

Leveraging Artistic Assets, Catalyzing Community Action

Vivian M. Cook
Community Engagement Director
The EcoTheatre Lab



Artwork by Moselle Nita Singh



Introductions

Why did you join the workshop today?

The EcoTheatre Lab



Vivian M. Cook
Community Engagement Director



Charissa Menefee
Founder and Artistic Director



Taylor Sklenar
Artistic Associate

And Many, Many, Many Artistic and Community Partners!

Mission and Vision



What we create:

Theatre actions, plays, performances, workshops, interdisciplinary arts initiatives

Why we create:

To engage audiences in conversations about social and environmental justice

Who we create with:

Fellow artists, community partners

Where we share our work:

Campus, parks, schools, libraries, farmers' markets, art festivals, and more



How we believe art contributes:

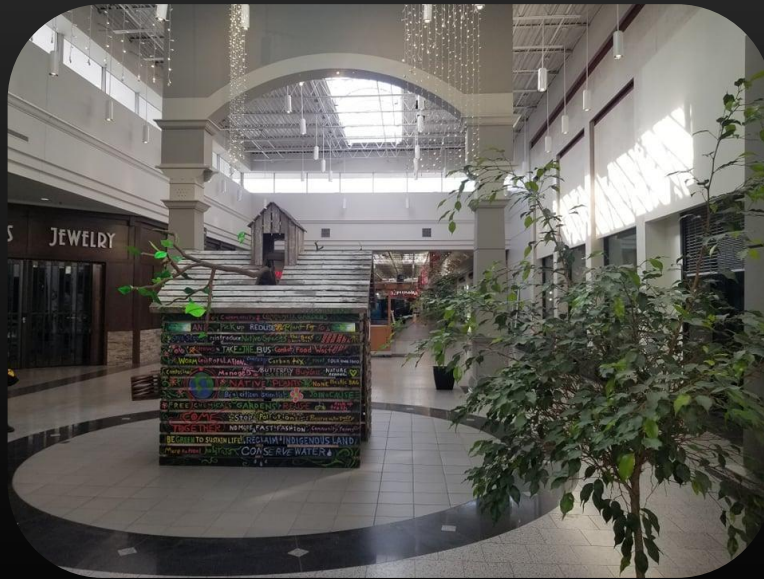
We believe in the power of art to communicate, educate, share essential ideas and information, and create community—and the vital role of artists as citizens, change agents, advocates, and contributors to the local ecology and economy

