Art Builds Business Builds Art

Mini Workshop Leader Guide

Funding provided by:

[Logos of ART WORKS, AMERICANS FOR ARTS, and Tremaine Foundation]
Creativity helps humanity thrive.

This is Our Belief.

The emergence of more vibrant and enterprising communities through the generation of greater value for the arts and creativity.

This is Our Vision.

To create a culture and sense of place that values creativity of all expressions, and sustains artists and communities. To provide education, resources, and support to elevate artistic careers and organizations.

This is Our Mission.
Dear Exercise Leaders,

We are so pleased that you are hosting an Art Builds Business Builds Art mini-workshop in your community! We hope that you will meet new people and learn new ways of thinking and doing that help you think about your self, your community, and the world in a creatively connected way.

The ABBBA Mini-Workshop will help you
- discover opportunities and markets in the new economy of innovation and art;
- challenge your mental models about art, creativity, value, and community;
- collaborate with others to create solutions for real, local issues;
- develop relationships with people of diverse backgrounds and skills;
- envision a new path, will help you and your community begin to make a paradigm shift.

We designed our programs to help people grow their own creativity and connect with people in collaborative ways. ABBBA is for artists, creatives, businesspeople, and community members alike. Together, in a dynamic and interactive atmosphere, you will work together to shift you mental models about art, business, and your community. The bottom line: ABBBA will “Shift” your perspectives and allow you to see new possibilities and paths before you.

Shift Your Perspective.
Realize Your Creative Potential.

Beth Flowers
Director
AIR Institute of Berea College
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How to use this Workbook

Designed with you in mind.

This guide walks you through planning and executing your ABBBA Mini-Workshop. Section I introduces you to the AIR mission and vision, Section II provides advice for planning your event, Section III is a detailed guide which will walk you through the entire workshop with notes for presenting slides. We recommend printing this guide and putting it in a 3 ring binder for ease of use. We hope our materials are friendly, approachable, and, most importantly, used!

You will also need to download “ABBBA Printed Materials needed”, as well as the customizable “ABBBA Marketing Materials”.

Section I -  
About AIR Institute of Berea College
About AIR

Creativity is the engine behind every pursuit that has changed the world.

What if more members of our society started working on developing their creativity? And then applied that creativity to everything they do. What new ventures would be started? What revolutionary ideas would emerge?

The world would be different, not just for the artists—but for all of us.

It sounds so simple. And, yet, so much of our society is broken into silos, dividing those who are "creative" and those who aren't.

What if people from all walks of the community came together to focus on what was possible, using their imagination and creativity to

- pursue their artistic passions,
- improve the way businesses work,
- create jobs,
- solve social problems, and
- break down barriers and make community connections.

The AIR Institute of Berea College is an empowering ecosystem that provides artists, businesses, and communities the tools, resources, and support to learn, connect, and, ultimately, succeed. AIR merges the creativity of the arts with the innovation of business to raise the value of arts and creativity in all of our communities.
About Berea College

Berea College is in so many ways an institution unlike any other:

a residential liberal arts school that does not charge tuition; a college that hires every student it admits; the first interracial and co-educational school in the South; and a school that firmly and intentionally imbeds itself in the region of Appalachia even while drawing students from all over the country and the world.

Berea College is known internationally as a center for and leader of the American Arts and Crafts movement and Appalachian Craft Revival. The College Crafts program at Berea College has been training, making, and selling hand-crafted furniture, brooms, textiles, and ceramics since 1893. The program was established as a way to preserve traditional Appalachian crafts and to provide parents a currency with which they could pay for their children's education. Now, after more than 120 years of experience, every year, more than 100 Berea College students choose to work in the College Crafts studios, shops, and outreach programs as part of the Berea College Labor Program.

Berea College will be offering AIR programs throughout the United States, with an initial focus on Appalachia and the Intermountain West regions. The programs are a natural extension of the original Fireside Industries programs instituted by Berea's third president, William Goodell Frost in the late 1800s.

Berea College’s commitment to Diversity & Inclusion:

Since 1855, Berea College has believed in the power of education to transform students and employees from all walks of life. The College was the first interracial, co-educational institution established in the south. Founded by ardent abolitionist, John G. Fee, the institution of Berea firmly believes that, “all peoples are made of one blood.” This is the motto of the school. Over the years, Berea has educated change-makers for the Appalachian region and beyond. Many former and current students will tell you their experience with diversity at Berea shaped them in several ways. It has made them better students, leaders and people. Even today, Berea College commits itself to being a leader of diversity and inclusion among institutions in Kentucky, the Appalachian region and the United States.
The Curriculum

We did the heavy lifting for you.

