Engaging in Asset Based Capacity Building

National Assembly of State Arts Agencies Convening 2022
Part One: The Why & Challenging Our Assumptions
Introduction

The Why

An Invitation to “Engage the Arts Sector”

- 2010s philanthropy
  - Increased use of data
  - Online grant applications
- Similar conditions across many organizations
- Grant process unrealistic for adapting
Introduction

Challenging Our Assumptions

- Rural vs. Urban
- Strength Based vs. Fixing What’s Broken
- Co-Designed vs. Packaged Content
- Big vs. Small
- Learning vs. Training & Hidden Bias
Part Two:
Areas of Greatest Impact & Outcomes
“There’s this immense pressure in the funding community to grow your programs...I think Engage showed us there’s a value in being the right size...for your mission and for the people you’re trying to reach and impact.”  
(Engage Houston Participant)
Co-design with intention.

“Running a nonprofit is an often lonely experience... you don't always have a guidebook for what you're supposed to do next, and you're kind of feeling your way through it.”
(Engage Houston Participant)
Build Trust.

“[Our coach] worked very hard to build trust and confidence among our board and musicians, and went many extra miles helping us identify and address critical “fault lines” that were undermining our functioning as an organization.”

(Engage Houston Participant)
Deepen learning through peer learning, collaboration, resources, and topic based specialists.

“The Engage Program was critical to helping me better understand my role within my organization as well as the roles of our board of directors. The program could not have come at a better time for my personal professional development and to provide vital assistance to our organization.”

(KC Engage Participant)
Define, develop, and support resiliency.

“The Engage program, coupled with the in-depth training for nonprofit leadership has provided the knowledge and understanding of how to create an arts organization that is strong, resilient, and flexible, and that recognizes the importance of reaching beyond audience building, to seek opportunities to serve and connect to our community in meaningful ways.” (KC Engage Participant)

100% of KC Engage final survey respondents feel more capacity building programs like Engage could be beneficial to the arts and culture ecosystem.
Natural evolution of a leadership cohort.

“Programs like Engage give arts program leaders the insights and practical direction needed to succeed.”
(KC Engage Participant)
Total Impact Recap and Q&A

For more information information on Engage Houston program impact, please visit our new full summary report at engagehoustonsummaryreport.org

For more information about our programs, please visit us maaa.org

“Engage Houston totally changed the trajectory of our organization. It was an awakening...as we broadened our view, we learned so much from others.”
(Engage Houston Participant)
Part Three:
Testimonials From Our Engagers
Engage Participant Perspectives

- Aisha Siddqui, Ph.D., Founder and Executive Director, Culture of Health-Advancing Together (CHAT)
- Leann Newton, Curator and Program Director, Altharetta Yeargin Art Museum (AYAM)
- Tim Richey, Managing Director, 4th Wall
Part Four:
Gratitude & Wrap-up
Wrap-up

Thank you

- Interested in continuing the conversation?
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