Theatre Actions, Youth Workshops

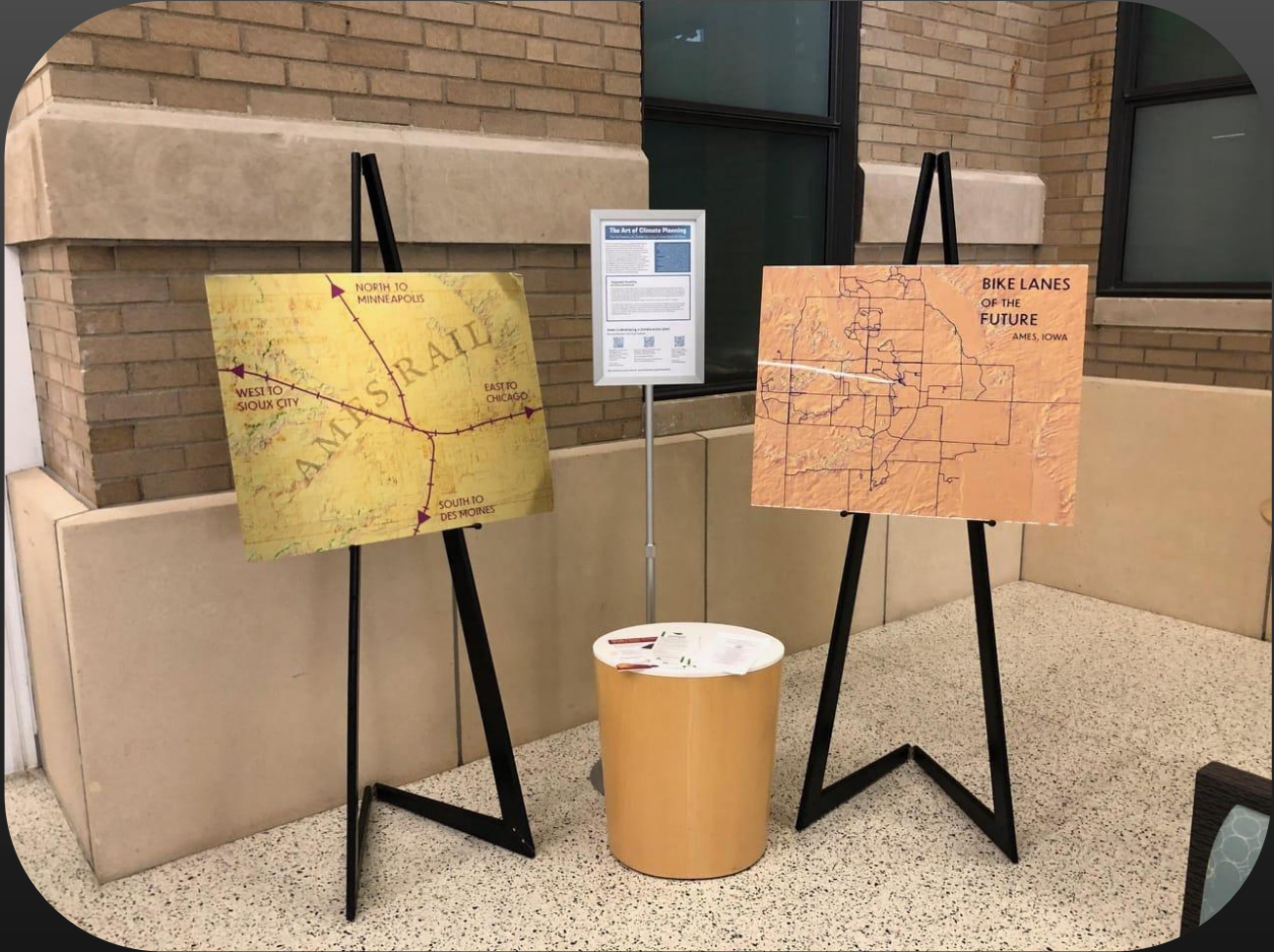


Photos of youth workshop: Clark Colby

The Art of Climate Planning



"Crib in Crisis Encounter"
By Rob Sunderman

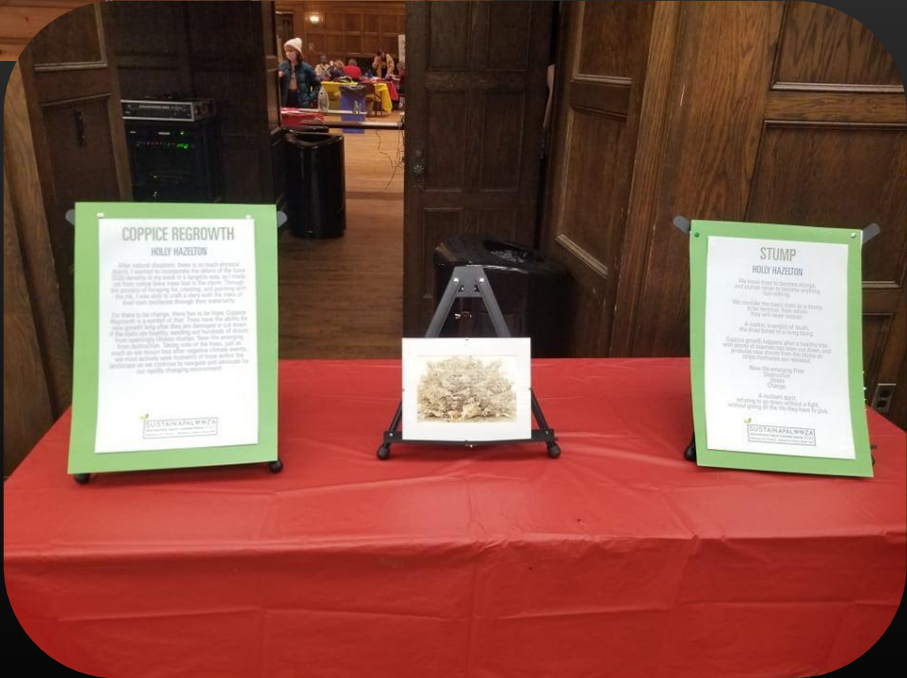


“Topographic Possibility”
By Kelsey Zimmerman





“Coppice Regrowth”
By Holly Hazelton





“Harvest Sky”
By Anna Bland

“Field Guide to Climate Resilience”
By Keygan Sands





“Echos of Derecho”
By Natalie Deam





“Echos of Derecho”
By Natalie Deam





“The Moose”
By Brittney Rebhuhn



MAYHEM

GAME ROOM



“Disposed”
By Brittny Rebhuhn



Climate Change Theatre Action 2021



Photo by Alyson O'Hara





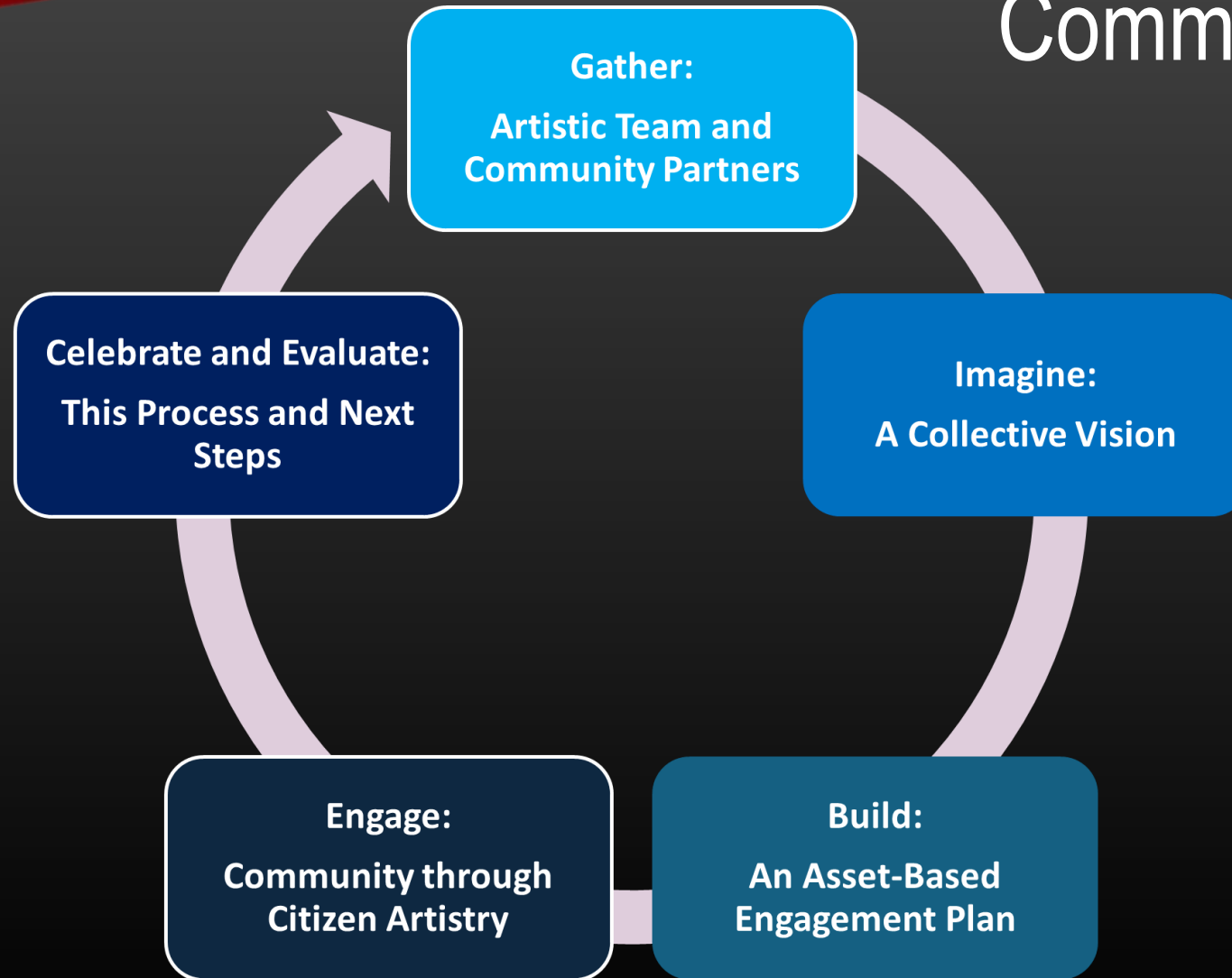
The Art of Climate Dialogue: Stories from Iowa



Artwork by Moselle Nita Singh



Citizen Artistry Model for Community Engagement



Community Development Frameworks

Appreciative Inquiry, developed by Cooperrider & Srivastva (1987)

- Discovery
- Dream
- Design
- Destiny

Community Visioning, questions described by Green & Haines (2016)

- What do [you] want to preserve?
- What do [you] want to change?
- What do [you] want to create?

ABCD, developed by Kretzmann & McKnight (1993)

- Assets/Strengths vs Defecits/Needs
- Asset-Mapping:
 - Individuals
 - Associations
 - Institutions

Community Capitals Framework, developed by Flora & Flora (2008):

- Categorizing assets into community capitals:
 - Natural
 - Built
 - Social
 - Cultural
 - Human
 - Political
 - Financial