We spent more than two years developing and piloting curriculum that hundreds of folks helped get right. We used design thinking and super-fast prototyping to fail quickly and nail the programs. Now artists are quitting their day jobs, reporting higher revenues than ever in their careers, and businesspeople want this artist-created curriculum because it works. Our programs work well with other business development tools.

Curriculum Goals

- Economically empowered creatives achieve professional and artistic success.
- By expanding and engaging creativity, the community thrives and artists are valued as strategic contributors.
- Creativity is encouraged and fostered in educating our youth.

Curriculum Objectives

- Creatives acquire non-art skills to enhance their creative expression and support their art-making.
- Creatives have new opportunities like residencies, apprenticeships, internships, and visiting artist and mentoring programs throughout the Intermountain West.
- Creatives have lifelong access to art and business skills, resources, and networks, including coaches and mentors.
- Community members, including educators, have access to interactive arts experiences and creativity skill development programs.

AIR:ABBB Mini-Workshop

The Mini-Workshop is designed to engage artists and creatives with your local businesses and community. It explores social entrepreneurship and mental models. This mini-workshop can help assess your community’s readiness and demand for other AIR programs.

AIR:Shift Workshop

The three-day Shift Workshop is an entry point into a community of exchange, support, and development fueled by cutting-edge, online resources and a powerful curriculum. The workshops change people that attend in a way that is true and lasting.

AIR:Evolve Program

This six-month program guides participants through the process of developing and launching their own creative ventures. Small classes, from all walks of life, focus on practical business tools and individual coaching sessions provide additional feedback and motivation.
The Competencies

We used public meetings, surveys, and our Curriculum Committee to identify the specific skills and tools needed in order to achieve our curriculum goals and overarching vision. Every exercise, the content we present, and the materials you will use are designed to help you achieve these goals. You’ll notice that every section includes which competencies are being addressed so you can follow along and see where you may need additional learning or practice.

The Competencies:

Access between Community & Creatives
Community members and creatives know how to find each other and work together well.

Collaboration
Develops cooperation and teamwork while participating in a group, working toward mutually beneficial solutions. Is able to accommodate the different ways creativity manifests itself—visioning, innovating, experimenting, etc., when working with others on creative projects.

Creative Thinking
To be able to synthesize solutions—combining of separate elements or substances to form a coherent whole. Able to solve problems iteratively within the context of design thinking.

The Key Competencies:

The Paradigm Shift
Can articulate new vision for arts and creativity that includes increased community value for creatives and innovation. Can plan new career paths for creatives and uses creativity to help innovate businesses and solve community issues and problems.

Business Planning
Able to write and implement a business plan, including visioning, defining success, identifying audience and customers, marketing and operations strategies, testing and refining, and creating a viable revenue model.

Design thinking, planning, and management
Ability to use design-thinking process to visualize, plan, and implement a project to successful completion, on time and on budget. Be able to create, develop and articulate a project concept.

Additional Key Competencies: Communication, Marketing, Social Media, Mentoring, Using Technology, Revenue & Fund Development, Sales, Finance & Bookkeeping, Interactive Arts Experiences & Exposure, Human Resources, Emotional Intelligence, Legal, and Board & Advisor Development
Section II - Getting Started
Workshop Logistics
Getting Started Overview

Logistics Overview
Hosting an Art Builds Business Builds Art Mini-Workshop for your community is a first step toward raising the value of art and creativity in your town. ABBBA can help you explore how creativity, innovation, and the arts can build new connections in your community and expand your local economy. We've designed a 2-hour free, public event that you can easily host with local partners. Allow 6-8 weeks for planning and advertising.

Community Partners
Identify and connect with community partners. These can be anyone in your community with a stake in the local economy. Think local government, tourism, chamber of commerce, educators, active community members.

Exercise Leaders
The ABBBA Mini-Workshop requires a minimum of:
1 Exercise Leader - Leads exercises and is responsible for most of the speaking. More than one person can have a speaking role.

and 3 Exercise Assistants - Help set-up, manage event registration, refreshments, assist with group exercises, surveys, and clean up.

