

# Today's seminar will begin shortly.

## Please complete your phone connection now:

1. **Dial the toll free number:** 1-855-797-9485
2. **Enter the access code** 666 838 172 on your phone keypad. Enter the pound (#) key after the access code.
3. **Identify yourself.** Please complete your connection by entering your ID number (followed by the # key) to synchronize your phone line and web identity. Your ID number is located under the Event Info tab.



# Changing Demographics

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.



# Your Host



**Eric Giles**

**Learning Services Manager**

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.



# Tech Tips

Cisco WebEx Event Center

File Edit Share View Communicate Participant Event Help

Quick Start

Event Info

Demographi...

## NASAA Web Seminar

Host: eric giles

Audio connection: US Toll free: +1-855-797-9485  
US Toll: +1-415-655-0002

Access code: 664 604 773

Attendee ID: 3775

Event number: 664 604 773

Participants

Chat

Q&A

Participants (2)

Speaking:

Panelists: 2

NASAA Staff (me)

eric giles (Host)

Attendees: 0 (0 displayed)



Chat

Q&A

All (0)

Send

Send Privately...

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Chat

Send to: Host

Select a participant in the Send to menu first, type chat message, and send...

Send

Q&A

Connected

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## **I. Changing Demographics**

### **I. Moderated Discussion**

### **II. Audience Q&A**

### **III. Wrap-up**

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.





**Pam Breaux**  
**Chief Executive Officer**  
**NASAA**





## **Dr. Manuel Pastor**

**Director, Program for Environmental and Regional Equity**  
**Professor of Sociology and American Studies & Ethnicity**  
**University of Southern California**





## CHANGE, COMMUNITY, & CONNECTION: WHAT ROLE FOR THE ARTS – AND FOR STATE ARTS AGENCIES?

08-25-2016

MANUEL PASTOR



@Prof\_MPastor

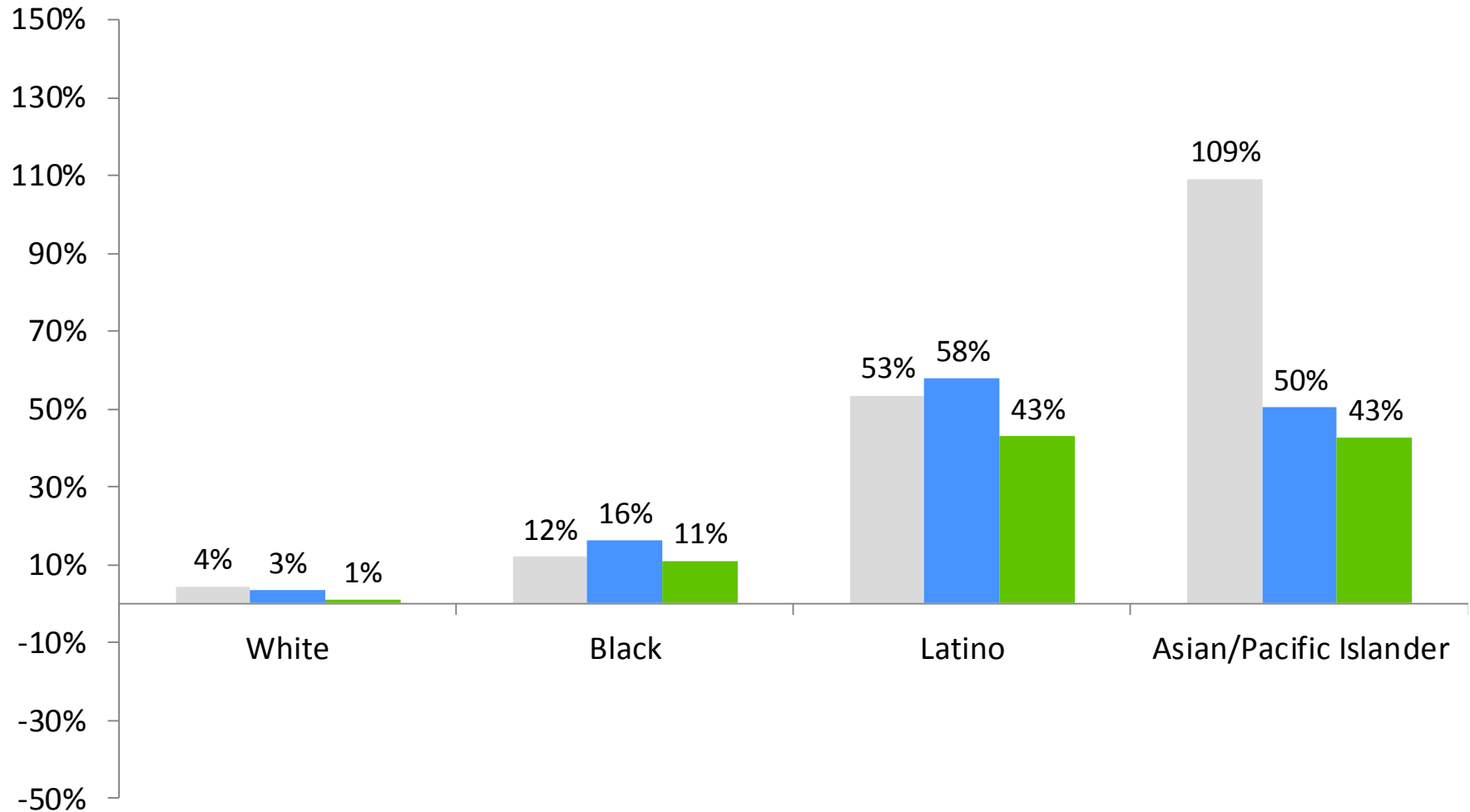




# NATIONALLY: DRAMATIC DEMOGRAPHIC CHANGE

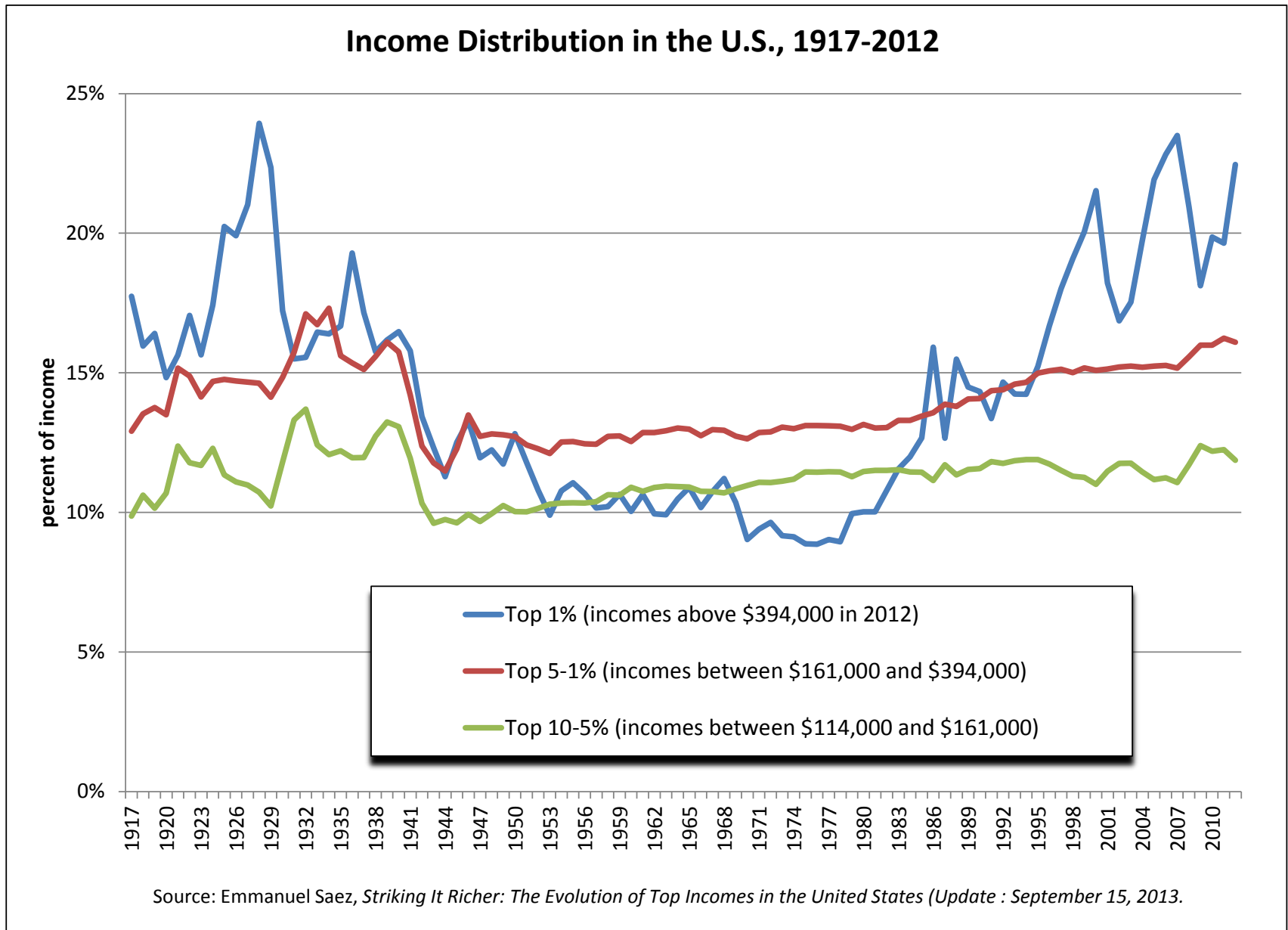
Decadal Population Growth Rates by Race/Ethnicity  
United States, 1980-2010

