

**Today's seminar will begin shortly.**

National Assembly of  
State Arts Agencies

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

## **Please complete your phone connection now:**

- 1. Dial the toll free number: 1-866-275-3495.**
- 2. Enter the meeting number \*4671867\* on your phone keypad. Enter the star (\*) key before and after the meeting number.**
- 3. Identify yourself.** Please complete your connection following the system prompts to synchronize your phone line and web identity.



**Pam Breaux**  
Chief Executive Officer  
NASAA

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# Engaging Millennials: Creating Young Arts Advocates

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

# Your Hosts

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State Arts Agencies

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**Eric Giles**

**Learning Services Manager**



**Ryan Stubbs**

**Research Director**

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# Tech Tips

- **View all participants** in the roster to the right.
- **Use the Chat box at any time** to submit a question or get technical help.
- **During the Q&A break**, presenters will answer chat questions.

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# Agenda

**I. Contextual Framing**

**II. Presentations**

**III. Group Discussion**

**IV. Audience Q&A**

**V. Wrap-Up**

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

# Who Are Millennials?

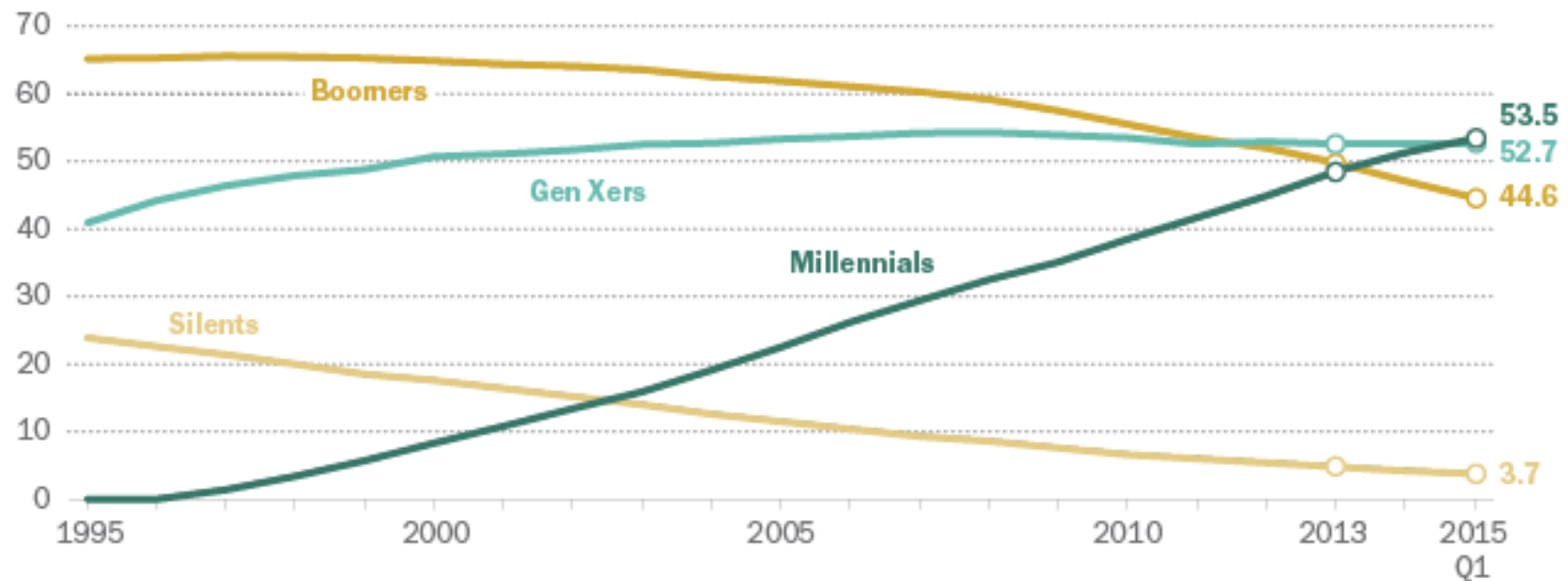
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# Who Are Millennials?

## U.S. Labor Force by Generation, 1995-2015

*In millions*



Note: Annual averages plotted 1995-2014. For 2015 the first quarter average of 2015 is shown. Due to data limitations, Silent generation is overestimated from 2008-2015.