Event Space
Secure an event space appropriate for a public meeting. You will need chairs (and tables if possible), projector and screen (or light colored wall), and sound system if room requires. Room should be set up with tables/chairs for up to 10 per table OR lecture style with room to separate into groups of up to 10 (chairs in circles).

ADVERTISE!
We have created all marketing materials for you, all you need to do is customize and distribute. Hang flyers in high pedestrian traffic areas, submit a press release to local newspapers, create a Facebook event, and send out invitations to everyone on your mailing list as well as your community partners’ mailing lists.

Refreshments
We recommend working with one or more of your local restaurant or food businesses to provide food. This is a great way to give some advertising to your local creative chefs and cooks! If you have the budget to pay them, pay them! If you can work out a reduced price in exchange for sponsorship of the event, try that. Put their logo on your materials, promote them on social media, add logo and weblink to your event registration page. If none of that is possible, buy some chips and cookies! You want people to stay nourished and happy at your event.

Registration
Use Facebook events to register people for your event so that you can plan for enough chairs, snacks, and printed materials. This will also allow you to boost your social media presence. ** If you have time and resources, print name tags for the people who registered online. Otherwise make sure you have blank name tags and markers for people when they arrive. Don't skip this step – name tags really helps shy and forgetful people make friends!
Workshop Prep Time Line - Getting Started

Start the planning process about 8 weeks before you wish to host your mini-workshop. Start by identifying and securing community partners, identifying your workshop leadership team, determining where/when you want to have your event, and deciding where you want to obtain refreshments from. After your community partners and workshop leadership team are decided. Plan to have a meeting to iron out the other details as soon as possible, schedule another meeting about 1 week prior to the event, and then a wrap-up meeting about about 1 week after the event. This form will help guide you through the process. Each team member should have a copy of the Leader Guide and it should be filled in during the three meetings.

Community Partners

_______________________________________________________
_______________________________________________________
_______________________________________________________

Identify Workshop Leadership Team

Workshop Leader 1: ________________________________________
Workshop Leader 2: ________________________________________
Workshop Assistant 1:  _____________________________________
Workshop Assistant 2:  _____________________________________
Workshop Assistant 3:  _____________________________________
Person in charge of refreshments: _________________________
Printing Leader: __________________________________________
Survey Leader: ___________________________________________
Marketing Leader: _________________________________________

*Review Marketing Strategy (next page) before assigning role

Finalize Workshop Location, Date, & Time

Location: ____________________________  Date:  ________   Time:____________

Set Pre-Event, and Wrap-Up meeting Location, Date, & Time

Location: ____________________________  Date:  ________   Time:____________
Location: ____________________________  Date:  ________   Time:____________

Secure Workshop Refreshments

Local Refreshment Sponsor: ________________________________
☐ We have digital materials for social media advertising for our sponsor

Workshop Goals

1.) Generate publicity for local creative community.
2.) Connect artist and business people better
3.) Develop community partner relationships
4.) Assess community interest in AIR programs

5.) ________________________________
6.) ________________________________
Workshop Prep Time Line - Marketing Strategy

Once you have secured your community partners, leadership team, location, date, time, & refreshments, you will need to implement a marketing strategy. Marketing will need to start about 6 weeks before the event. The following check list will help you identify marketing strategies which will help ensure your event is well attended. Marketing Leader will delegate tasks as appropriate.

**Marketing Strategy - 6 Weeks Out**
- Customize the event flier with your details and logos
- Share fliers with all event partners and sponsors.
- Hang event fliers in high traffic locations Ex: local business windows (with permission), community bulletin boards, libraries.
- Customize newsletter template & run in newsletters of all partners
- Customize press release template, on letterhead if possible, and submit via email to local news outlets & community calendars
- Create social media schedule, create Facebook even page, and announce event on Facebook
- Announce on websites of all community partners
- Create a Facebook event (Social Media art provided)

**Marketing Strategy - Weekly**
- Replenish event fliers as needed
- Make weekly social media post to build and maintain excitement
- Make weekly social media posts to thank sponsors and partners
- Run newsletters again if applicable
- Re-submit press releases at:
  - 4 weeks out
  - 2 weeks out
- Contact news outlets about covering the event the day of the workshop

Notes:
Workshop Prep Time Line - Finalizing Details

About 1 week prior to the event, meet with the leadership team to finalize details. Confirm that all leadership team members are still able to fulfill their roles, confirm event space and refreshment order, make a plan for printing materials. Discuss reports on RSVP’s and marketing. Finally, identify next steps and ensure everyone knows which tasks they are responsible for. “Finalizing Details” and “Hosting ABBBA” (this page and the next page) will help guide you. Leadership Team should complete a practice run of the workshop slide presentation and confirm everyone understands how to run the exercises.