■ 1980-1990      ■ 1990-2000      ■ 2000-2010





# AGAINST A CONTEXT OF GROWING INEQUALITY

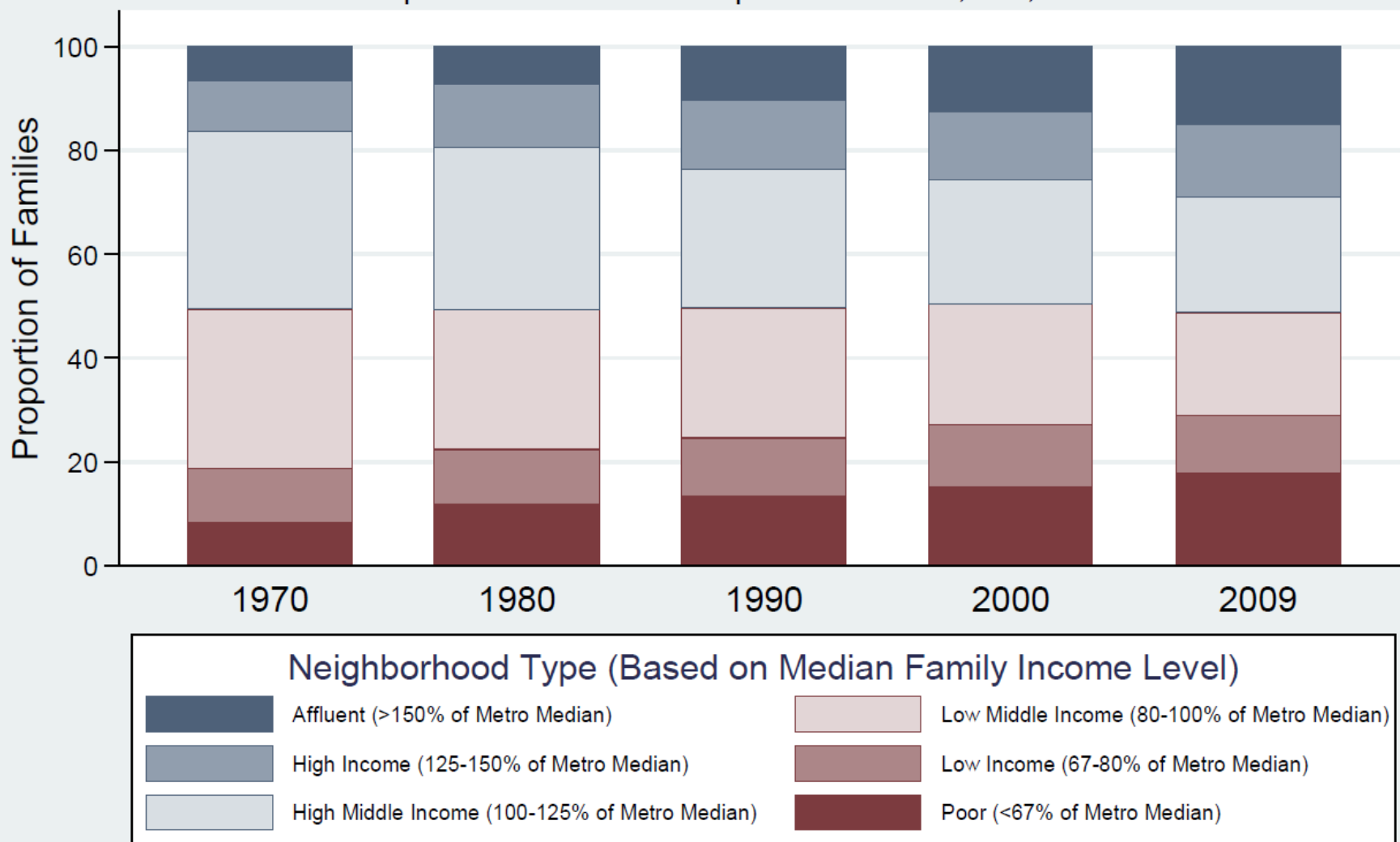






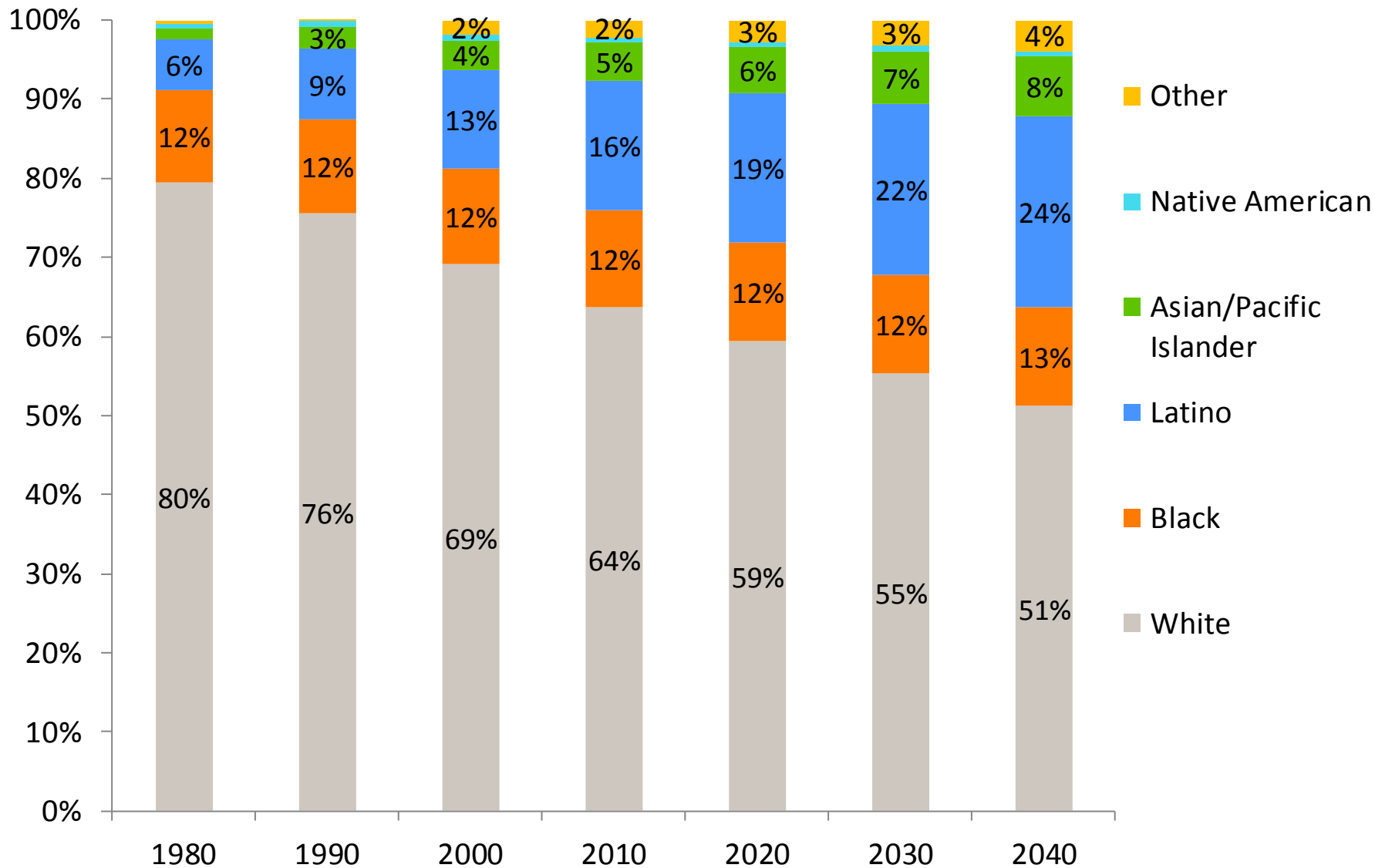
# AND INCREASING ECONOMIC SEGREGATION

Figure 1: Proportion of Families Living in High-, Middle-, and Low-Income Neighborhoods  
Metropolitan Areas with Population > 500,000, 1970-2009





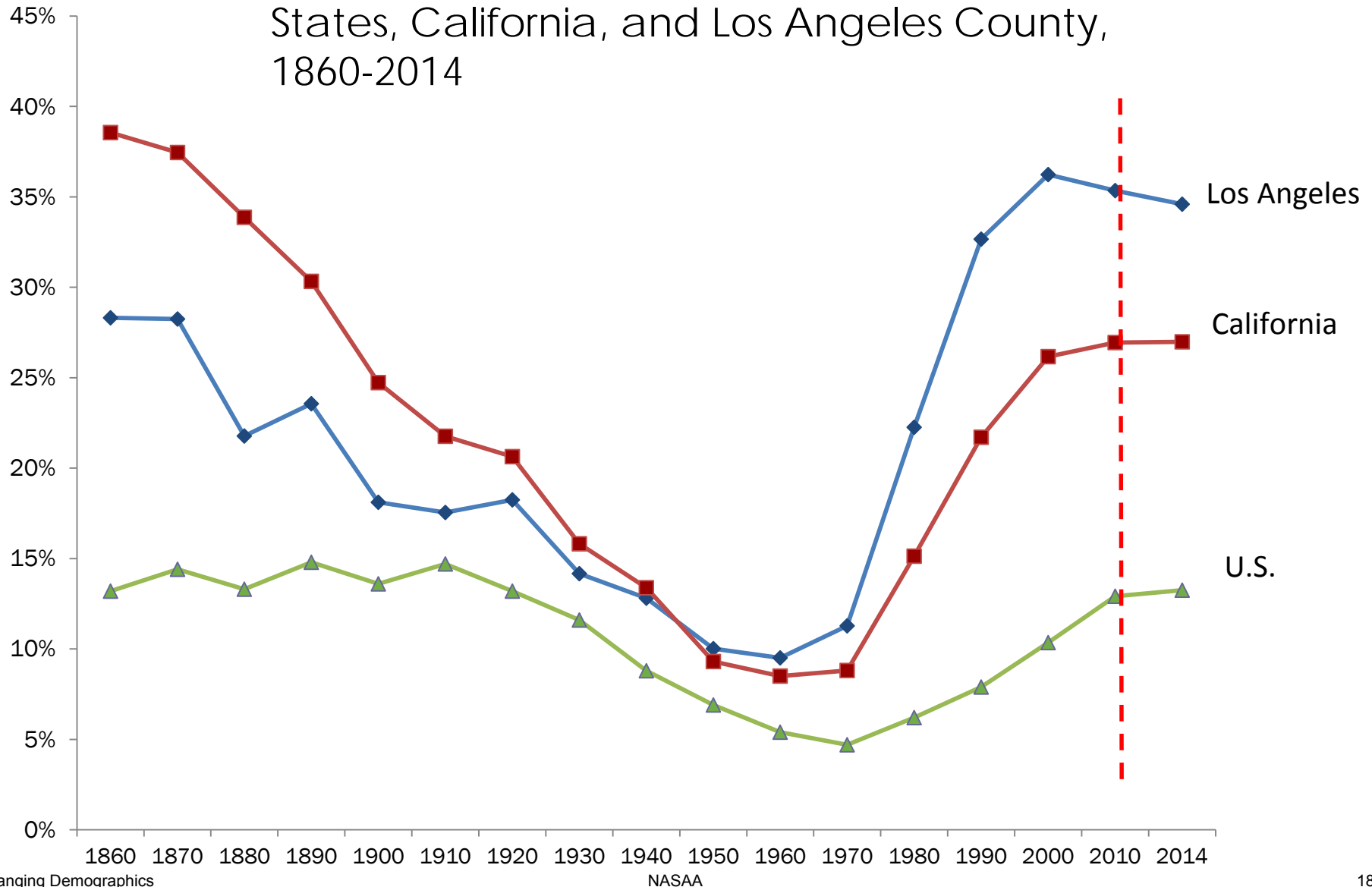
# Changing Demographics United States, 1980-2040





# IMMIGRATION AS A (NON-) FACTOR

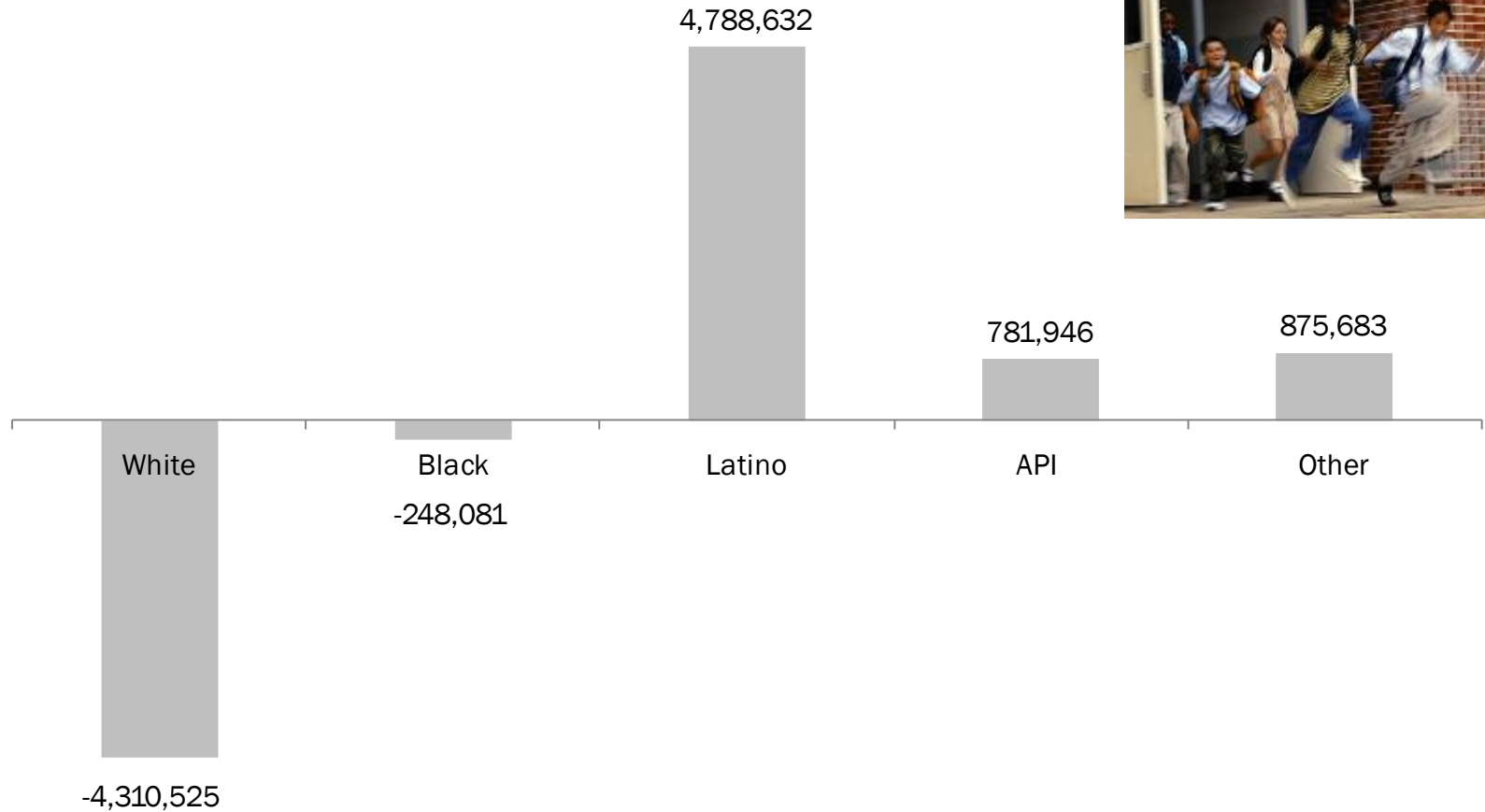
Immigrant Share of the Population, United States, California, and Los Angeles County, 1860-2014