Appreciative Inquiry

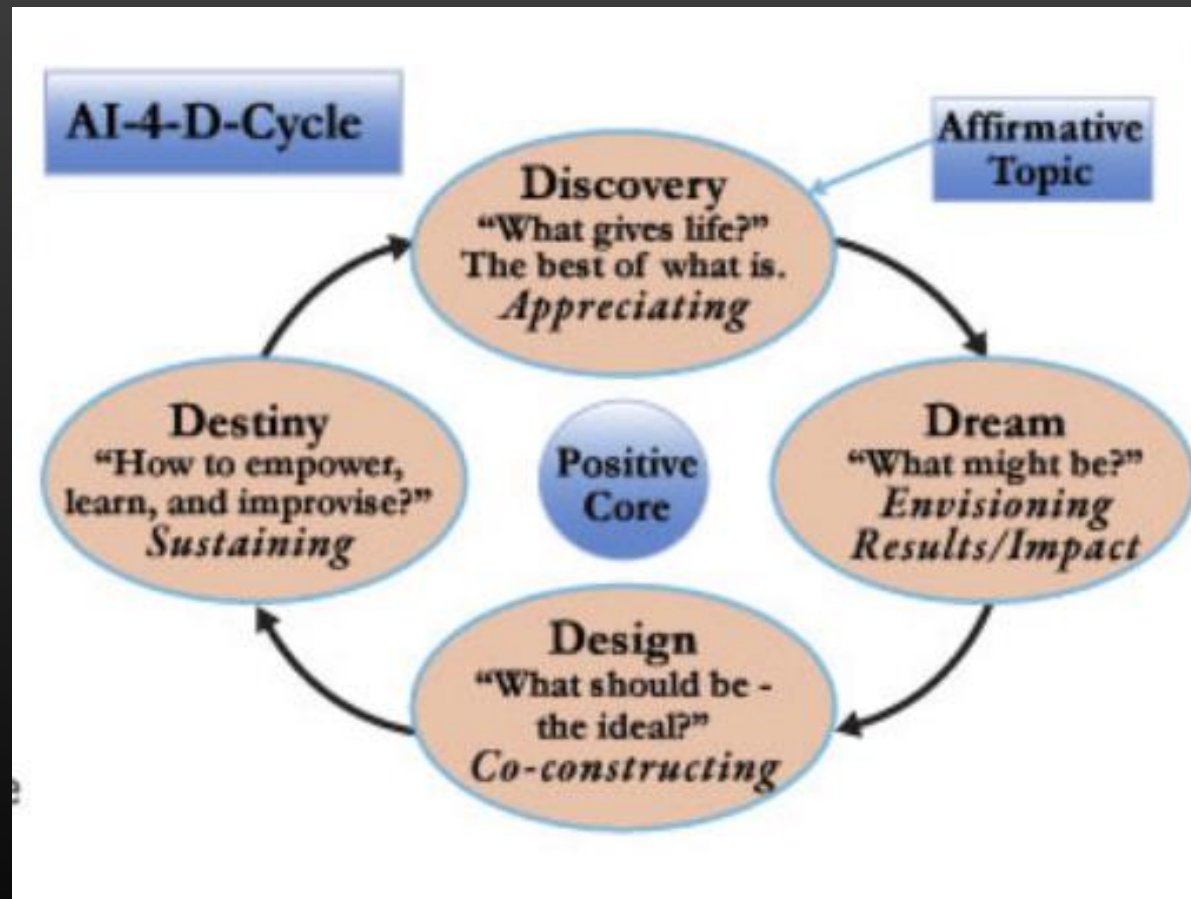


Image: What is appreciative inquiry?

Community Visioning

What do you want to preserve?

What do you want to change?

What do you want to create?

