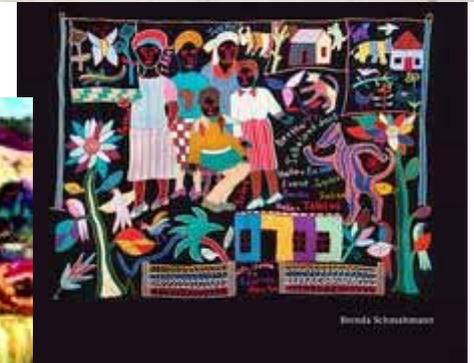
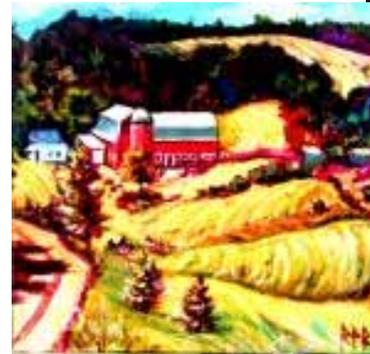


Community and the Arts

Indiana Arts Colloquium

October 13-14, 2011



Outline

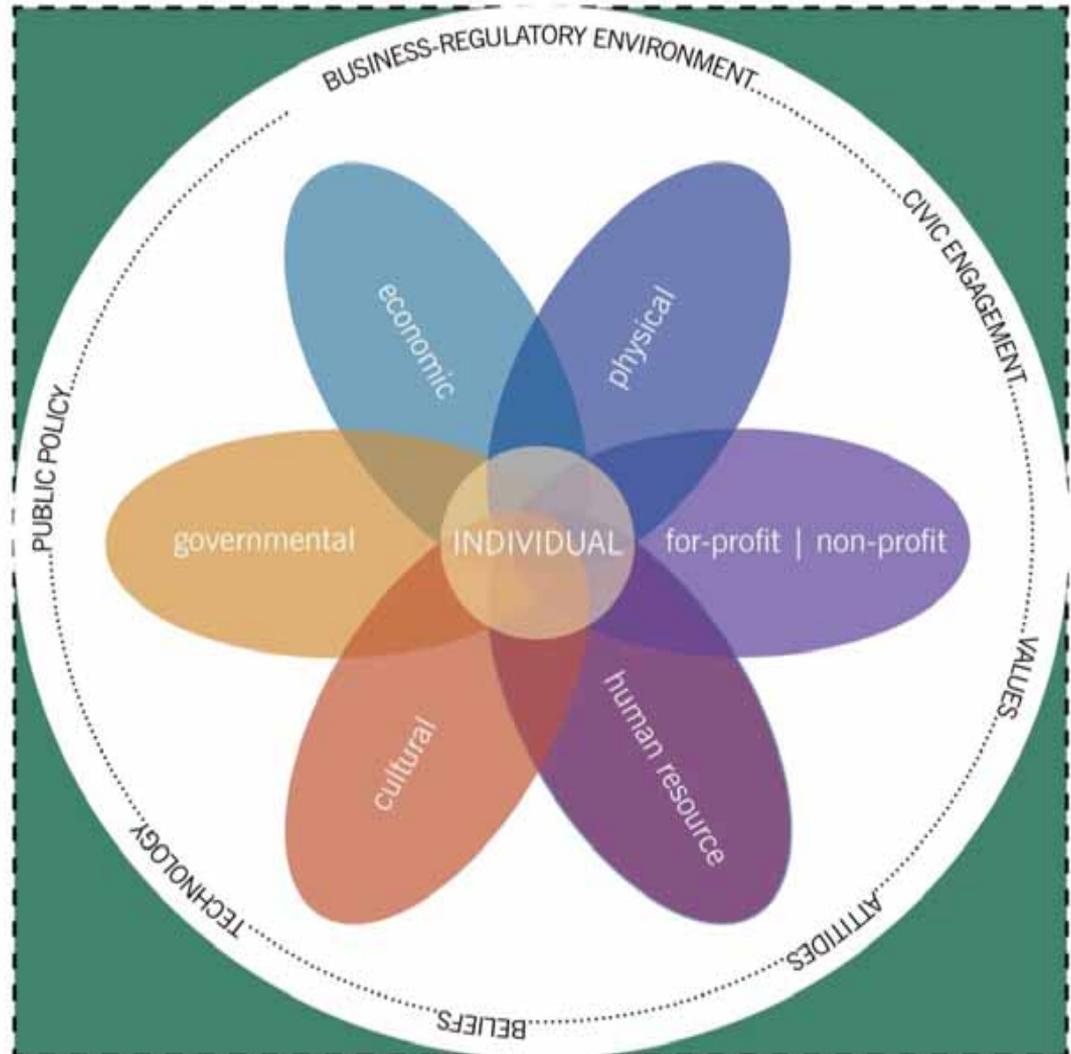
1. Focus on the Community
2. What is a community?
3. What is Community Economic Development?
4. Community Economy and the Arts
5. Where do we start?
6. What direction do we take?
7. How do we stay on track?
8. What will be done? How will it be done? Who will do it? When will it be done? What resources will be needed to do it?



