

Participation Building Resource List

This list has been compiled utilizing resources available by The Wallace Foundation, Rand Corporation, American Association of Museums (AAM), Urban Institute, Theatre Communications Group, National Arts Policy Database, ARTS Action Research and WolfBrown.

Adult Museum Programs: Designing Meaningful Experiences

Bonnie Sachatello-Sawyer et al., AltaMira Press, 2002, 208pp.

Adult learners provide a unique opportunity for museum educators. But what are adult learners looking for? The authors analyzed a wide variety of programs from the perspective of planners, instructors and participants, and have distilled their discoveries into 12 basic steps that can be used to design meaningful experiences for museums' adult programs.

Arts Participation: Steps to a Stronger Cultural and Community Life

Chris Walker et al., Urban Institute, 2003, 19pp.

The more often people attend cultural events, the more ready they will be to climb a "ladder of increasing commitment" to the arts — as donors, as creators and as parents who involve their children in the arts. This Urban Institute brief offers arts providers recommendations on how to tap the potential of these people, further deepen their involvement and thereby benefit their own organizations and the communities they serve.

Assessing the Intrinsic Impacts of a Live Performance

Alan S. Brown and Jennifer L Novak, WolfBrown, 2008, 171pp.

Commissioned by 14 Major University Presenters, this study attempts to define and measure how audiences are transformed by a live performance. The Major University Presenters consortium, develops a simple measurement tool to assess impact, provides an analytical framework for considering the results, and suggests how performing arts presenters might begin to use this information to select programs more purposefully and evaluate them on the basis of impact instead of attendance.

Benchmarking for Nonprofits: How to Measure, Manage and Improve Performance

Jason Saul, Fieldstone Alliance, 2004, 144pp.

Most nonprofits are already benchmarking informally. This book defines a formal, systematic and reliable way to benchmark—from preparing your organization to measuring performance and implementing best practices. Real world examples, exercises and worksheets guide you through benchmark-related processes.

Current Trends in Audience Research and Evaluation Vol. 17

Linda Wilson and Steven Yalowitz, American Association of Museums, 2004, 76pp.

This volume includes papers presented at the 2004 AAM annual meeting in New Orleans. Articles include "What We Did with What They Said," "Looking at Skeletons in Museums: What Do Children See?" "The Right Steps to Take Along the Road to Sustainability," and "Front End Evaluation: Developing a Persuasive Exhibit to Increase Walking and Decrease Driving." *Forthcoming, AAM Vol. 18 TBA.*

Gifts of the Muse: Reframing the Debate About the Benefits of the Arts

Kevin F. McCarthy et al., Rand Corporation, 2005, 104pp.

This study seeks a broader understanding of the arts' full range of effects, including both instrumental and intrinsic benefits. It argues for the recognition of the contribution that both types make to the public welfare, but also of the central role intrinsic benefits play in generating all benefits. It calls for efforts to build demand for the arts, particularly by strengthening early exposure and developing rewarding arts experiences for all.

Growing Audiences: Creating Value, Meaning and Energy

Nello McDaniel and Gorge Thorn, ARTS Action Research, 2005, 77pp.

This publication and body of work results from extensive research on audience participation conducted by ARTS Action Research Co-Directors McDaniel and Thorn in North Carolina (through the North Carolina Arts Council's START Initiative funded by the Wallace Foundation) and in New York (through the Alliance of Resident Theaters/New York Theatre Leadership Institute.) The central premise of **Growing Audiences** is that audience behaviors have changed more in the last 5 years than the last 30. At times it seems the only consistency in audience behaviors is inconsistency. This publication examines some of the complex causes driving these changes and will offer perspectives, concepts and new tools for reframing and understanding audience behaviors and relationships.

Invitation to the Party: Building Bridges to the Arts, Culture and Community

Donna Walker-Kuhne, Theatre Communications Group, 2005, 192pp.

This book describes the strategies and methods to engage diverse communities as participants for arts and culture by offering strategic collaborations and efforts to develop and sustain non-traditional audiences. The author provides a practical and inspirational guide on ways to invite, engage and partner with culturally diverse communities and enfranchise those communities into the fabric of arts and culture in the United States.