Confirm Workshop Leadership Team & Review Roles

Workshop Leader 1: ___________________________
Workshop Leader 2: ___________________________
Workshop Assistant 1: ________________________
Workshop Assistant 2: ________________________
Workshop Assistant 3: ________________________
Person in charge of Printing: ___________________
Survey Leader: _____________________________

Confirm Workshop Location Reservation

Location: ________________________________
Date: ___________ Time:___________________
Responsible person for task: ________________

Update Community Specific Slides

☐ Your Community Slide (see page 22 for more information)
☐ Next Steps Slide (see page 34 for more information)

Confirm Workshop Refreshments

_________________________ will confirm refreshments order on __________, and will pickup/ensure delivery on ____________.

_________________________ will purchase any additional supplies (cups, napkins etc.) on __________ and will ensure their arrival to the workshop.

Printing

☐ Sign-in Sheet
☐ Name Tags
☐ Handout (Print 1 Per Participant - Front & Back)
☐ Who Are We? Placards (Print 1 Set)
☐ Survey (Print/Cut 1 Per Participant)
☐ Optional: Brochures (Print 1 Per Participant - Front & Back)
ABBBA Leader Guide (Print 1 for each member of the leadership team and community partners)
Workshop Prep Time Line - Hosting ABBBA

**Workshop Logistics - Day Of**

________________________ will ensure the event space is open at ________m.

Exercise Assistants will arrive at ________m to begin set up (1 Hour Prior to start time).

Person in charge of sign-in table: __________________________

Sign-In Table will need to be set up 30 minutes prior to start time and will need to be managed until all participants arrive. Ensure each participant signs in, and receives a handout and name tag. Sign-in Table will need:

- [ ] Sign-In Sheet
- [ ] Name Tags
- [ ] Hand-out
- [ ] Brochures
- [ ] Pens & Markers

Person in charge of refreshment table: ______________________

Refreshment Table should also be set up 30 minutes prior to start time and will need to be periodically restocked.

Person in charge of surveys: ______________________________

Someone will need to distribute and collect surveys at the end of the workshop.

Finally, break down & clean-up will be handled by ____________, ____________, ____________

Notes:
Mini-Workshop Agenda

5 Minutes  Welcome & Introductions (Exercise Leader, Partners, & Sponsors)
10 Minutes  Community Overview & Desired Local Outcome
15 Minutes  The Paradigm Shift & Social Enterprise Video
20 Minutes  Who Are We? Exercise
70 Minutes  Art Builds Business Builds Art Exercise
5 Minutes  Self Reflection
3 Minutes  Survey
5 Minutes  Conclusion & Next Steps
Welcome & Introductions (5 Minutes)

Today, we will learn about shifting our community's value of art and creativity, we'll challenge mental models and prejudices about art and business, meet new people, and begin to work as a team. Introduce all key partners/people. Go through agenda.

Outline your community issues, ideas, and situations.

Update this slide with a photo from your community, and with your community's name.

Use goals from page 14 as talking points:

1.) Generate publicity for local creative economy.

2.) Connect artists & business people better.

3.) Develop community partner relationships.

4.) Assess community interest in AIR programs.

5.) ____________________________

6.) ____________________________
The Paradigm Shift

AIR is built on a belief that creativity and the arts are poised to take a new role in our communities. There is a Paradigm Shift taking place that is encouraging collaboration between the world of creativity and the world of business. This Shift places a higher value on the act of creation and innovation, giving artists new ideas for career paths and increased opportunities to have a positive economic impact in their communities. The Shift is also changing the definition of profit in the business world. More entrepreneurs and business leaders recognize that financial profit cannot be the only measure of success. The rise of social enterprise, businesses that value community and public benefit as much as profit, is allowing for shared values with the art world.

Great examples of this new Shift lie in the rise of the design-thinking process used in creative businesses like Apple, IDEO, and Pixar. Design thinking is a creative process that allows businesses to innovate more effectively, provides a more human-centered focus and a longer period of piloting or prototyping new ideas and products. Artists naturally use the design-thinking process every day which makes them sought-after employees in the most innovative companies in the United States.