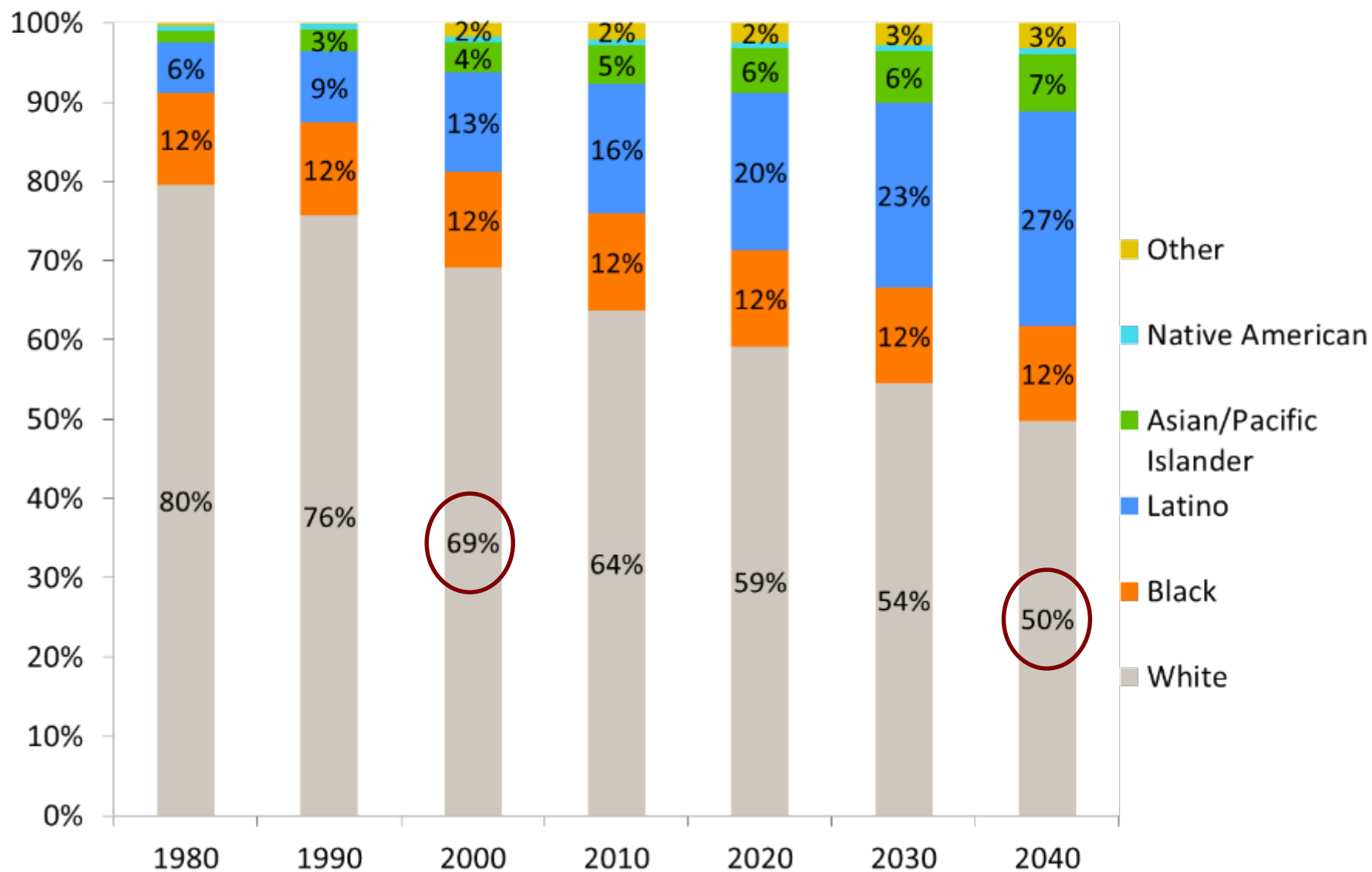


## U.S. Change in Youth (<18) Population by Race/Ethnicity, 2000-2010



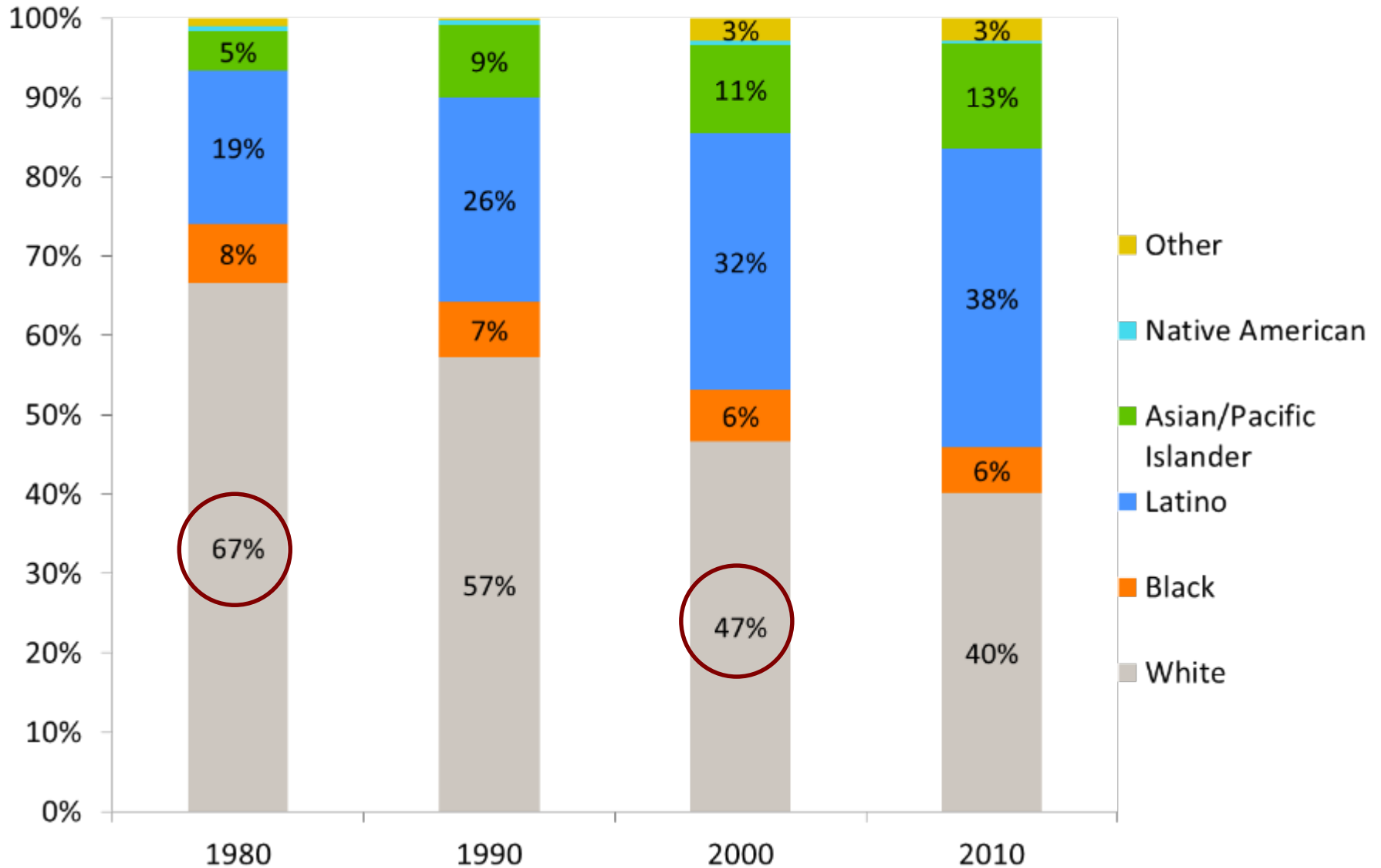


## Changing Demographics United States, 1980-2040



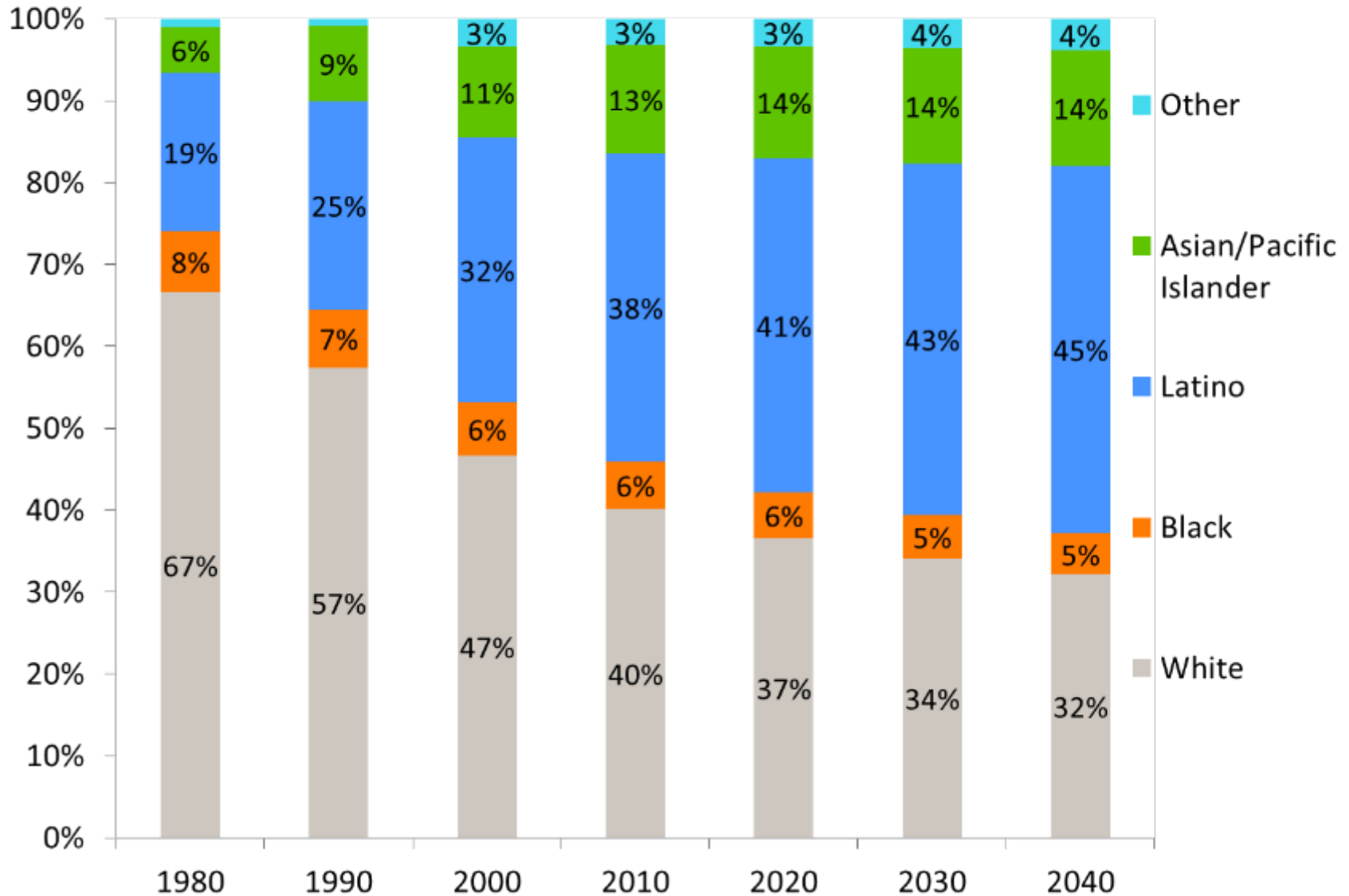


## Changing Demographics California, 1980-2010



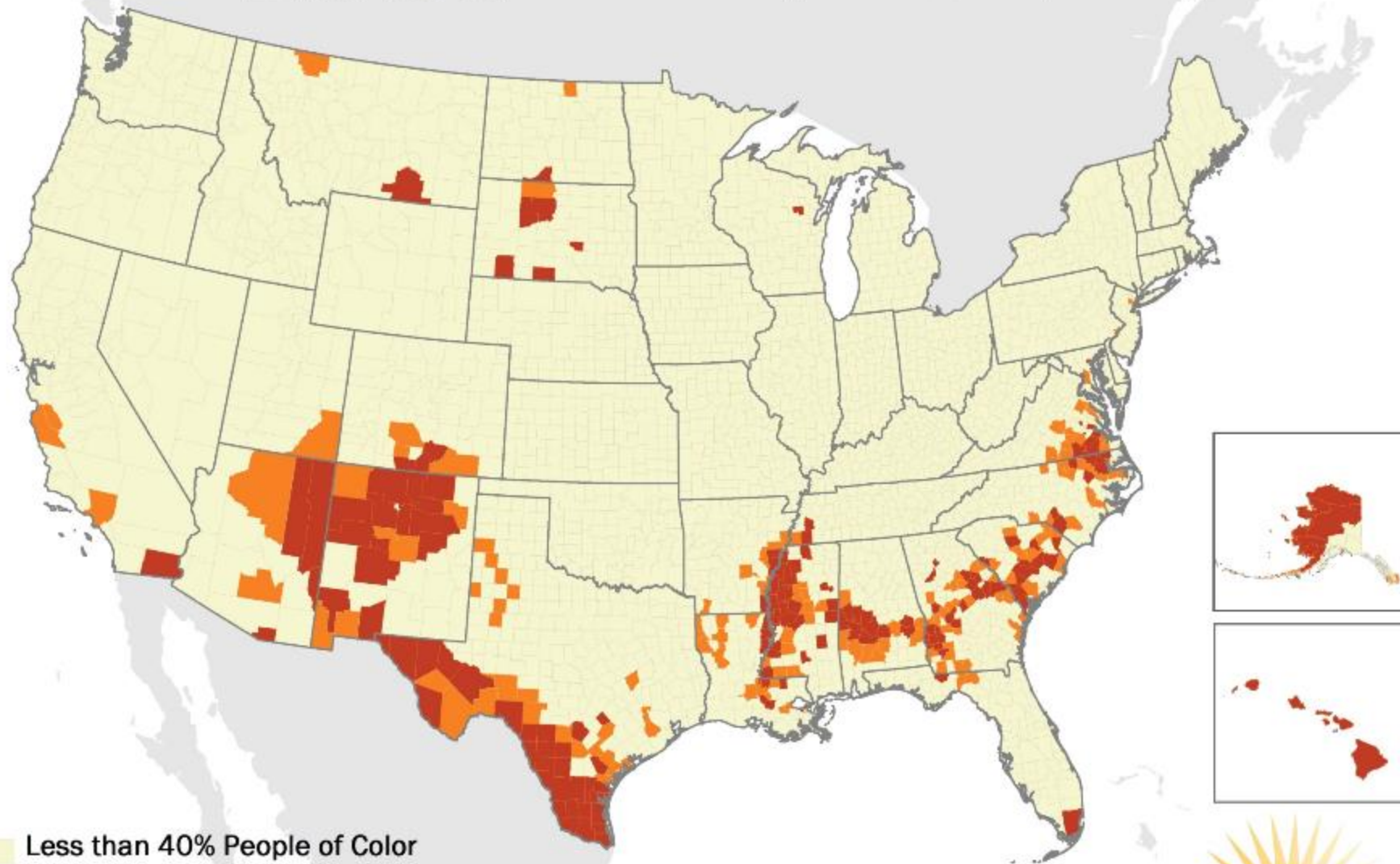


## Changing Demographics California, 1980-2040





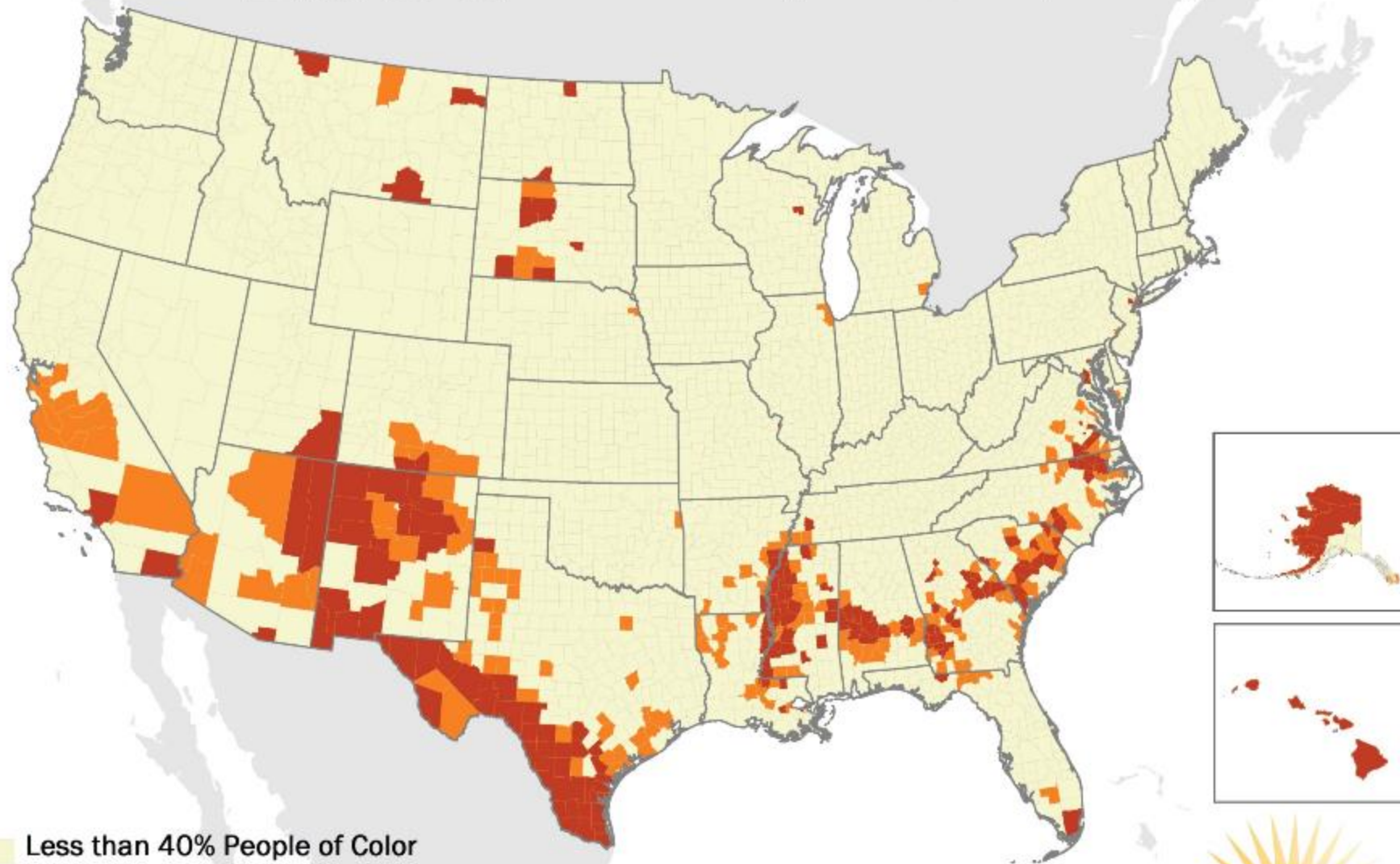