Manager's Guide to Program Evaluation: The Planning, Contracting and Managing for Useful Results

Paul W. Mattessich, American Association of Museum, 2003, 100pp.

This guide gives nonprofit leaders the information and insights to plan and conduct an evaluation that will help identify an organization's successes, share information with key audiences and improve services. **The Guide** describes the types of information to collect, spells out the four phases of evaluation and the steps in each phase, and offers advice on hiring and working with a professional evaluator.

Mastering Civic Engagement: A Challenge to Museums

Ellen Hirzy, American Association of Museums, 2002, 108pp.

This call to action from AAM's Museums & Community Initiative challenges museums to pursue their potential as active, visible players in community life. An opening essay urges museums to reinvigorate their civic role and purpose and offers guideposts for inquiry and transformation. Other essays and reflections from museum professionals and community practitioners offer food for thought on the complex process of changing the terms of engagement between communities and museums.

Motivations Matter: Findings and Implications of a National Survey of Arts Participation

Francie Ostrower, Urban Institute, 2005, pp11.

This report summarizes the major findings and implications of **The Diversity of Cultural Participation: Findings from a National Survey**. In building arts participation, one size does not fit all, concludes this groundbreaking survey from the Urban Institute. It offers new insights about the widely differing motivations and expectations people have when they attend various kinds of artistic events. By providing separate audience data for different disciplines, this report gives practitioners and researchers a more precise way to understand and address the challenge of increasing participation.

Museum Branding: How to Create and Maintain Image, Loyalty and Support

Margot A. Wallace, AltaMira Press, 2006, 184pp.

In today's busy world, museums compete for visitors not only with other cultural institutions, but also with a slew of enticing leisure activities. Branding a museum helps it stand out from the crowd by giving it an image and personality with which visitors and supporters can identify with increasing their emotional attachment and encouraging them to visit and then return. **Museum Branding** offers clear, practical advice on how to brand a museum department by department, step by step.

Museum Philosophy for the Twenty-first Century

Robert R. Archibald et al., AltaMira Press, 2006, 304pp.

What underlying philosophy and mission should museums pursue in the first half of the twenty-first century? Twenty-four contributing authors use the lenses of a variety of disciplines to answer this essential question. Museum professionals offer their answers alongside philosophers, historians, political scientists, educators, sociologists and others in a wide-ranging exploration of institutions from art museums to zoos.

Museum Strategy and Marketing: Designing Missions, Building Audiences, Generating Revenue and Resources

Neil Kotler and Phillip Kotler, Jossey-Bass, 1998, 380pp.

This comprehensive guide to strategic planning and marketing for museums provides a framework for building revenue, audiences and resources while maintaining and advancing mission.

New Forums: Art Museums and Communities

Bonnie Pitman & Ellen Hirzy, American Association of Museums, 2004, 267pp.

A new museum environment is taking shape in America, states author Bonnie Pitman. Art museums are becoming forums for the discussion of new ideas, places where people can interact and learn from one another. This book explains how this transformation is occurring in a nationwide test group of 11 art museums. Supported by The Pew Charitable Trusts' Program for Art Museums and Communities, these museums were able to think creatively about enhancing the quality of the visitor experience and expanding service to their communities. Though the routes they took were different, from community-based artist residencies to fundamental changes in board/staff attitudes, all became institutions where learning, flexibility and innovation are integral parts of the organizational culture.

Partnerships Between Large and Small Cultural Organizations: A Strategy for Building Arts Participation

Francie Ostrower, Urban Institute, 2004, 16pp.

This brief offers practical guidance for creating effective collaborations between large and small cultural organizations, and identifying and avoiding potential obstacles.

Participation in Arts and Culture: The Importance of Community Venues

Chris Walker et al., Urban Institute, 2003, 15pp.

This brief provides arts organizations with findings that more people attend arts and cultural events in community venues, such as schools and places of worship, than in conventional arts venues. This confirms the wisdom of a strategy being used by many arts organizations-presenting programs and events in places normally used for other purposes.

The Reality Underneath the Buzz of Partnerships

Francie Ostrower, Stanford Social Innovation Review, 2005, 9pp.