Asset-Based Community Development

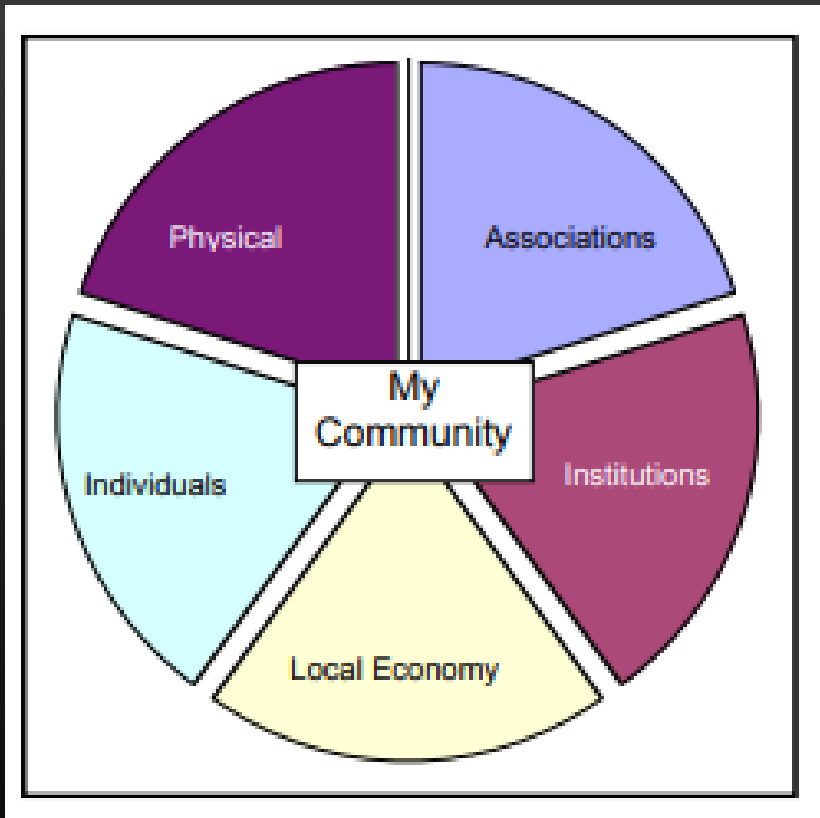


Image: Kretzmann, McKnight, Dobrowolski, & Puntenney, 2005, p. 15

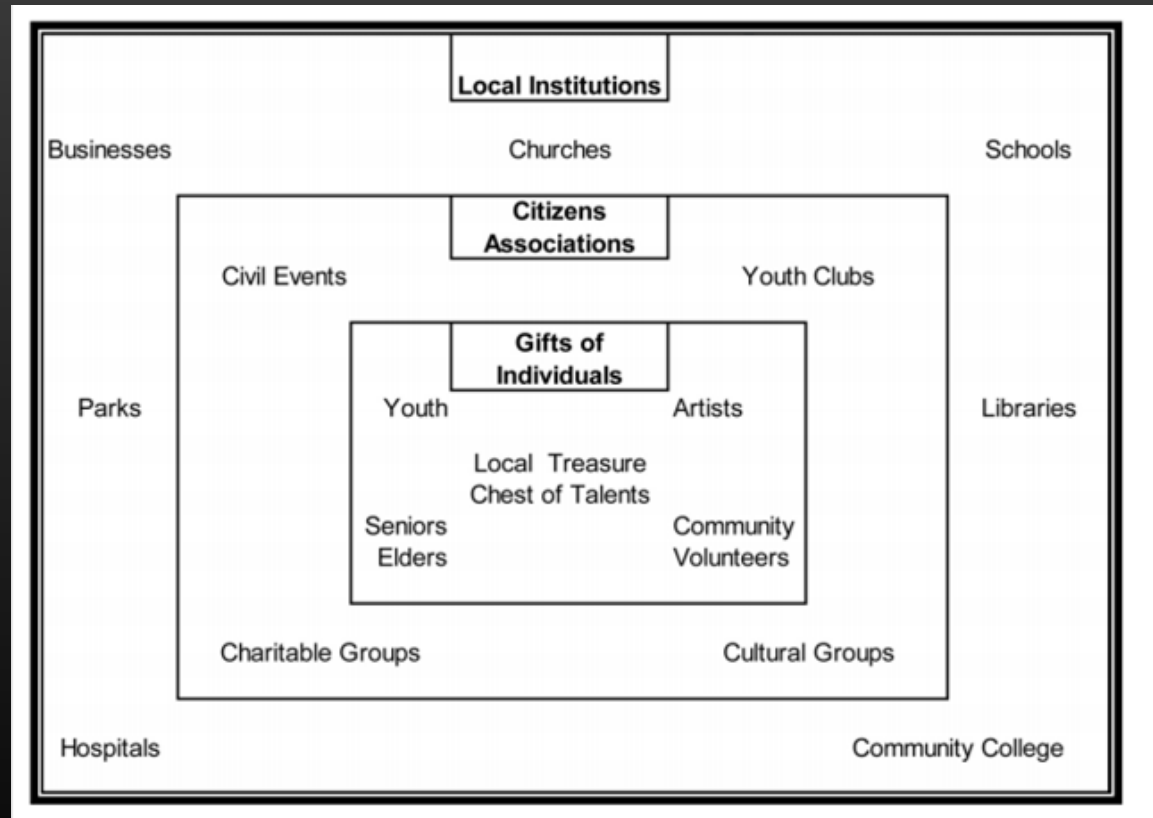