# 1980 Percent People of Color by County



- Less than 40% People of Color
- "Tipping Point" Counties: 40% to 50% People of Color
- Greater than 50% People of Color



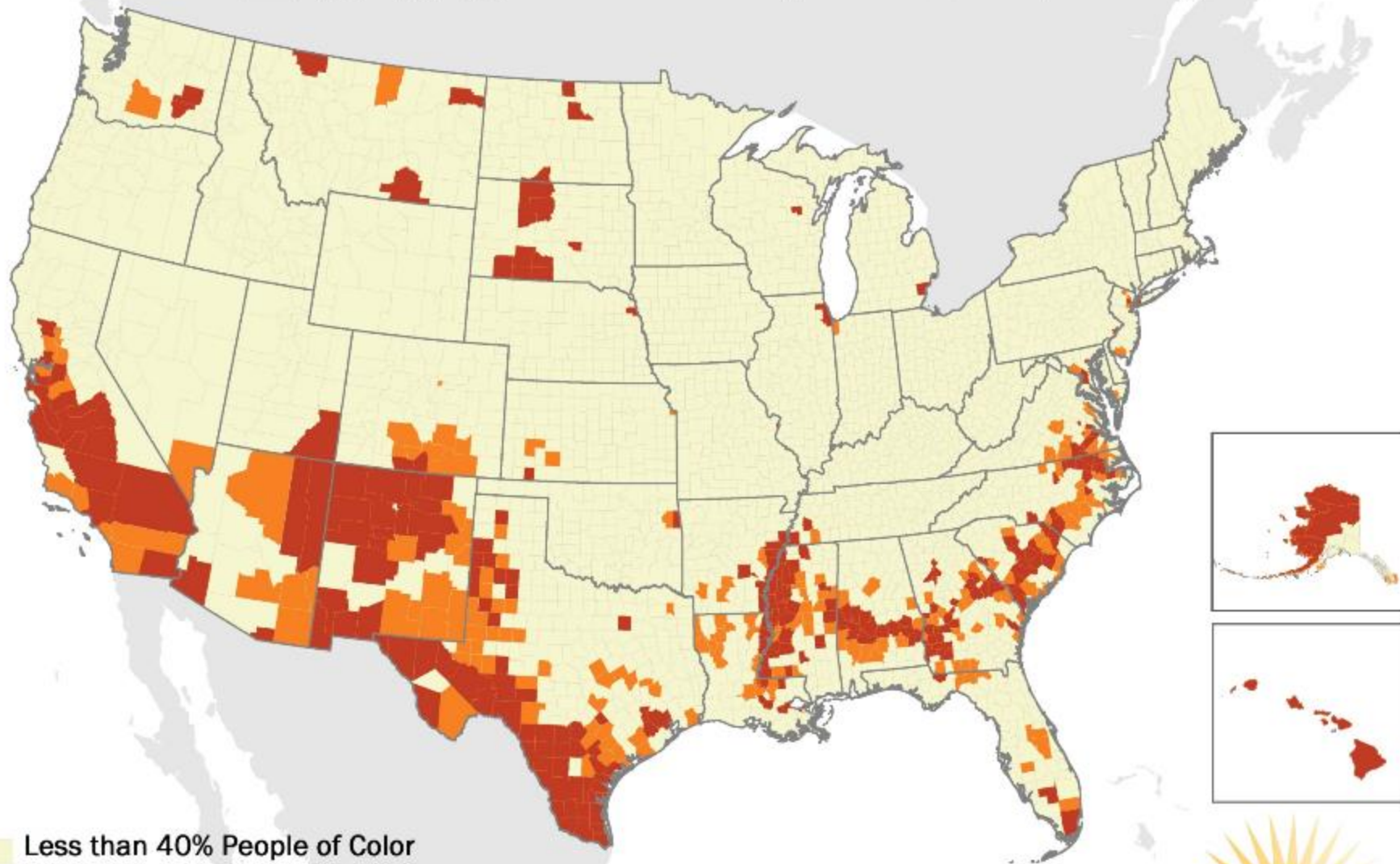
# 1990 Percent People of Color by County



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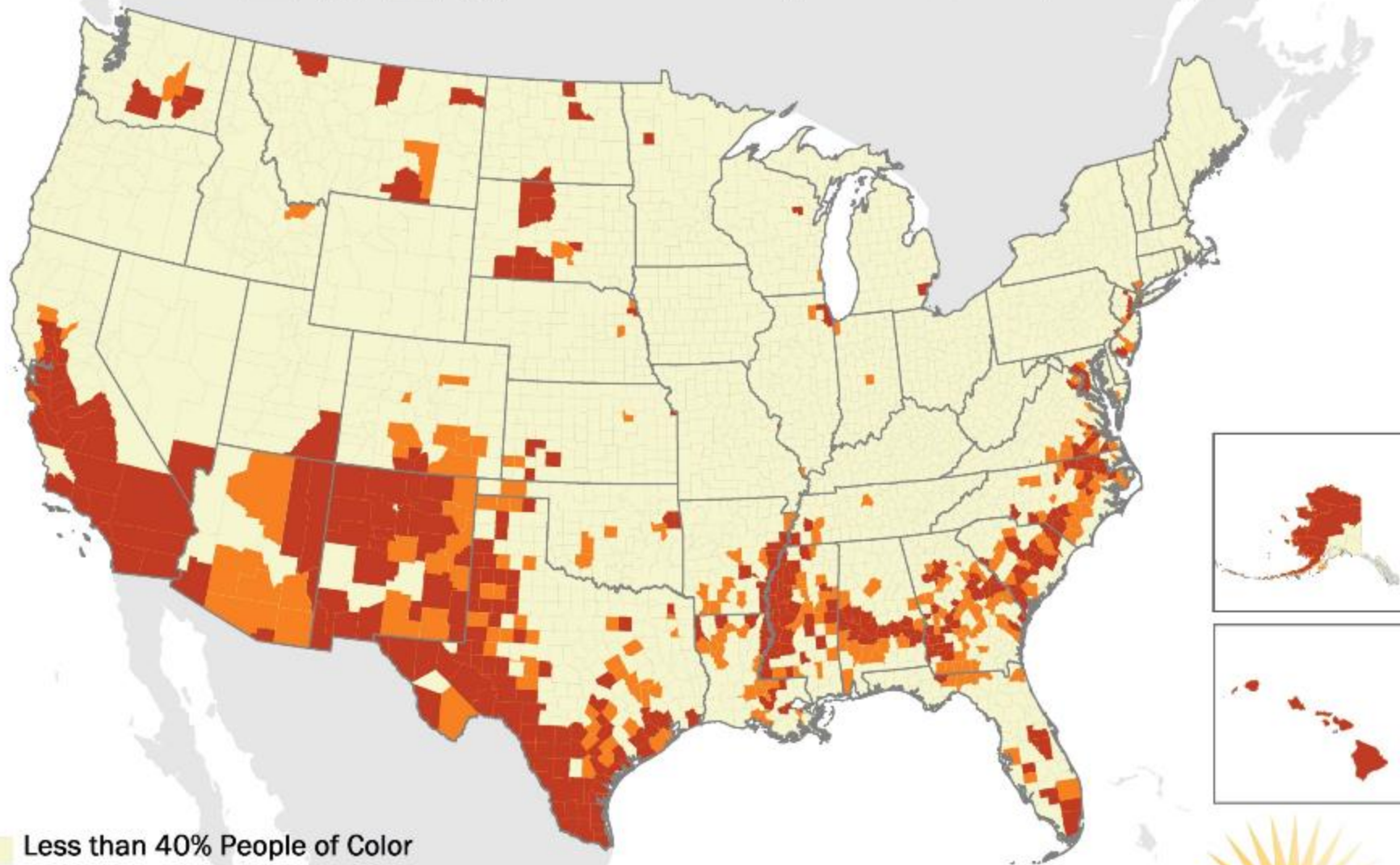


# 2000 Percent People of Color by County





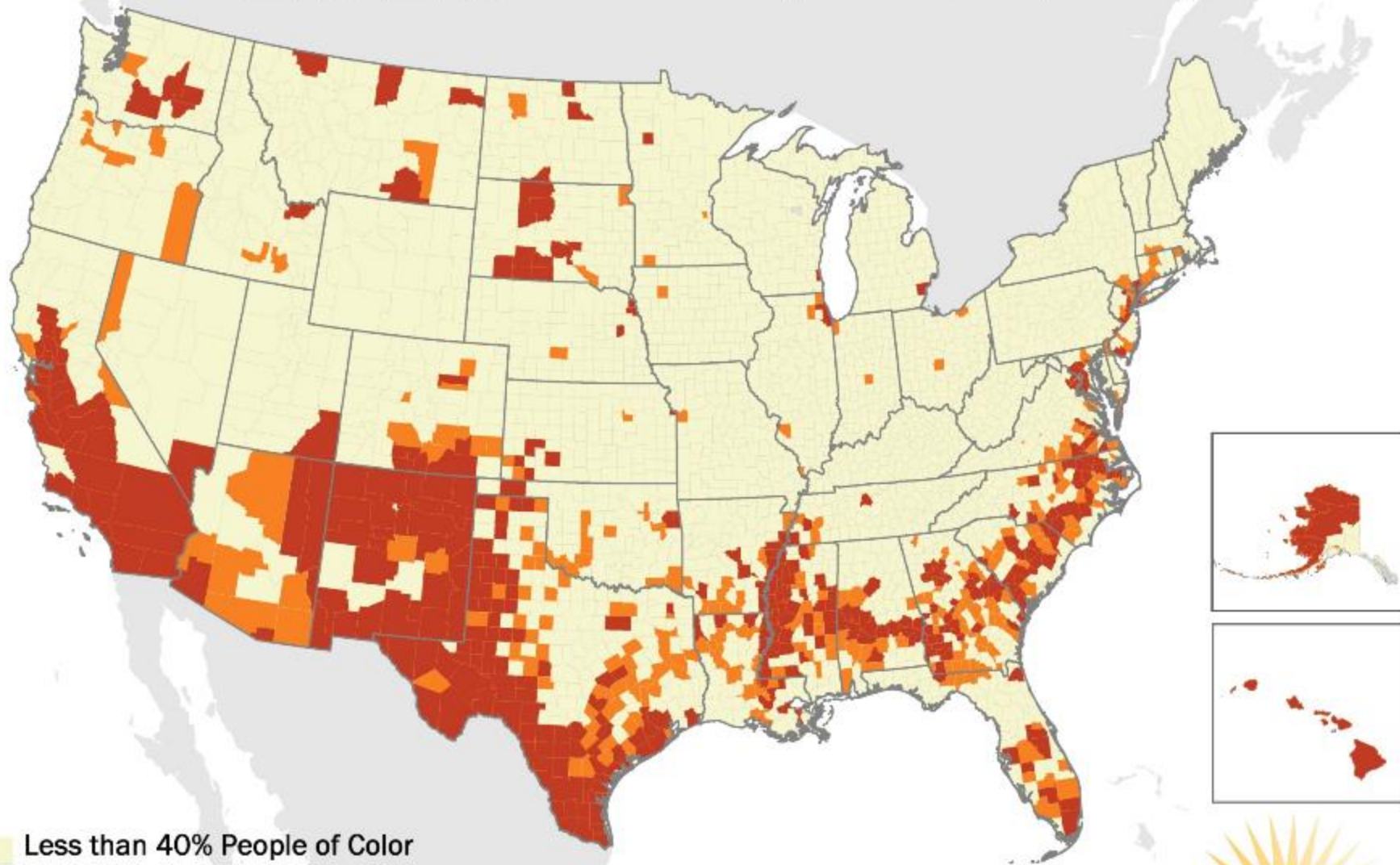
# 2010 Percent People of Color by County