Source: Pew Research Center tabulations of monthly 1995-2015 Current Population Surveys, Integrated Public Use Microdata Series (IPUMS)

PEW RESEARCH CENTER

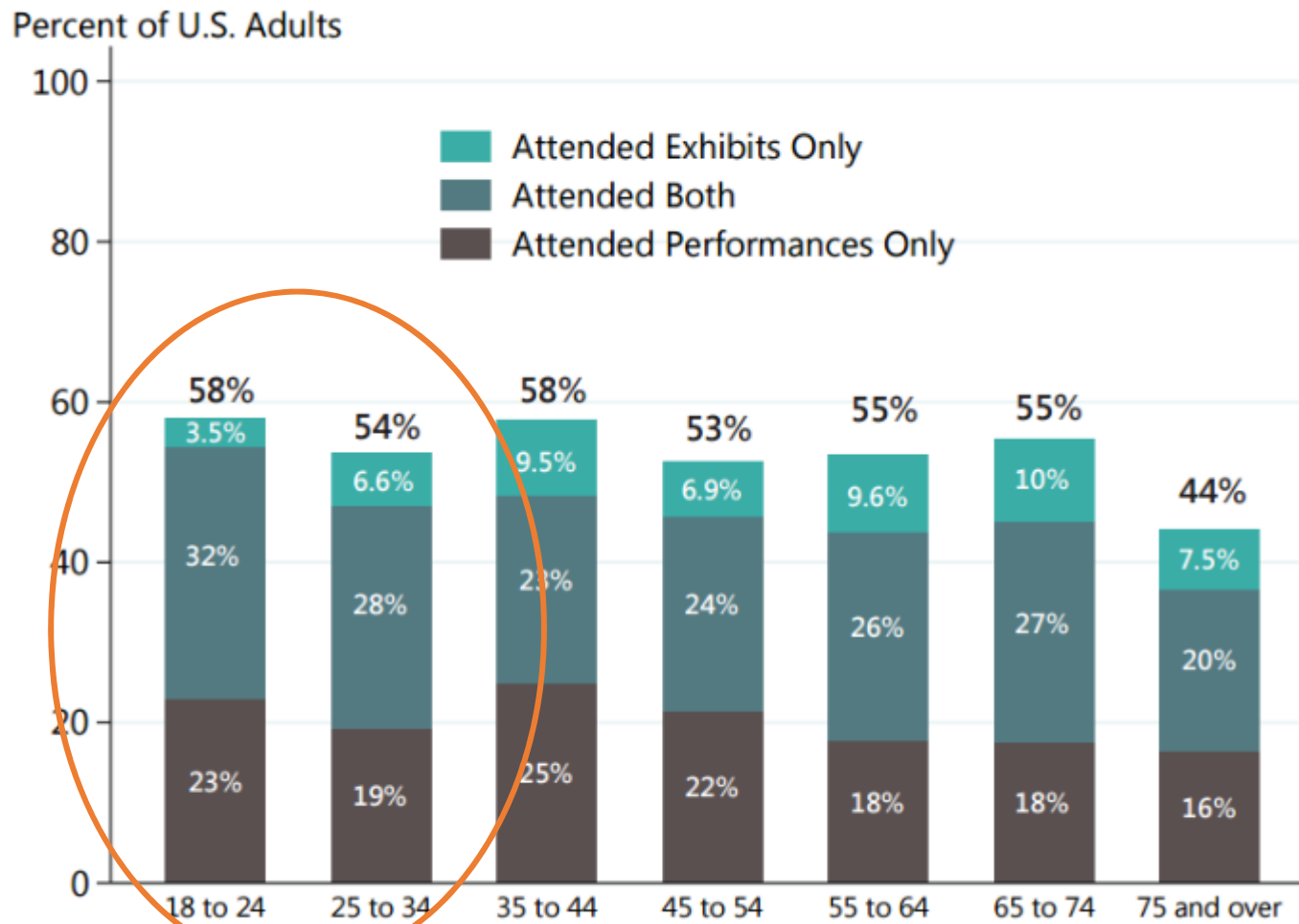


# Key Characteristics

- The most racially diverse generation in American history
- Many entered the work force in a tough economy
- Fewer ties to institutions and more politically independent
- Digital natives—more connected through social networks

# Arts Participation

Percentage of U.S. adults who attended visual or performing arts in the past 12 months



Source: National Endowment for the Arts, Research Report #59, When Going Gets Tough, January 2015

# Arts Participation

- Motivations and implications for arts participation goes beyond age.
- Understanding how to engage the millennial generation is ultimately up to practitioners.