By what measures do we define community?

Communities exist because of, and for, the benefit of individuals

Community 'infrastructures' exist with-in a larger political, regulatory, civic, and social environment

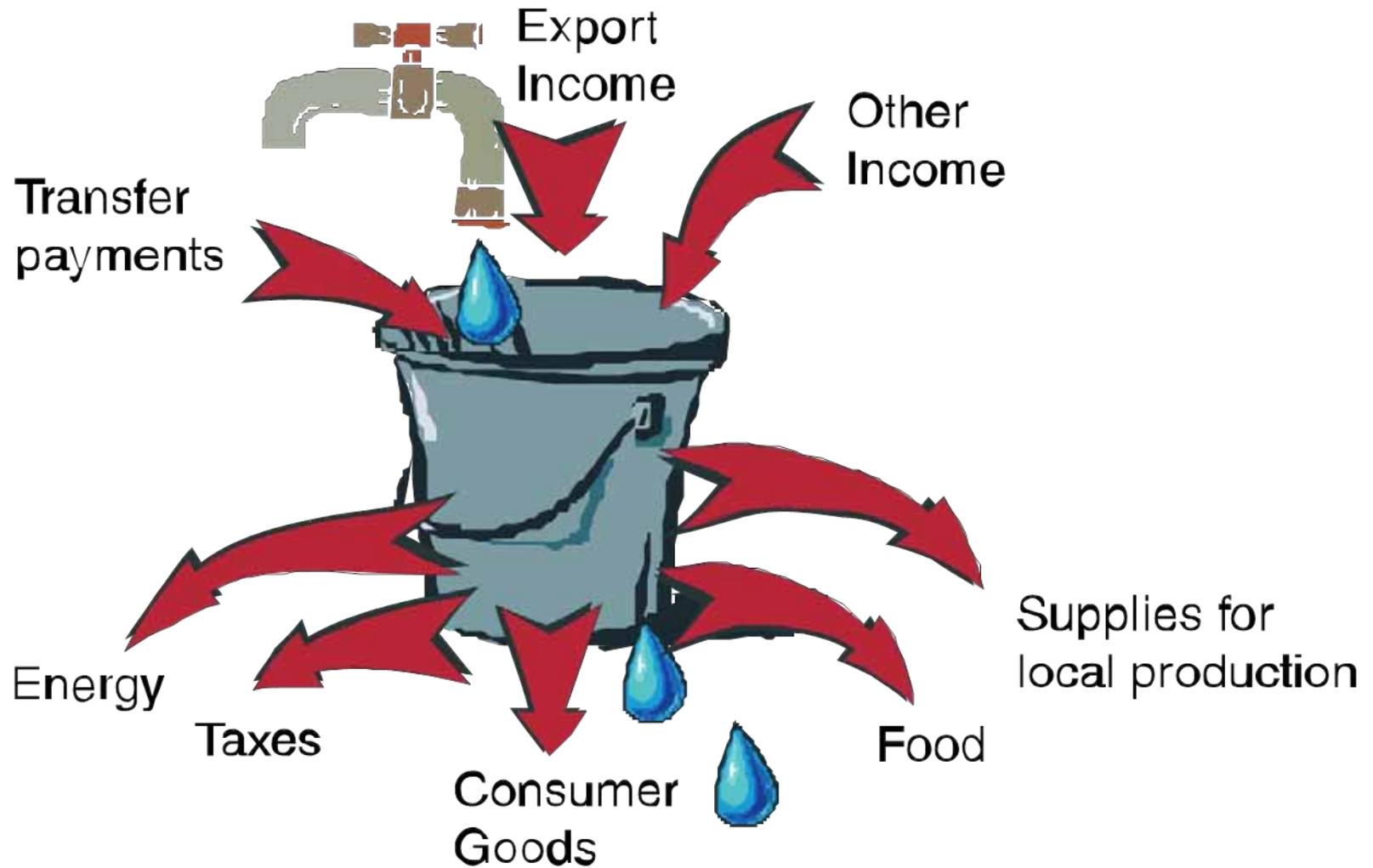


Economic and Community Development

- 'Community Development is the process by which the efforts of the people themselves are united with those of government