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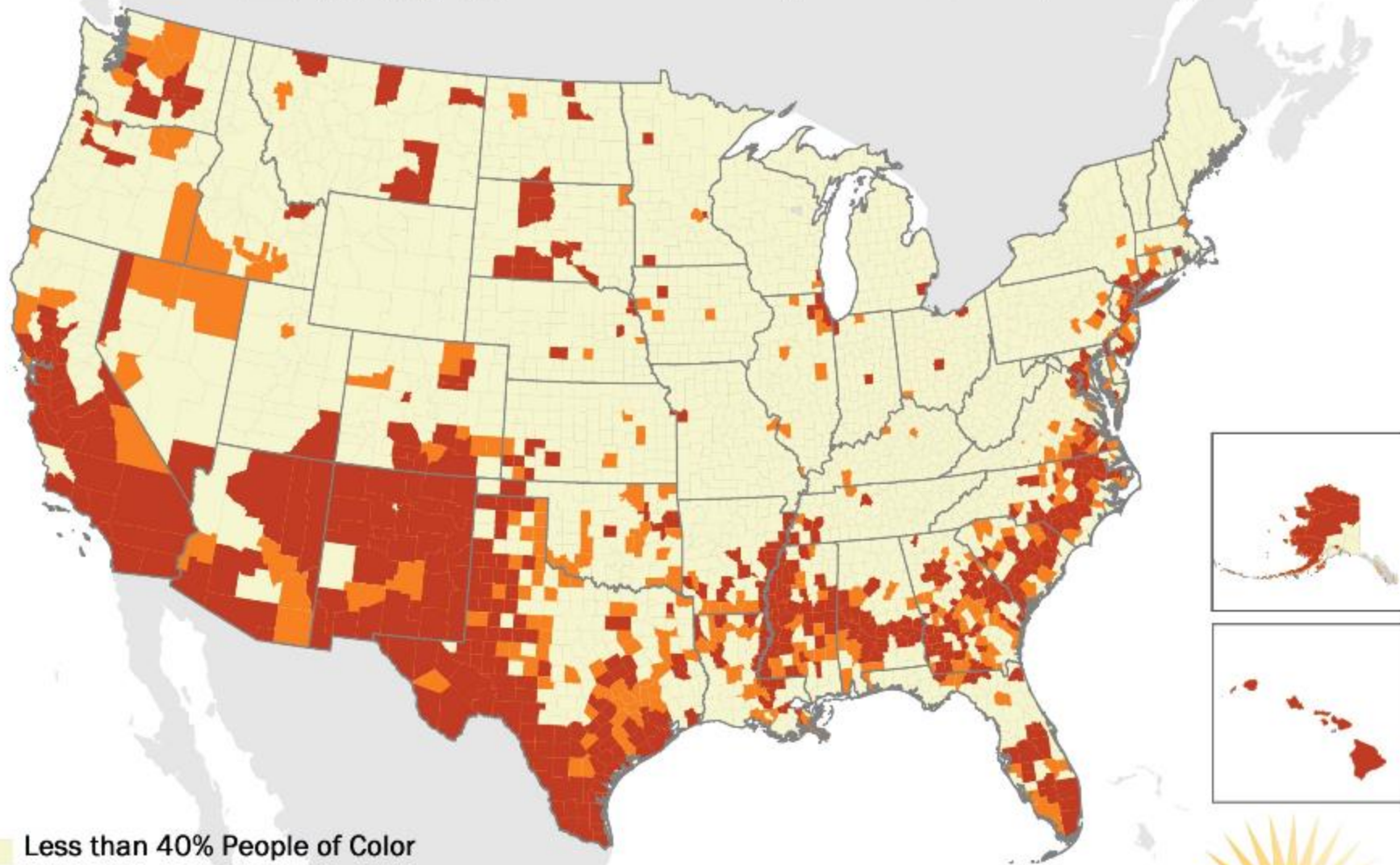
# 2020 Percent People of Color by County



- Less than 40% People of Color
- "Tipping Point" Counties: 40% to 50% People of Color
- Greater than 50% People of Color



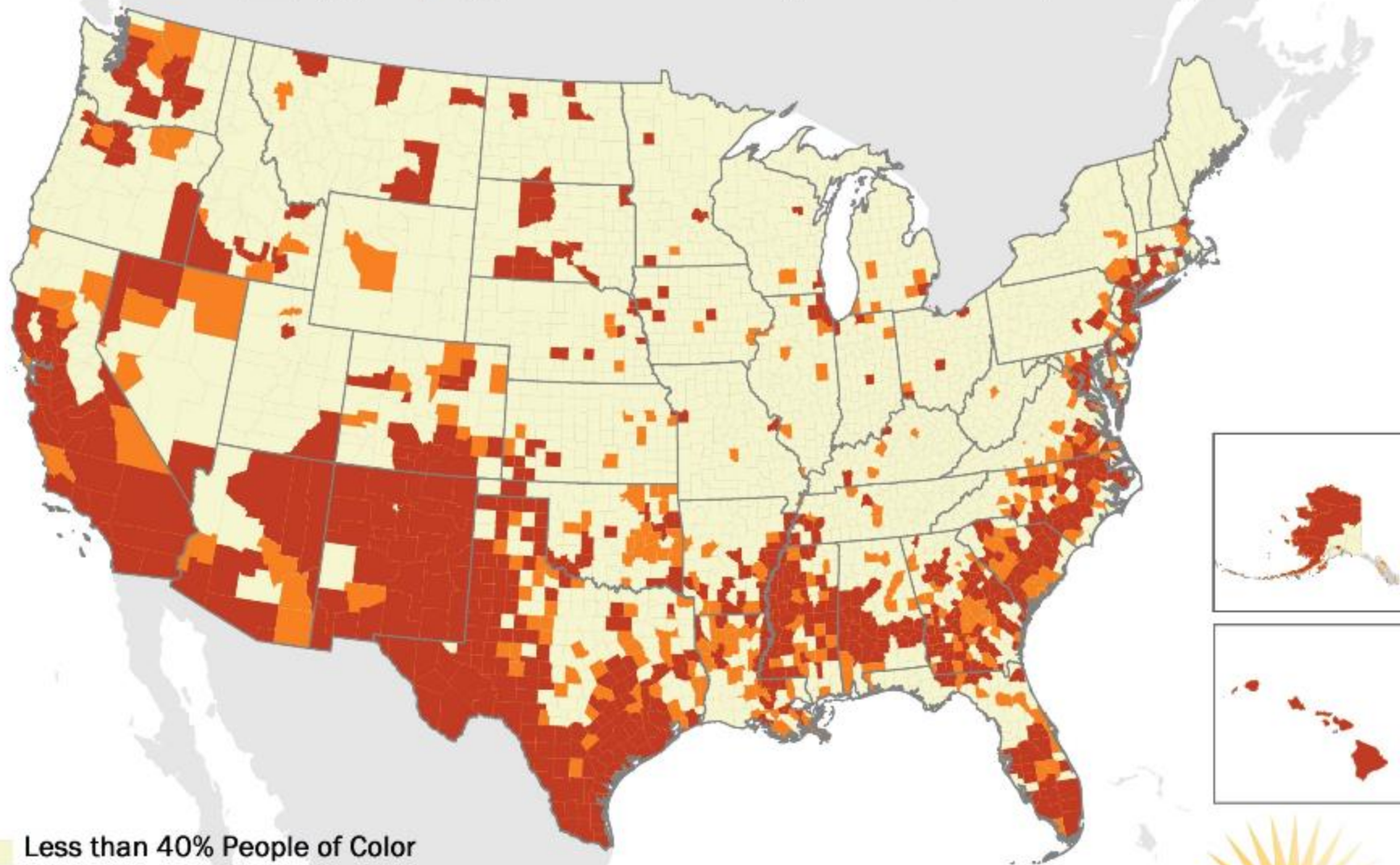
# 2030 Percent People of Color by County



- Less than 40% People of Color
- "Tipping Point" Counties: 40% to 50% People of Color
- Greater than 50% People of Color