Cultural organizations increasingly count on partnerships to bolster their participation-building efforts. But is this always the right approach? This article by an Urban Institute expert warns both organizations and their nonprofit backers to think hard about whether these close cooperative relationships are appropriate for each group and situation. Done right, partnerships can increase capacity and draw new audiences; done poorly, they can fail to meet goals, pose a financial burden and raise logistical problems. This report outlines valid reasons to choose partnerships carefully and offers lessons that will lead to high-quality, long-lasting collaborations.

Reinventing the Museum: Historical & Contemporary Perspectives on the Paradigm Shift

Gail Anderson et al., AltaMira Press, 2004, 402pp.

This book brings together 35 articles that reflect the museum world's ongoing conversation with itself and the public about what it means to be a museum. Not just any museum, but one that is relevant and responsive to its constituents and always examining and reexamining its operations, policies, collections and programs to retain what is good and revise what is no longer working.

Singing Our Praises: Case Studies in the Art of Evaluation

Suzanne Callahan, Association of Performing Arts Presenters, 2004, 171pp.

Funded by The Wallace Foundation, this book enhances the national dialogue on a growing trend in the performing arts focused on larger collaborations between arts presenters, agents and artists in evaluating performance projects, commonly known as participatory evaluation. Designed to speak to those who work throughout the arts field including programming, marketing and development staff, artists, agents and teachers, *Singing Our Praises* demystifies the challenges of evaluation by highlighting glowing examples of arts presenters who have achieved success.

Thriving in the Knowledge Age: New Business Models for Museums and Other Cultural Institutions

John H. Falk and Beverly K. Sheppard, AltaMira Press, 2006, 280pp.

This book argues that museums require a radically new business model to survive the transition into the knowledge age. Only by shifting the paradigm towards more personalized and community-based learning experiences can museums reverse the declining attendance figures of the twenty-first century.

Other Sources of Interest

Increasing Cultural Participation: An Audience Development Planning Handbook for Presenters, Producers and Their Collaborators

Paul Connolly and Marcelle Hinand Cady, Wallace-Reader's Digest Funds, 2001, 176 pp.

This step-by-step handbook, a product of Wallace's Audiences for Literature Network initiatives, helps arts presenters find new audiences and develop relationships with them. Charting the process from goal-setting through evaluation, this guide sheds light on the nuts and bolts of research, scheduling, budgeting, organization, marketing and documentation. It includes checklists, surveys and worksheets that can be used by a wide range of arts providers and others interested in building participation.

Museums in the Life of a City: Strategies for Community Partnerships

Portia Hamilton-Sperr et al., American Association of Museums, 1995, 48pp.

This final report describes the goals, pilot partnerships, and results of the Museums in the Life of a City Initiative that was established to enhance the appreciation of cultural diversity by building partnerships between museums and communities. The report shares what the Philadelphia museums learned about forming partnerships with community organizations and provides insights, ideas and strategies for museums and communities seeking to develop long-term partnerships.

A New Framework for Building Participation in the Arts

Kevin F. McCarthy et al., RAND Corporation, 2001, 112pp.

This study offers a new framework for understanding why people become involved in the arts and how arts organizations can influence their participation by understanding the different kinds of barriers to engagement.

A Place to Remember: Using History to Build Community

Robert R. Archibald, AltaMira Press, 1999, 200pp. _

Well-known public historian Robert Archibald's personal exploration of the intersections of history, memory and community reveals how we participate in the making and sustaining of community as well as how we remember the community that shaped us. Writing in a rich literary narrative, Archibald blends local history, personal reminiscence and an analysis of the changing meaning of community with a passionate call for more effective public history.

For more information visit the following web sites:

American Association of Museums - www.aam-us.org

American Association for State and Local History – www.aaslh.org

Americans for the Arts - www.americansforthearts.org

ArtPride NJ Foundation – www.artpridenj.com

ARTS Action Research - www.artsaction.com

Cultural Policy and the Arts National Data Archive – www.cpanda.org

National Assembly of State Arts Agencies - www.nasaa-arts.org

The Pew Charitable Trusts - www.pewtrusts.com

The RAND Corporation - www.rand.org

The Urban Institute - www.urban.org

The Wallace Foundation – www.wallacefoundation.org

WolfBrown – www.wolfbrown.com