Image: An Introduction to Community Asset Mapping, 2013, p. 17

Community Capitals Framework

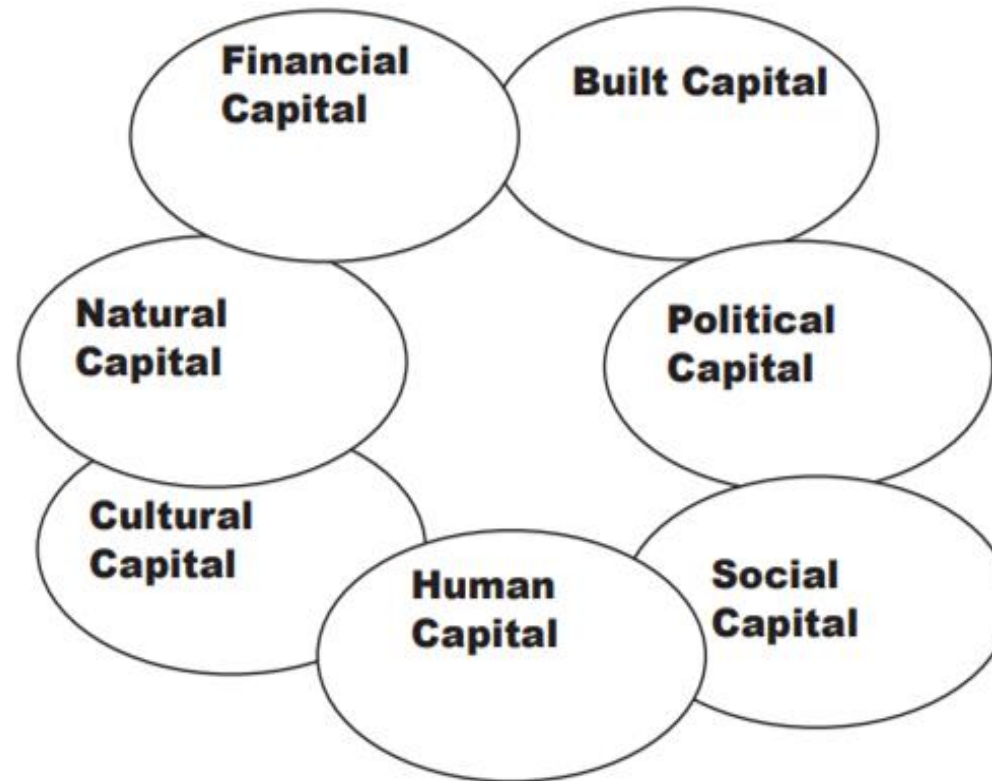
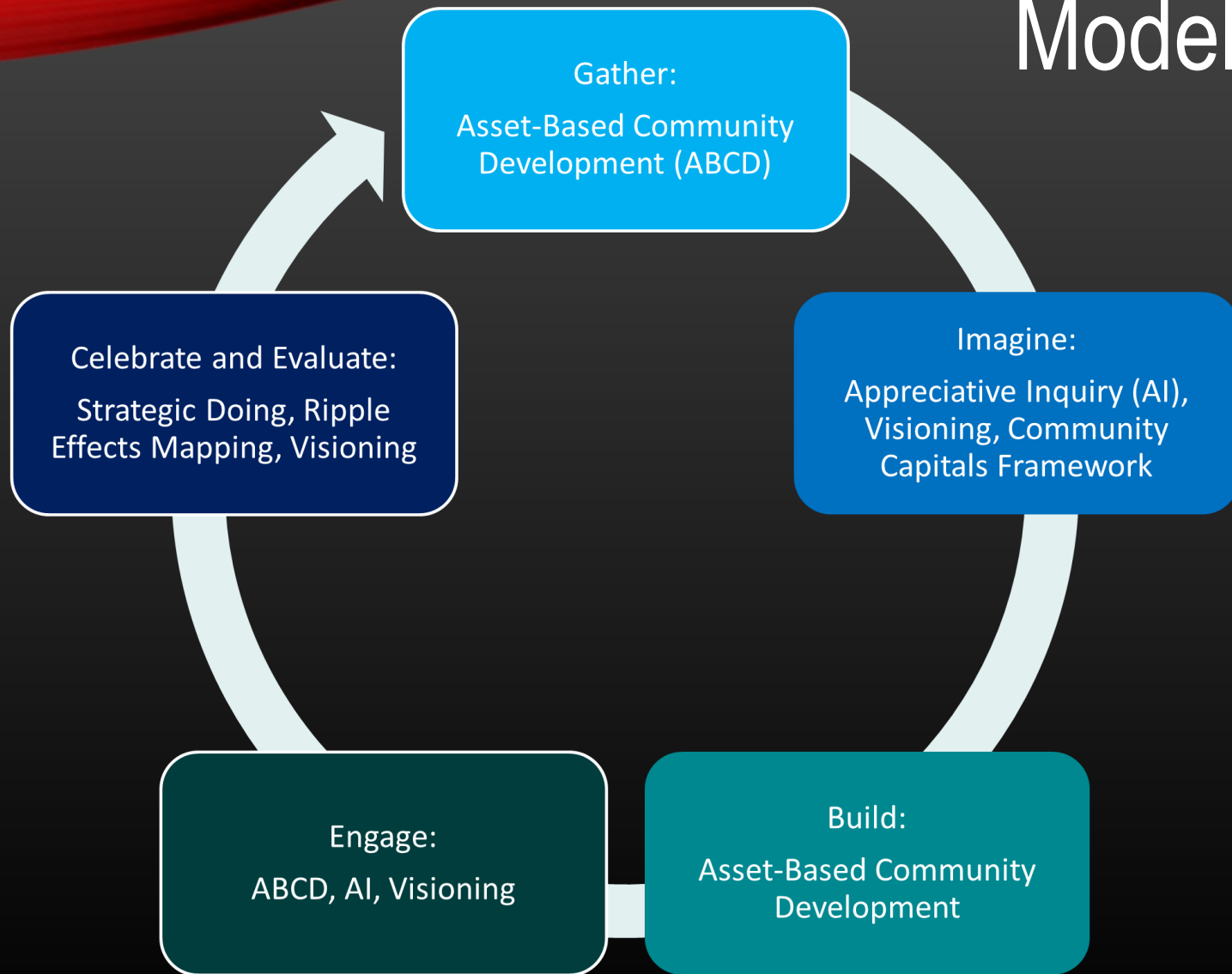