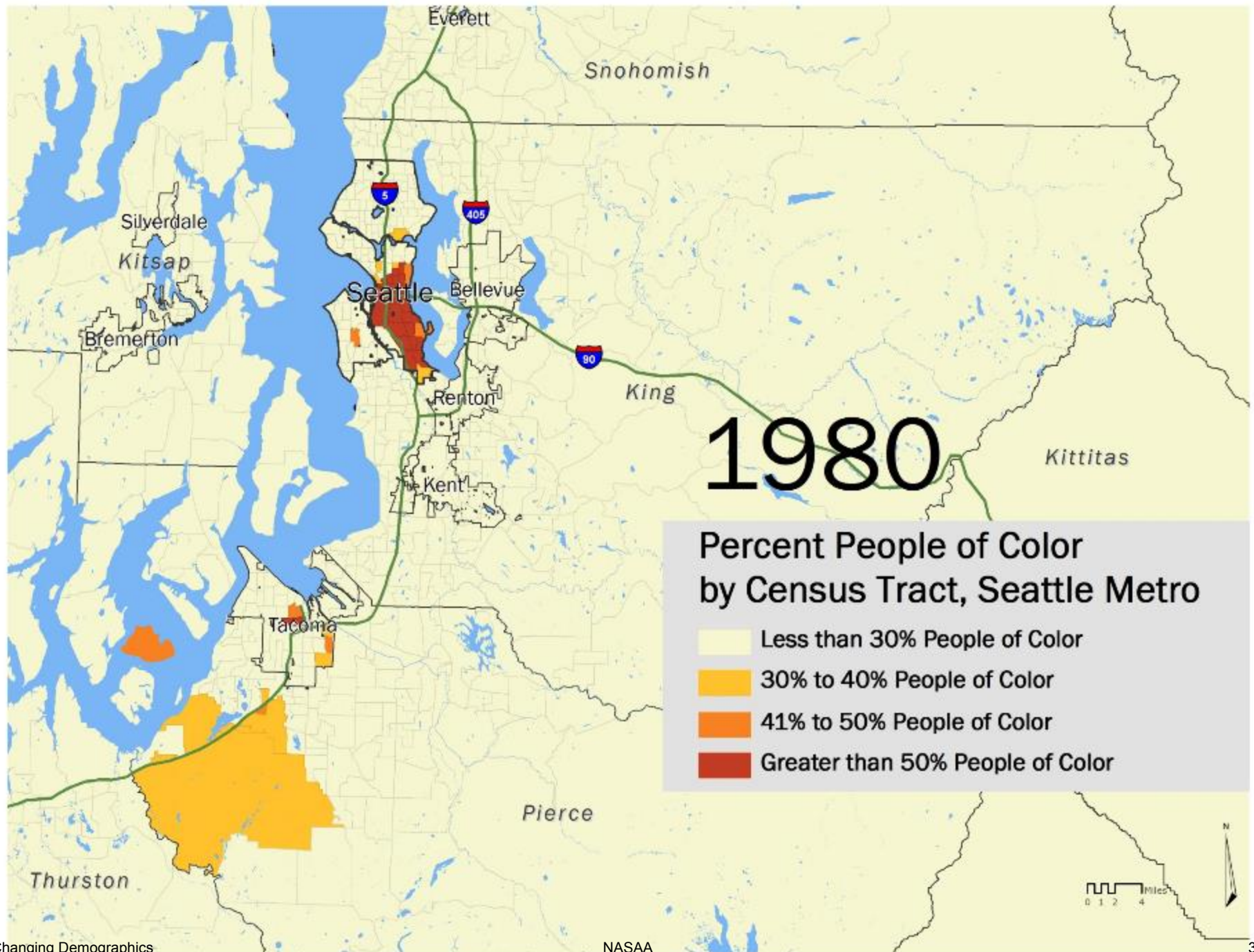


# 2040 Percent People of Color by County

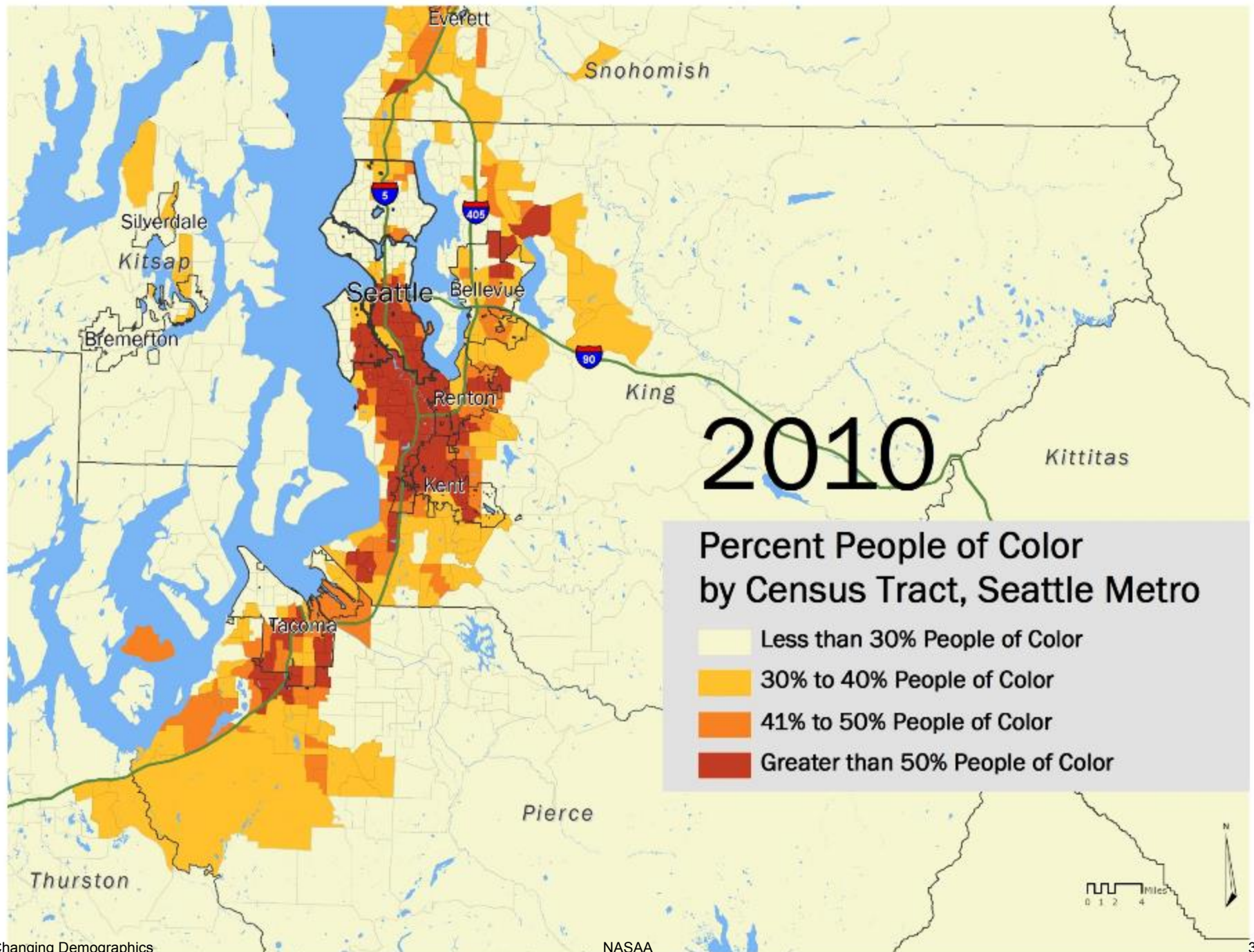


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# PART OF THE STORY: CENTRAL CITY "PUSH-OUT"

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## — — — — — **COMEBACK** **CITY**



Changing Demographics

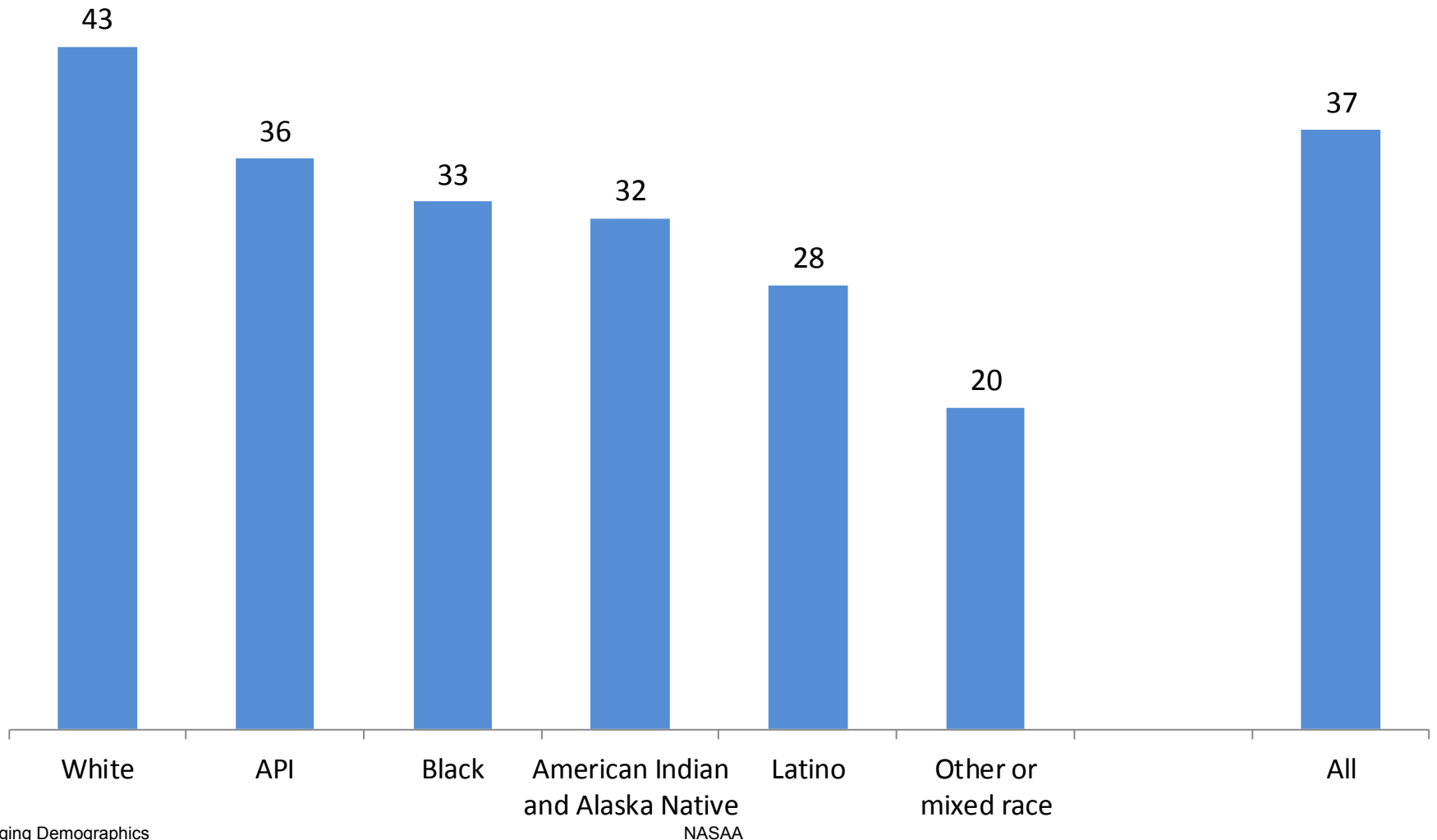


NASAA



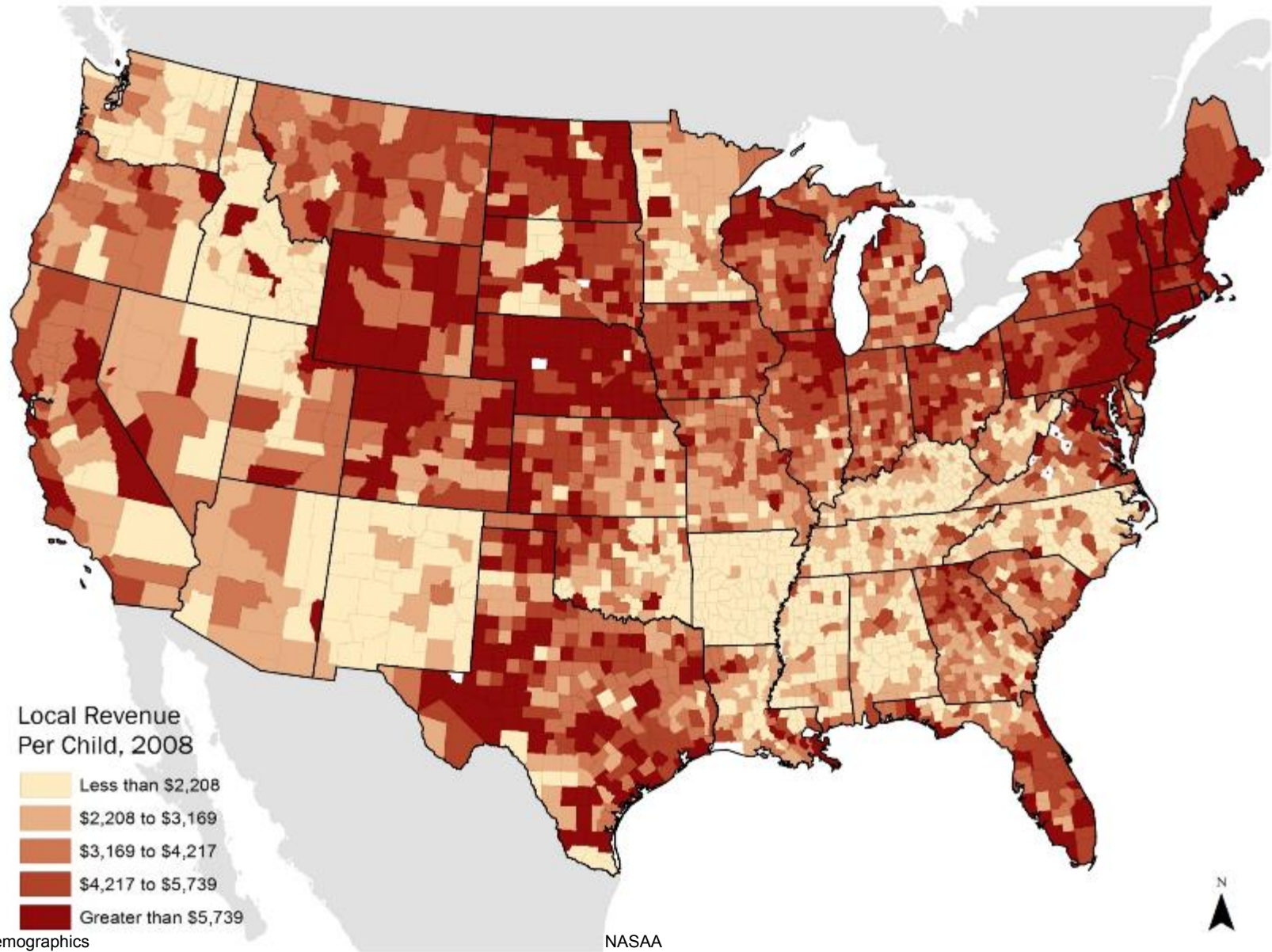
# THE NEW "GENERATION GAP"