authorities to improve the economic, social, and cultural conditions of communities....'
- 'Economic Development is the process by which a community creates, retains and reinvests wealth to improve the quality of life for all citizens.'



A Community Economy

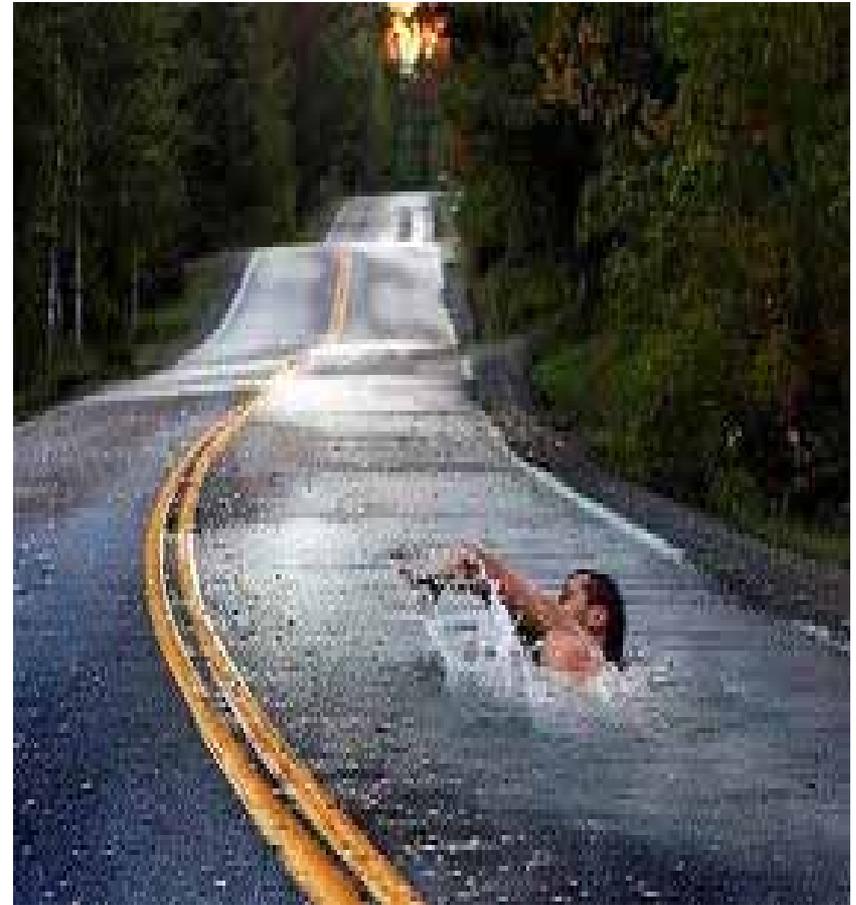


Community Planning and the Arts

- Every community, organization, or individual - must answer the question....