Image: Emery, Fey, & Flora, 2006, Figure 7, p. 11

Model with Frameworks



Primary Actions

Step #1

Gather Artistic Team and Community Partners



PARTNERSHIP-BUILDING ACTION #1:

ASSET-MAP to identify community individuals, associations, and institutions who may be able to serve as project partners

PARTNERSHIP-BUILDING ACTION #2:

Apply the COMMUNITY CAPITALS FRAMEWORK to the asset-mapping process as a way to reach stakeholders in various sectors of the community

ARTISTIC TEAM RECRUITMENT ACTION #1:

ASSET-MAP to determine avenues for recruitment

ARTISTIC TEAM RECRUITMENT ACTION #2:

ASSET-MAP to determine participants' assets

Imagine: A Collective Vision



Climate Change Theatre Action 2021 participants participating in Appreciative Inquiry and Asset-Mapping

Primary Actions

ACTION #1:
Determine your WHY

ACTION #2:
DEVELOP A COLLECTIVE VISION through
appreciative inquiry:

Discovery

Dream

Design

Destiny

Build:
**An Asset-Based
Artistic and Engagement Plan**



Cast of *Climate Change Theatre Action 2021* discussing and rehearsing plays, based on team assets

Primary Actions

INTEGRATING ASSETS ACTION #1:
Implement Destiny Stage of the appreciative inquiry process completed in Step 2: Imagine

INTEGRATING ASSETS ACTION #2:
Build with What You Have

INTEGRATING ASSETS ACTION #3:
Review Assets and Vision Often

INTEGRATING ASSETS ACTION #4:
Incorporate Local Stories when possible

Build:
**An Asset-Based Performance and
Engagement Plan**

Primary Actions

REACHING THE COMMUNITY ACTION #1:
Identify Social Networks. Take advantage of the social capital amongst project participants and partners

REACHING THE COMMUNITY ACTION #2:
Expand Your Asset Maps. Add additional institutions, associations, and individuals to the recruitment asset map with the help of participants and partners

REACHING THE COMMUNITY ACTION #3:
Plan to go *to* the community instead of expecting community members to come to you



CCTA 2021 performing, at Ames High School, a play written by ISU MFA students in Creative Writing & Environment

Primary Actions

**Engage:
Community through Citizen Artistry**



Climate Change Theatre Action 2021 at Ames Public Library. Photograph by Charissa Menefee.

ACTION #1:

Share and Amplify Resources. Offer opportunities to share community resources and amplify the work of project partners

ACTION #2:

Engage Community in Storytelling. Provide opportunities for attendees to share their own stories related to the project content

Primary Actions

Celebrate and Evaluate: This Process and Next Steps



Climate Change Theatre Action 2021 at Ames Middle School, Photograph by Charissa Menefee

CELEBRATE ACTION #1:

Thank Yous. Make sure all participants and partners receive thank yous for their contributions to the project

CELEBRATE ACTION #2:

Celebrate and Reflect. At the end of the process, invite all participants to gather to celebrate and reflect on the process

EVALUATION POSSIBLE ACTIONS:

Conduct a Visioning Process

Conduct a Strategic Doing Process

Conduct a Ripple Effects Mapping Process

Evaluation Frameworks

Community Visioning, questions described by Green & Haines (2016)

- What do [you] want to preserve?
- What do [you] want to change?
- What do [you] want to create?

Strategic Doing, developed by Ed Morrison (2012)

- What could we do?
- What should we do?
 - What will we do?
- What's our 30/30?

Ripple Effects Mapping, key steps described by Chazdon et al. (2017)

- Appreciative Inquiry
 - A Participatory Approach
- Interactive Group Interviewing and Reflection
- Radiant Thinking (Mind Mapping)

Application

What assets can you/your team bring to your community?

Step #1 Gather Artistic Team and Community Partners



Skills	Perspectives	Passions	Knowledge

Application

Step #1

Gather Artistic Team and Community Partners

What assets can you/your team bring to your community?

What's an upcoming artistic project that you hope to work on?

What story would you like to tell with this project?

Why in this community?

Who do you want to share this story with?

Step #1

Gather Artistic Team and
Community Partners

Application

Gathering Community Partners



Image based on: Kretzmann, McKnight,
Dobrowolski, & Puntenney, 2005, p. 15

Step #1
**Gather Artistic Team and
Community Partners**

Application

Gathering Community Partners

What individuals in the community might have a particular interest or stake in the stories we are hoping to tell with this project? Can we invite them to join the project as a partner and help identify additional partnerships?

What community associations (nonprofits, grassroots organizations, social and cultural organizations) might have a stake in the stories we are hoping to tell with this project?

What community institutions (libraries, university entities, etc.) might have a stake in the stories we are hoping to tell with this project?