Median Age by Race/Ethnicity,  
United States, 2008-2012



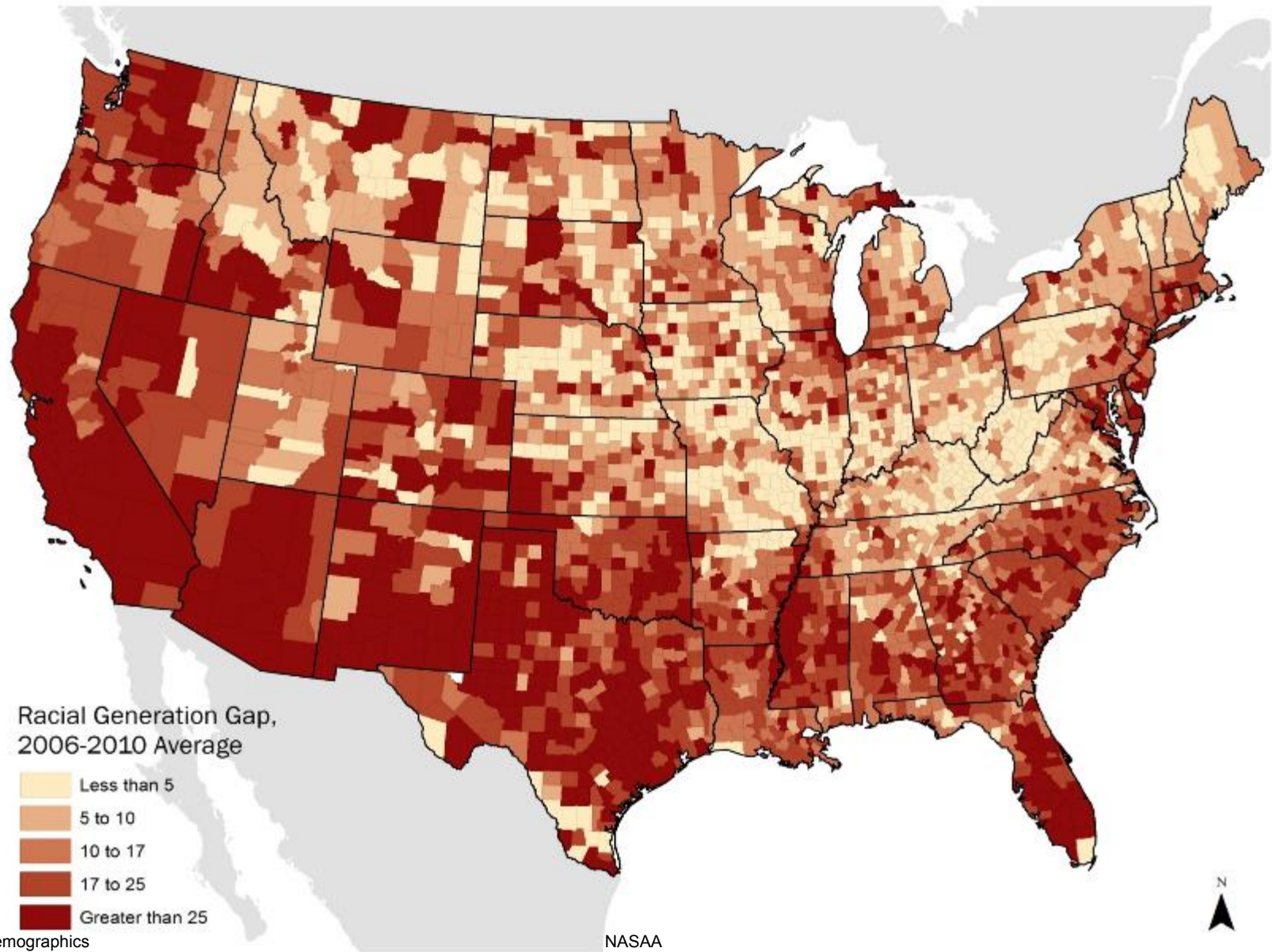


# THE GAP MATTERS





# THE GAP MATTERS



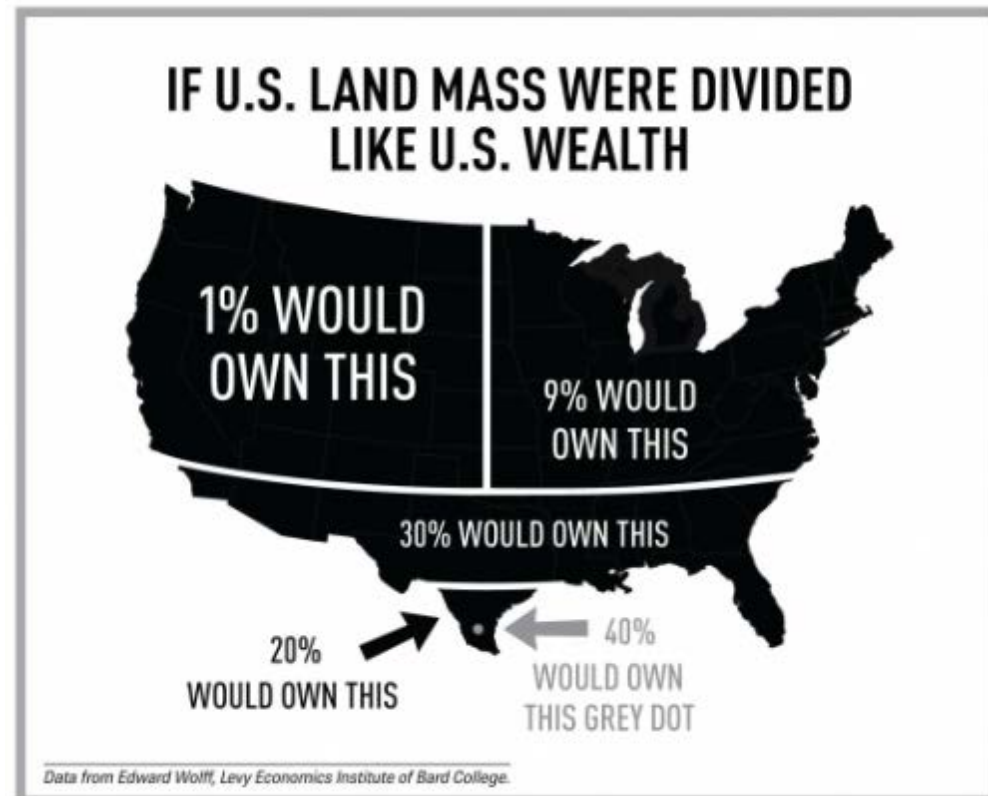
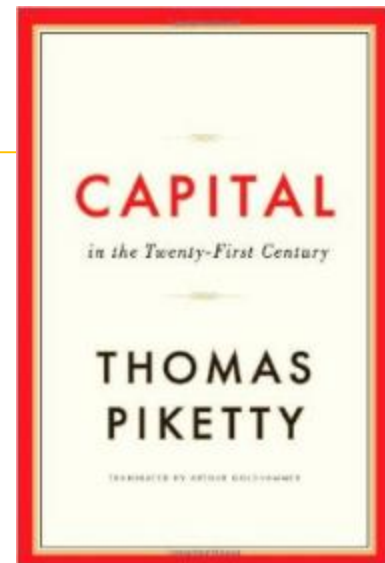


# CHALLENGE OF INEQUALITY



## Product Details

**Hardcover:** 696 pages  
**Publisher:** Belknap Press; First Edition edition (March 10, 2014)  
**Language:** English  
**ISBN-10:** 067443000X  
**ISBN-13:** 978-0674430006  
**Product Dimensions:** 9.6 x 6.6 x 1.9 inches  
**Shipping Weight:** 2.6 pounds ([View shipping rates and policies](#))  
**Average Customer Review:** ★★★★★ (255 customer reviews)  
**Amazon Best Sellers Rank:** #1 in Books (See Top 100 in Books)  
#1 in Books > Business & Money > Economics > **Economic History**  
#1 in Books > History > Modern (16th-21st Centuries) > **21st Century**  
#1 in Books > Politics & Social Sciences > Politics & Government > Public Affairs & Policy > **Economic Policy**

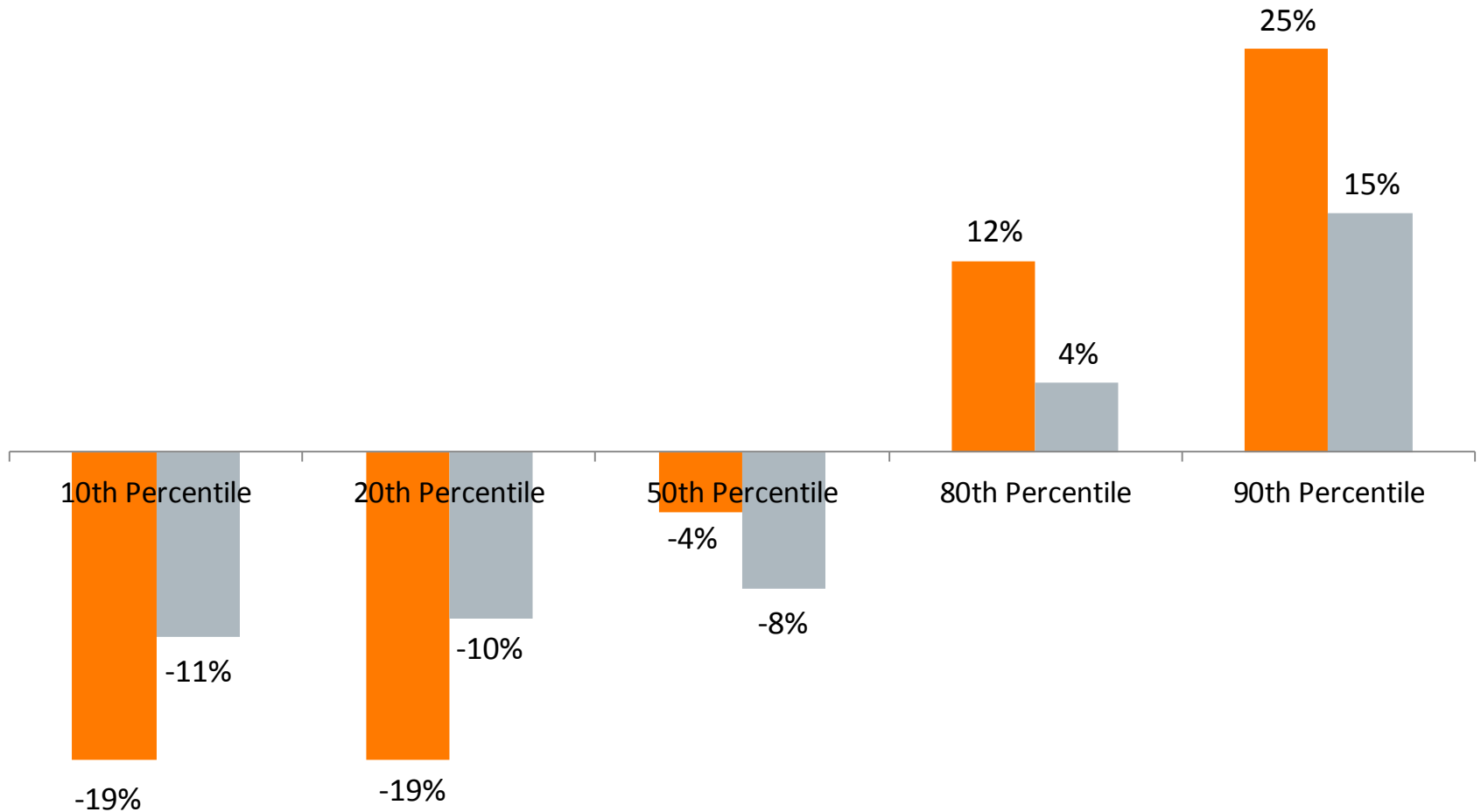




# CHALLENGE OF INEQUALITY

Income Percentiles, Earned Income for Full-Time Workers 25-64 (\$2010)  
U.S. and California, 1980-2010\*

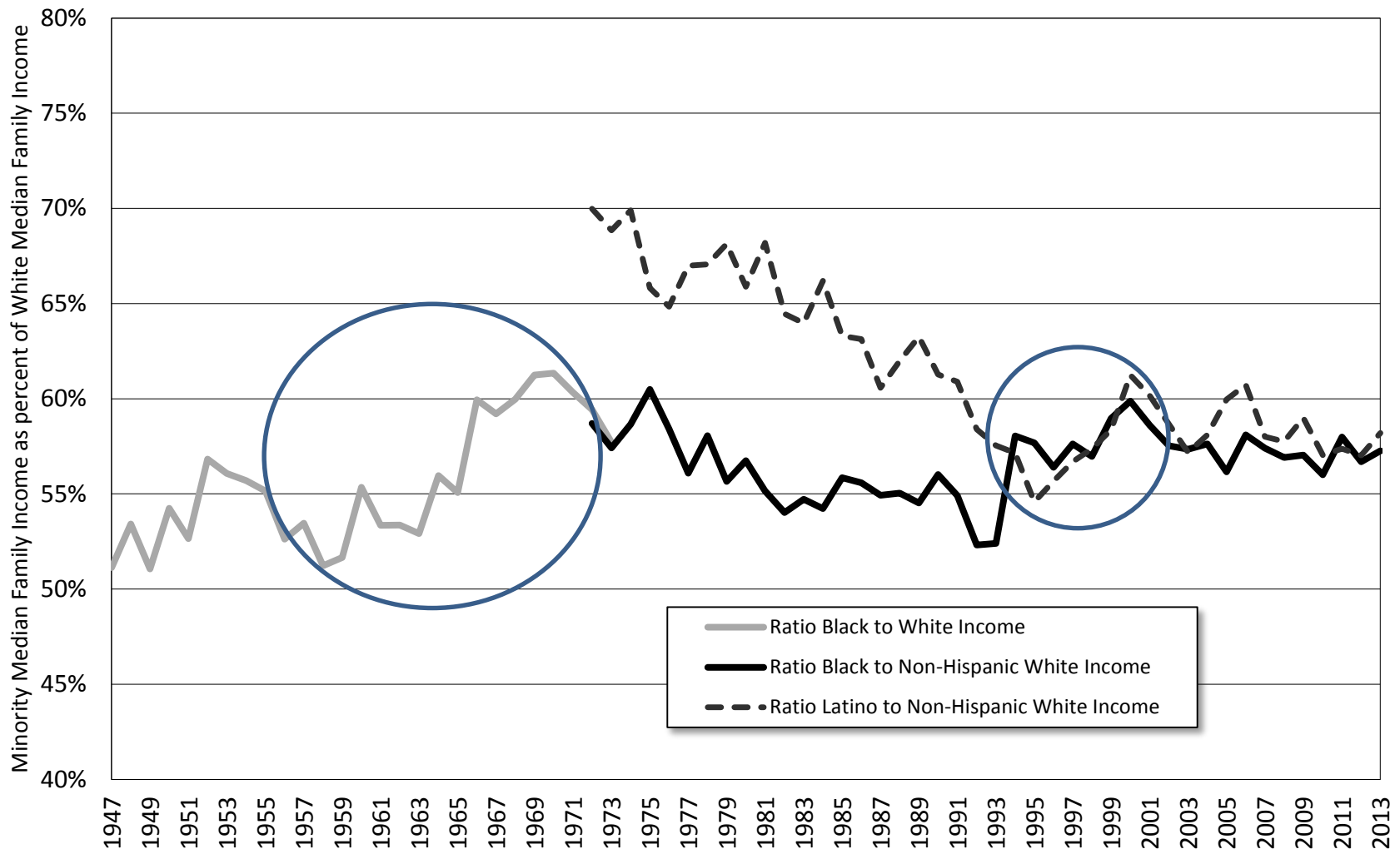
California United States





# BUT AT LEAST RACIAL PROGRESS?

**Ratio of U.S. Resident Median Family Income 1947-2013  
(Blacks and Latinos Relative to Whites)**





## A group of six smiling senior citizens outdoors. There are three men and three women, all appearing to be in their 60s or 70s. They are dressed in casual, comfortable clothing. The background is a soft-focus green, suggesting a park or garden setting. The overall mood is positive and healthy.





