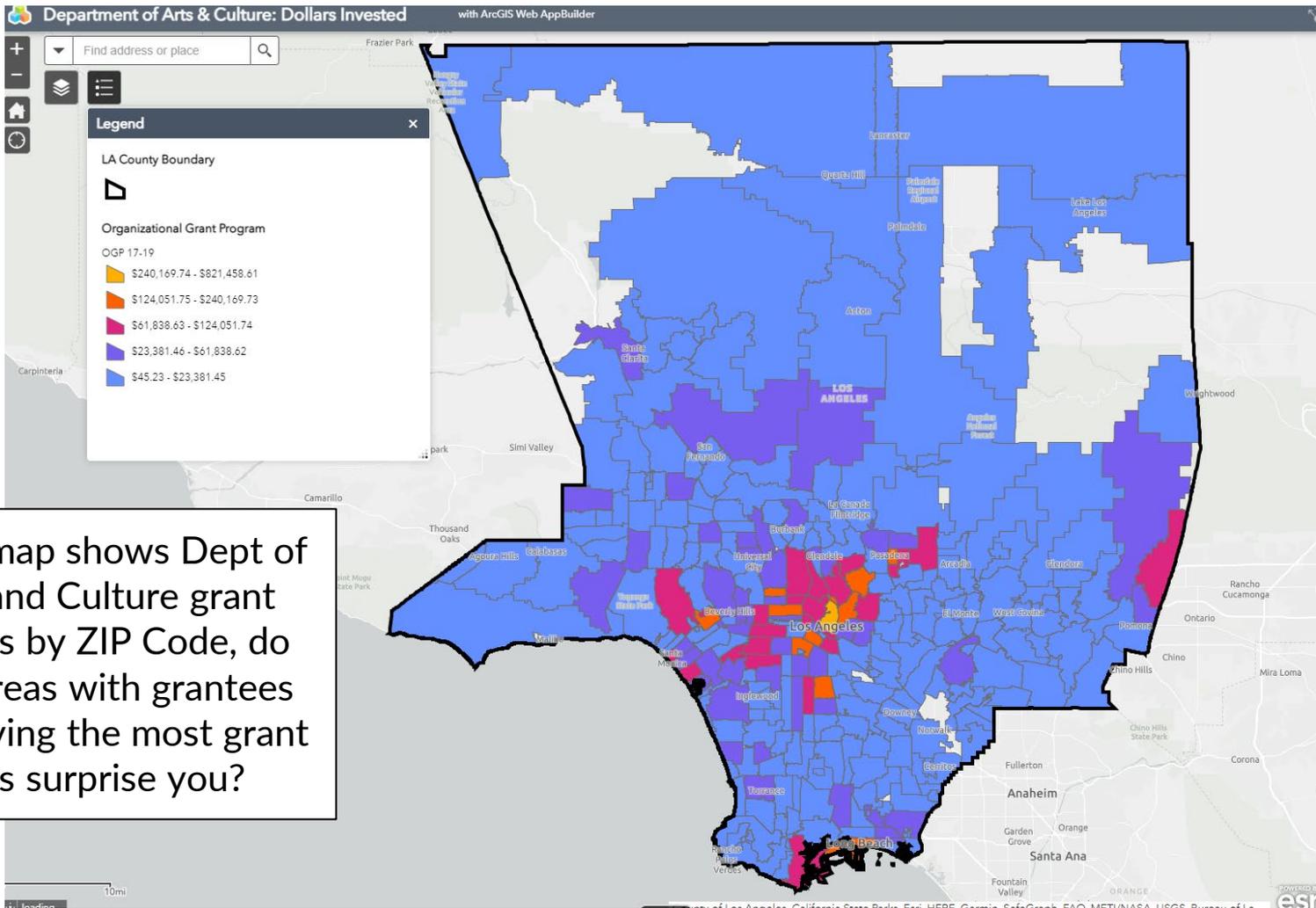
Legend

LA County Boundary

All County Arts Investments
Total Count of Investments
- 122 - 235
- 75 - 121
- 42 - 74
- 19 - 41
- 1 - 18

What upsets or excites you about this map?

Department of Arts & Culture: Dollars Invested — with ArcGIS Web AppBuilder

Legend

LA County Boundary

Organizational Grant Program

OGP 17-19

- $240,169.74 - $821,458.61
- $124,051.75 - $240,169.73
- $61,838.63 - $124,051.74
- $23,381.46 - $61,838.62
- $45.23 - $23,381.45

This map shows Dept of Arts and Culture grant dollars by ZIP Code, do the areas with grantees receiving the most grant dollars surprise you?

Using the Data

- Based on your identified gaps and narrative, create an aligned group.

  - Grants/Govt. Investments, Arts Education, # of Programs, Civic Art, Equity, or Other?

- Focus on one map. Use the filters to explore your region and your priorities.

  - It's easy to rely only on lived experience, passion, and recent observations. BUT how can you use data to support your advocacy goals? Use the three "I's" - individual, interpersonal, **institutional**

ARTSforLA

Los Angeles County Arts & Culture
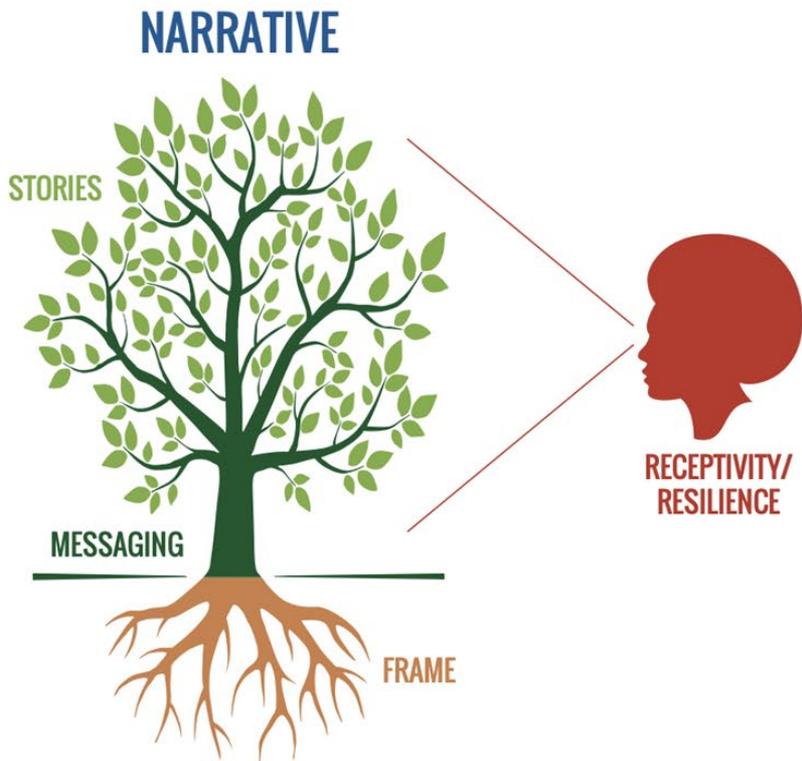
NARRATIVE: A way of seeing that shapes what we think, believe and do.

STORIES: What we see, hear and experience over time that aggregates to create or reinforce narrative.

MESSAGING: The articulation of the narrative frame that serves as the strategic foundation for storytelling.

FRAME:
- Core values
- Definition of the problem
- Identification of the solution
- Assignment of blame or responsibility

RECEPTIVITY/RESILIENCE:
- Lived experience
- Environment
- Echo chamber(s)

NARRATIVE

STORIES

MESSAGING

FRAME

RECEPTIVITY/ RESILIENCE