What community spaces might be an ideal way to make this art accessible and in conversation with the community?

What financial opportunities (including local businesses) might be available to support this project?

Application

Imagine: A Collective Vision



Determine your why

Go back to your own asset map and project idea

Identify *why* this project is important to you and your relationship with your community

**Imagine:
A Collective Vision**

Application

Appreciative Inquiry (with asset-mapping, community capitals, and visioning)

Discover

What assets do we have as a team that can contribute to this project?

- What assets *can* I bring to the table for this project?
- What assets do I *want* to bring to the table for this project?

Dream

- What do we hope to walk away from this project having accomplished and/or experienced?
- What do we hope community members walk away feeling, thinking, and planning to do?

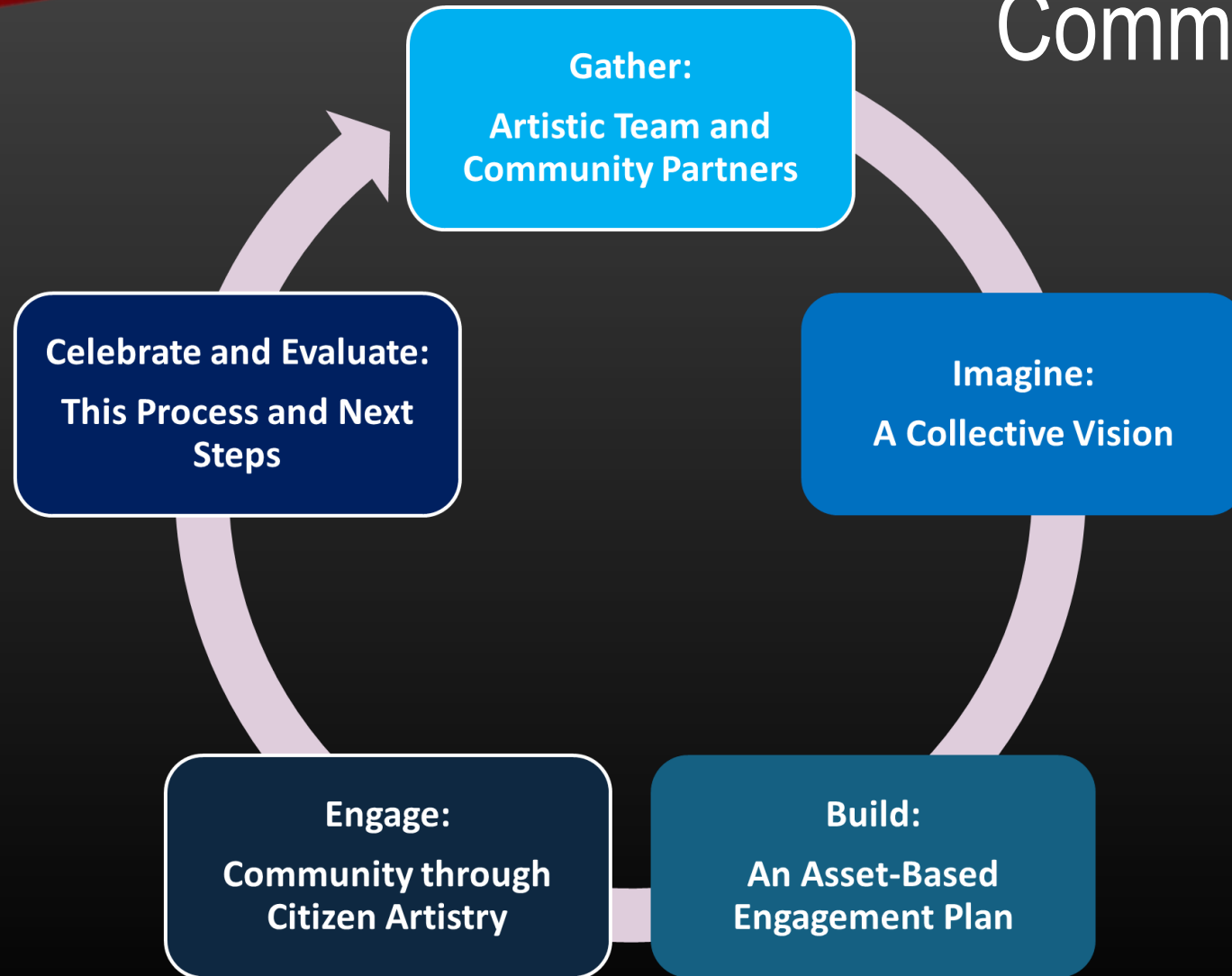
Design

- With our current assets, how can we reach that dream within this project?
- What is our action plan, and how will we share responsibilities?
- What are our expectations for ourselves and each other?

Destiny

- How can we follow the action plan, checking in to track progress and adapt as needed?
- What should be included in those check-ins to make them effective and supportive?

Citizen Artistry Model for Community Engagement



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Questions?



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