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**John Schratwieser**  
Executive Director  
Maryland Citizens  
for the Arts



**Tracie Konopinski**  
Senior Campaign Organizer  
MASSCreative



**W. Omari Rush**  
Curator of Public Programs  
Ann Arbor Art Center

# MCA Emerging Arts Advocates

Maryland Citizens for the Arts

[www.mdarts.org](http://www.mdarts.org)

@artsadvocate\_md



# Emerging Arts Advocates

- ▶ The Emerging Arts Advocates (EAA) program was created to promote the growth of our membership in the under-40 age range or people new to the field, to educate the next generation of Maryland Arts Advocates, and to provide advocacy training, professional development, and leadership opportunities to young advocates in the arts field across all disciplines and regions of the state. From Executive Directors to Artists to Volunteers, they represent a broad range of the ways in which emerging leaders are involved in the artistic community.
- ▶ The Emerging Arts Advocates (EAA) Steering Committee developed the following initiatives that reflect one particular program goal: “To experiment with and innovate new models of organizing arts advocacy in the 21st century.”
- ▶ MCA is a nonprofit, statewide arts advocacy organization working to increase public recognition and support of the Arts and the role they play in the quality of life and economic vitality of Maryland. MCA achieves this goal by advocating for the arts across the state and by promoting adequate public funding at the local, state and federal levels.

# 500 Art-Full Letters

- An ongoing community project where people create a handmade letter for their legislator in support of public funding for the arts. After creating your letter, we'll take a portrait of you and your art-full letter and add it to our on-line gallery. Help us reach 500 Art-Full Letters portraits by beginning of the General Assembly 2014.





# Curate Maryland

- ▶ A new series of "on the ground" experiences designed to highlight and promote the arts in cities and towns from across the state of Maryland. Each Curate Maryland event will spotlight a selection of one town's local arts organizations while also fostering dialogue about issues that concern arts advocates at all levels of governance. In essence, Curate Maryland is a site-specific celebration, one city or town at a time, by arts lovers from around the state (think pub crawl for arts advocacy).





# Arts in My Neighborhood

- ▶ A series whereby Emerging Arts Advocates (EAAs) partner with arts organizations and events “in their neighborhood” to educate artists and their audiences about arts advocacy in the state of Maryland.





**MASSCreative** empowers creative organizations, arts educators, creative entrepreneurs, individual artists, and the public with a powerful voice to advocate for the attention and resources necessary to build vibrant and connected communities.

- **Public Education:** Telling Our Story
- **Advocacy:** Asking for What We Need
- **Organizing:** Building Our Political Power



# *State Arts Budget*

## Youth Arts Action Retreat: Telling Our Stories



## ***State Arts Budget***

Youth Arts Matter Advocacy Day:  
Telling Our Stories to Legislators



# *Create the Vote: Elevating Arts & Culture in Elections*

#ArtsMatter stories





# ***Create the Vote: Elevating Arts & Culture in Elections (& beyond)***

Boston Creates and Youth Creates Boston







Mass-Creative.org



@MASSCreative



/MASSCreativeOrg

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Nimbus II, 2012 by Berndnaut Smilde. Photo by Cassander Eeftinck Schattenkerk. <http://www.berndnaut.nl/images/cumulusklein.jpg>.

## Mentorship

- Sharing Experiences
- Making Introductions



## Ride-Alongs and Shadowing

- Setting an Example
- Elected Officials
- Partners and Collaborators



Tree #2 by Myoung Ho Lee, 2011. [www.yossimilo.com/artists/myou\\_ho\\_lee](http://www.yossimilo.com/artists/myou_ho_lee).

## MCACA: New Leaders

- Taking Responsibility, Feeling Empowered
- Networking Peers
- Building in Advocacy





## Other Millennial Groups

- Examples Inside and Outside of the Arts



## Setting Expectations

- Understanding Lifestyle and Resource Differences
- Clarify Desired Outcome





**In what ways did you change  
your strategy in order to  
engage millennials?**



**Were there any tactics or  
strategies that didn't work?**





**Do you have any anecdotes  
or stories about what  
surprised you about working  
with millennials?**



# Audience Questions

Use the Chat box.

# 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.