

CURATING A SUCCESSFUL OUTREACH PROCESS



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Step 1 - Identify Key Components

- Outreach Need
- Guiding Principles
- Desired Audience
- Stakeholders
- Project Goals
- Possible Results

Step 2 - Establish Timeline

- Plan Realistically
- Set Goals
- Identify Measurable Outcomes

Step 3 - Connect with Stakeholders

- Keep Lines Of Communication Open
- Identify Needs, Concerns, Wants
- Identify Additional Resources

Step 4 - Set up Infrastructure

- Build And Prepare Tools

Step 5 - Implement Outreach

- Put The Gears In Motion

Step 6 - Process Review

- Check Deadlines And Milestones
- Check Processes - Everything Working?
- Revisit Goals And Methods

Step 7 - Implement Change if Needed

- Time Willing, Adjust As Needed

Step 8 - Connect the Dots

- Match Up Results, Connecting People With People

Step 9 - Final Review

- Gather Data
- Gather Feedback
- Review As A Group: What Worked? & What Didn't?
- Create Notes For The Future

Step 10 - Future Planning

- Identify Notes For The Next Program / Project

ARTISTS IN MINNESOTA

“The evidence is piling up that artists and arts organizations are extremely important to Minnesota’s economic well-being. Between Minnesota’s individual artists, arts and culture organizations and for-profit arts industries, Minnesota benefits from well over a billion dollars in annual economic activity supporting over 86,340 jobs.” - *Sheila Smith, MN Citizens for the Arts*

Artists Are Active In Their Communities!

Minnesota’s individual artists actively participate in their communities’ civic lives. Fully 82 percent reported that they “always” vote. An additional sixteen percent “sometimes” vote. Only two percent of survey respondents reported that they “never” vote. This is an extremely high rate of civic participation compared to the general Minnesota public, who generally have one of the highest voting participation rates in the country with 77 percent, and compared to all Americans, at 58 percent. (*U. S. Census Bureau*).

Minnesota’s artists are much more active in their communities than most people and contribute a significant amount of their time to volunteering. Four Minnesota artists in five (81 percent) reported that they volunteer in their community at least once each month. (*Minnesota Citizens for the Arts*). This is a much higher rate of volunteerism than we find in the Minnesota public (67 percent), (*University of Minnesota*), and compared to all Americans, (27 percent). (*U. S. Dept. of Labor*). In fact, 20 percent of the artist survey respondents reported that they volunteer more than 10 hours each month. (*Minnesota Citizens for the Arts*)

Minnesota’s Economy Is Positively Impacted By The Arts!

Artistic expenses by Minnesota’s individual artists totaled \$250.1 million during 2005. (*Minnesota Citizens for the Arts*)

Between Minnesota’s individual artists, arts and culture organizations and for-profit arts industries, Minnesota benefits from well over a billion dollars in annual economic activity supporting over 86,340 jobs. (*Minnesota Citizens for the Arts*).

Artists in Minnesota - generate \$205.2 million annually in statewide economic activity. This spending supports 5,937 full-time equivalent jobs, generates \$171.8 million in household income to Minnesota’s residents, and delivers \$24 million annually in local and state government revenue. (*Minnesota Citizens for the Arts*).

Arts Are An Investment!

In Minnesota, Art is an Investment Every dollar the state invests in art — by way of the State Arts Board or the Regional Councils or any other way — guarantees a return on investment of \$11 (*Minnesota Citizens for the Arts*).

Sources:

Minnesota Citizens for the Arts. (2007). *Artists Count: An Economic Impact Study of Artists in Minnesota*.

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University of Minnesota. (2006). *Minnesota State Survey, Minnesota Center for Survey Research*. University of Minnesota.

U. S. Census Bureau. (2004.) *Current Population Survey*, U. S. Census Bureau: November 2004.

U.S. Dept. of Labor. (2006). *Volunteering in the United States*. U.S. Dept. of Labor: Bureau of Labor Statistics.