# AND WHY SO IMPORTANT NOW?

## NEXT AMERICA

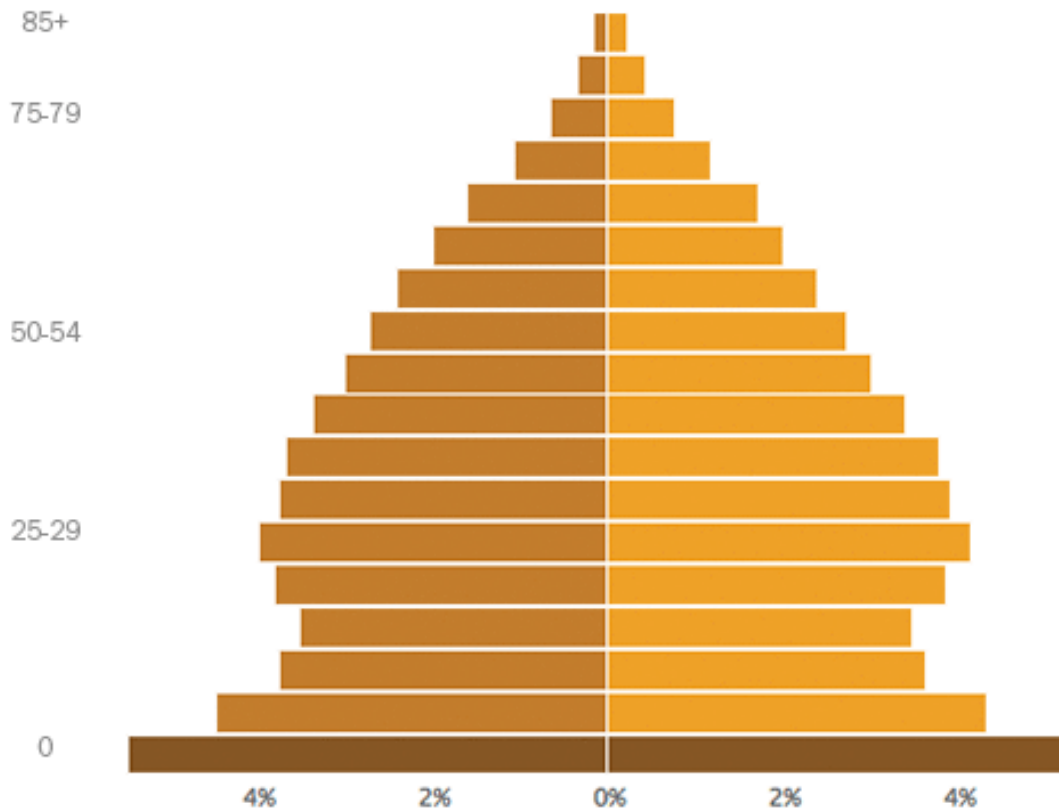
*Percent of U.S. Population by Age Group, 1950-2060*

■ Baby Boomers

MALE

**1950**

FEMALE



PEW RESEARCH CENTER

<http://d3j5vwomefv46c.cloudfront.net/photos/large/847889448.gif?1397145494&maxX=740&maxY=704>



# WHAT ARE THE IMPLICATIONS FOR ART?

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# WHAT ARE THE IMPLICATIONS FOR ART?

One size does not fit all – there are **many approaches** to growing an audience and linking to **new communities**

Ultimately, it comes down to **seeing the opportunities** and convincing boards, funders, agencies, and others to **step up**





# WHAT ARE THE IMPLICATIONS FOR ART?



**Art & PLACEMAKING**

Making the case:

- The ways in which **arts education** help with school retention
- The fact that art is key to **place-making** in creative cities
- The way that art can facilitate community-level adjustments to **demographic change**





# WHAT ARE THE IMPLICATIONS FOR ART?

## PolicyLink Principles:

- Engage new communities
- Target capital investments
- Ensure work for artists
- Connect to health and equity



And this sort of approach begins to integrate addressing the economic challenges and demographic changes at the same time



# WHAT ARE THE IMPLICATIONS FOR ART?

---

But it's more than assisting community development: arts is fundamentally about self-expression, community-building, and democracy



We need to get past a strictly utilitarian notion of arts and see this as part of the way we understand, experience, and embrace the world



# CULTURE, COMMUNITY, AND CONNECTION

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- Behind the **demographic change** lies a process of “**othering**” in which we are seen as different
- Behind our **high inequality** is a social and economic **distance** that makes it possible & **justified**
- Addressing our fundamental national problems requires policies but also new connections between communities, & work to forge **uncommon common ground**



# CULTURE, COMMUNITY, AND CONNECTION

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So how to make this sustainable?

- Make the case on the **economy**, **education**, and **engagement**
- Work to get the participation of both **current** & **future** audiences
- Align across political lines so art is a rare **bipartisan** accord

And yet . . . don't lose sight of the **value of art** as the way we make sense of our world.

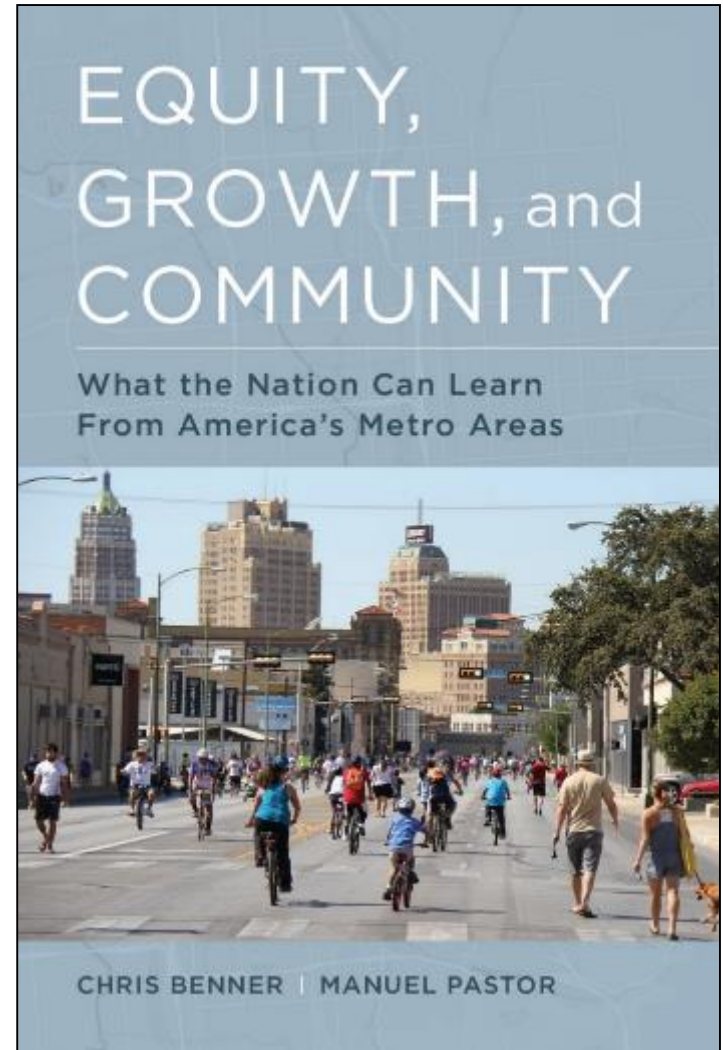


FOR MORE . . .



**USC Dornsife**  
*Program for Environmental  
and Regional Equity*

@Prof\_MPastor , @PERE\_USC





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All (0)

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## Moderated Discussion



# Audience Questions

Use the Q&A function.



# National Assembly of State Arts Agencies

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

## State Policies & Programs Addressing Diversity

August 2016

As stewards of public funds and servants of public interest, government arts agencies hold a special responsibility to address diversity, equity and inclusion. State arts agencies (SAAs) use a variety of strategies to achieve this, such as special programs and initiatives with equity goals, policies setting high expectations for diversity, and management practices foregrounding the importance of inclusion and respect for cultural differences.

Though SAAs have a long-standing commitment to diversity—as they have demonstrated throughout the 50-year history of the state arts agency movement—the accelerating changes in our nation's demographics are prompting many agencies to reexamine their work and its reach. To assist these efforts, this catalogue shares a wide range of related policies and practices SAAs currently employ. While it does not cover every way each SAA addresses diversity, equity and inclusion, it does offer a curated collection of examples organized by strategic focus, enabling reflection on useful ways to foster inclusion and equity in the arts.

NASAA developed this document from research it conducted in 2015 and 2016. NASAA reviewed SAAs' grants data, websites, grant and nongrant program guidelines, National Endowment for the Arts Partnership Agreement applications, policy documents (such as enabling legislation, strategic plans and performance metrics), and sources of governance information (such as council bylaws and council member handbooks). NASAA also communicated directly with staff from 19 state arts agencies to learn more about their grant-making data, constituent outreach efforts and additional diversity policies and practices.

NASAA is keen to learn more about SAA diversity efforts as they evolve. This catalogue reflects those in effect when NASAA conducted its research. If your agency has a new policy, program or service—or is updating an existing one—please let us know. Contact NASAA Research Manager [Paul Pietsch](#).

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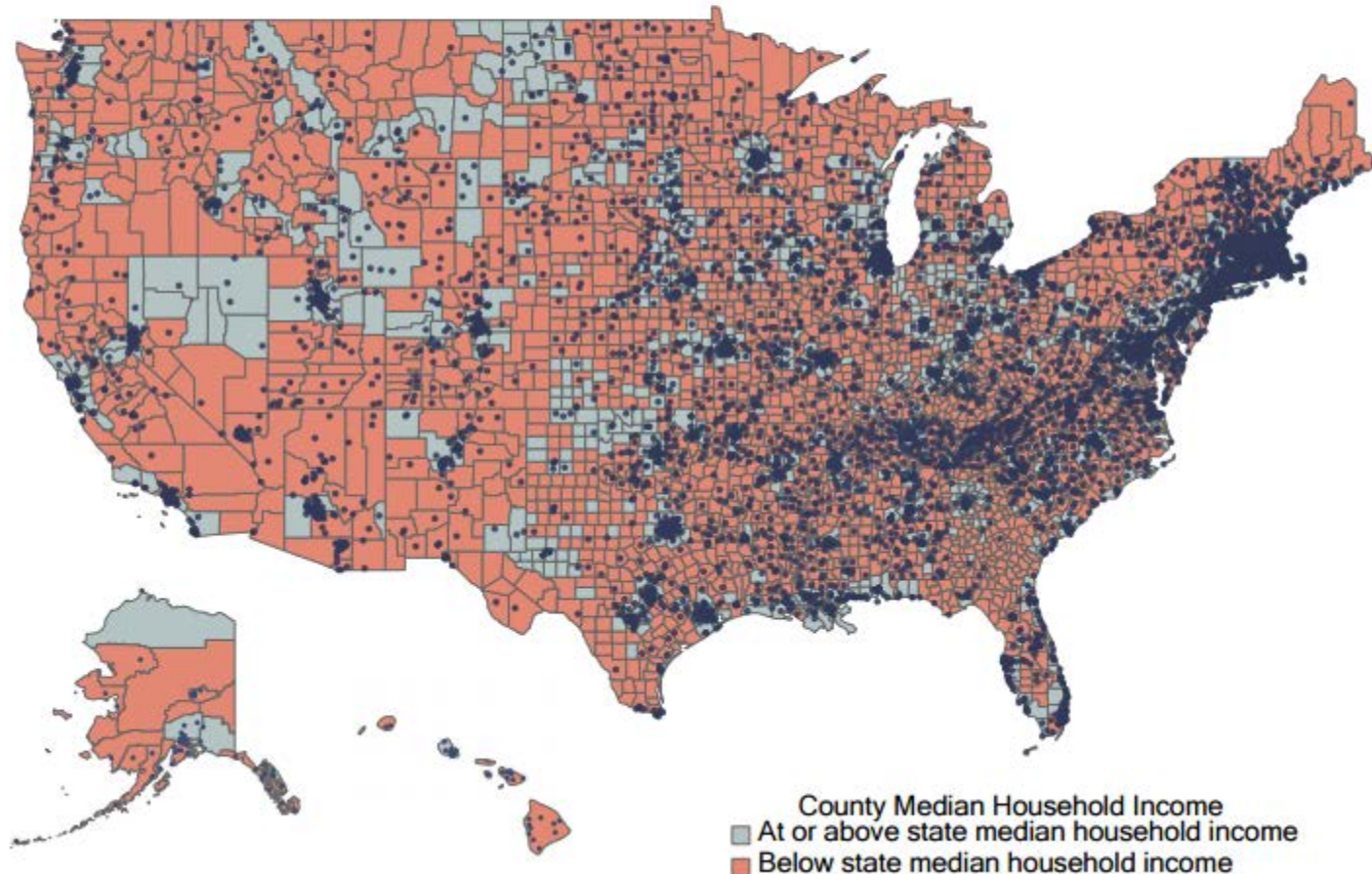
#### [Infusing Diversity throughout All SAA Programs](#)

#### [For Additional Insight](#)



## A majority of state arts agency awards go to less-affluent counties

When looking at SAA awards by county, 54% of awards go to counties with median incomes below the state median. These public funds reach areas most in need of access to the arts, benefitting small towns, suburbs, and rural and inner-city areas.





GRAND RAPIDS  
*september*  
14-17

# NASAA ASSEMBLY 2016





# Thanks for participating!

Questions or comments about this session?  
Contact NASAA Learning Services Manager Eric Giles:  
[eric.giles@nasaa-arts.org](mailto:eric.giles@nasaa-arts.org)

Many thanks to NASAA's member states for making this session possible.