Where do we want to go?
What is our purpose?

.....failure to do so leads to.....



Organizing for Planning

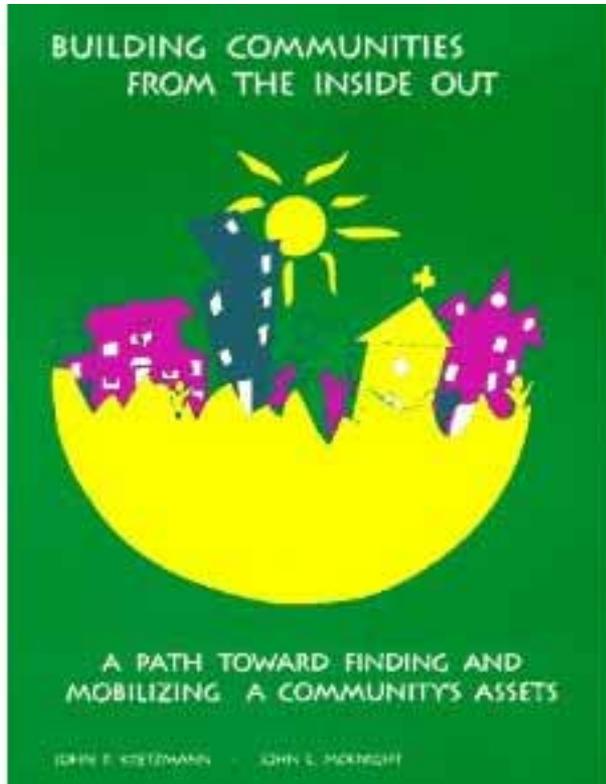
- Convening stakeholders – the importance of the invitation
- Who are your stakeholders ?



Planning Vocabulary

- Vision?
 - Mission?
 - Purpose?
 - Strategy?
 - Tactics?
 - Goals?
 - Objectives?
 - Action Plans?
 - Implementation Plans
- It is the **PROCESS** that matters

Where do we start?



- Start from where you are!
- Focus on assets not needs!
 - Institutions/Organizations (public, private, arts, corporate, governmental, chambers, CVB's)
 - Associations (community and neighborhood groups)
 - Individuals (Artists, community leaders, local elected officials/legislators)
- CD is relationships, partnerships, connections driven!

VISION sets direction

- A vision is the overall picture of how you would like things to be as a result of your efforts and those of others working in related fields. It is how your organization(s) sees the ideal future.



What you can achieve is limited only by how far you can see.....

Mission

- A mission statement describes:
 - what/who we are,
 - what we do,
 - with whom or for whom we do it, and
 - in broad terms how we do it.

We are a church-based group working in the Grassylands area. We aim to improve the conditions under which elderly people in our society live. We do this by providing people over the age of 65 who have limited resources with transportation, meals and the opportunity to socialize

Goals...stepping stones to VISION

- A **goal statement** is a clearly articulated, general statement that describes the purpose or intent of what needs to be accomplished to reach a shared vision and/or mission.



Goals are reached through Objectives

- An **Objective** is a specific, measurable, activity that further quantifies a goal

- SMART
 - **S**pecific
 - **M**easurable
 - **A**greed upon (by stakeholders)
 - **R**ealistic
 - **T**ime-bound

SAMPLE WORK PLAN/ACTION PLAN SHEET

Vision:

Mission:

Goal:

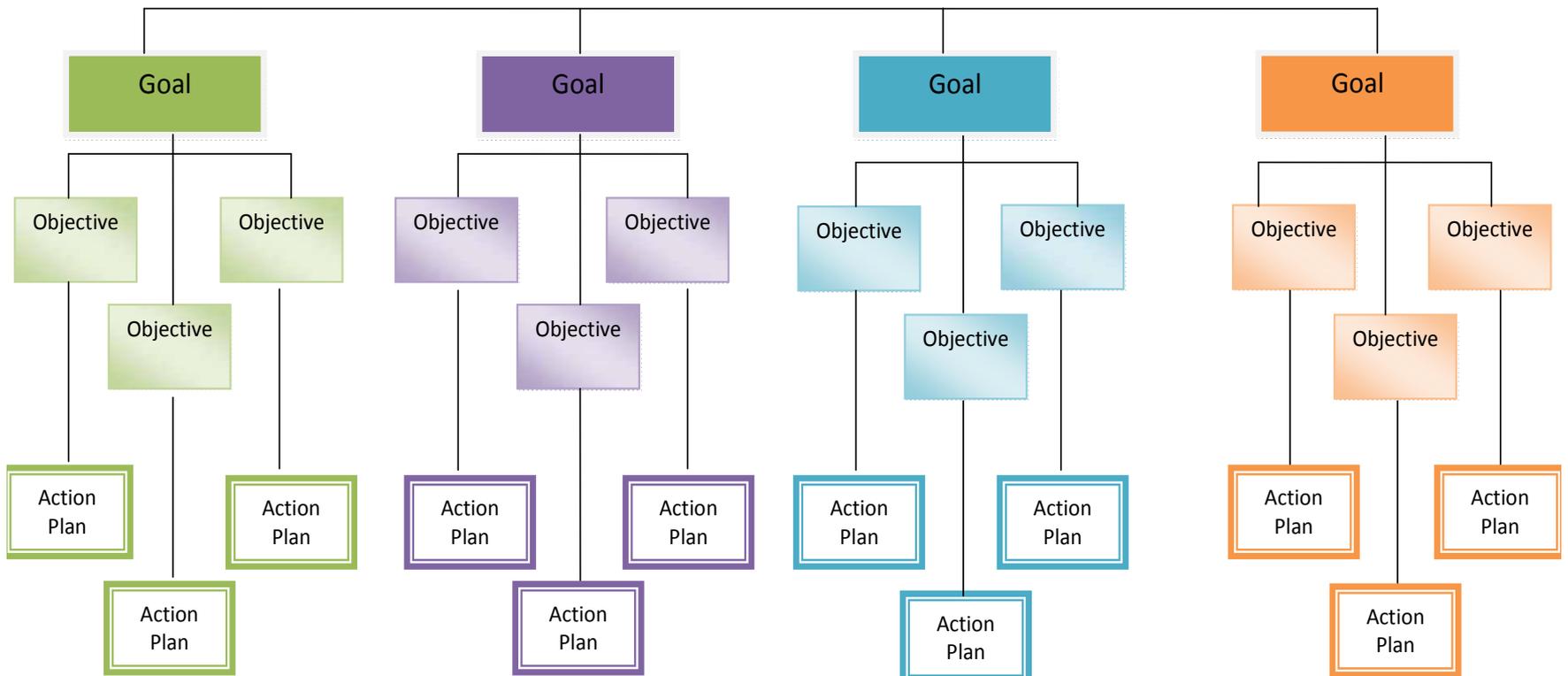
Objective:

Major Tasks (What?)	Activities (How?)	Responsible Party (Who?)	Target Date (When?)	Resources Needed

Community Plan Template

Anytown USA

Vision for the Future



Guiding Principles for Planning

- Engage leadership and all stakeholders
- The process is just as important as the product
- Develop a shared vision or purpose
- Stakeholders must be able see their role in the plan and be able to operationalize it within their organization or group

- Coming together is a beginning, keeping together is progress, working together is SUCCESS

Henry Ford

Questions/Comments?

Elaine M. Fisher
President
efisher+associates
efisher@bsu.edu
765-215-5744