Exercise Leader - Here's what can happen if we shift how we think about art, culture, money, and values. Creatives have new important roles, business people expand their skills and value creatives, communities find new solutions with everyone at the table.

Exercise Leader - We are too silo-ed in our communities. Labels keep us apart. But the world today is ready for creativity and collaboration. Businesses need creativity as much as artists need business structures. Our economy has changed because we can communicate across the planet easily.
**Who Are We?** *(10 Min Presentation & 10 Min Exercise)*

A key to increasing the value of creativity in our communities is finding common ground between normally unconnected groups so new collaborations can flourish. We can all help promote collaboration by becoming good listeners and better communicators. Remembering that we are not all alike, that we have different ways of processing information, thinking and feeling, can help us find common ground and common goals.

AIR programs encourage us all to reach beyond our existing networks and discover that we have more in common than we realize. Most of us will find that we are not just an artist or a businessperson. We have traits, strengths, and weaknesses that make us unique. But, more importantly, our differences and similarities can be very complementary. We are better together.

Here’s where we start to build our observation skills. The way to learn about each other is to look carefully. Look for clues in body language and facial expressions. Knowing how you look is important too.

The next step is to listen to each other. One of the keys to successful collaboration is being a good listener. This is not easy! We are so easily distracted. We have to learn to focus on the words, the inflections, the body language in order to truly hear people. Sometimes it can be helpful to repeat what someone has said. In your own words. So you can confirm that you heard them accurately. And don’t forget to think about what is not being said.
Read if you must. Otherwise, give example of when you realized you didn’t know everything!

We all can have moments of being a knower and a learner. Being aware of when you are being a knower versus a learner is important in collaboration. Part of collaboration is helping each other, kindly and gently, to be a learner, and to be open to listening and finding new answers together. Not getting stuck in one or the other. **Knowers**: believe that they hold the truth and have trouble listening, closed off to new ideas. **Learners**: open to other answers and ready to find truth with other people. **Lifelong Learners**: always looking to learn more. Not tied to a “truth” or single answer, know that things change.

A challenge for everyone is finding balance between being an introvert and an extrovert.

Great book - Susan Cain, *QUIET: The Power of Introverts in a World That Can’t Stop Talking*
Most people have some of each of these styles, and are not exclusively one or the other.

**Introvert:** Get energy from being alone. Need recovery time from performance or group situations. Often think prior to speaking.

**Extrovert:** Get energy from being in a crowd, from performance and group situations. Tend to process while speaking (think out loud). How you process information is different than your personality.

**Thinker:** More analytical, think with their heads.

**Feeler:** Trust intuition, think with their hearts.

**Voice and body:** Be aware of your body language, voice tone, and volume. Are you closed in or open physically? Too loud or too quiet? Be aware of the tone of your voice and facial expressions—is your tone aggressive or does your facial expression “say” something you don’t mean (i.e. rolling eyes, furrowed brow)?

We want to get to know everybody—the big picture.

Reason—learn to be good collaborators and to have good listening/observation skills.

Exercise Leader leads the group by asking the questions

Assistants should be spread around the room holding up the appropriate signs for each question

**Exercise Directions (For Participants):**

- As a group, we will move around the room to answer basic questions about ourselves.
- This is an opportunity to start to know the other participants in the room, have some fun, and get up and move around.
Exercise: Get To Know The Group

Exercise Directions (For Participants):

- As a group, we will move around the room to answer basic questions about ourselves.
- This is an opportunity to start to know the other participants in the room, have some fun, and get up and move around.

<table>
<thead>
<tr>
<th>Exercise Leader Role</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exercise Leader presents, assigns/directs placard holders, assigns teams (by table or other simple method)</td>
<td>10 Minutes</td>
</tr>
</tbody>
</table>

Exercise Directions (For Exercise Leaders): Read the following questions to the group in order. After each question, direct participants to gather around the placard which best represent their response to the question. Placards will need to be printed and distributed to exercise assistants. The placards are pre-made, and already in the correct order. Exercise assistants should hold up the placards which correspond with the question being asked and should be spread out around the room. Three assistants are needed for this exercise.

1. Are you an introvert, extrovert, or an ambivert?
2. When ordering a carbonated beverage, do you say, “pop”, “soda”, or “soda pop”?
3. Do you consider yourself to be more of a linear, structured, businessperson, an artist/creative, or a bit of both?
4. Are you a meat, veggies, or both kind of person?
5. Do you normally, run with the pack, stick to yourself, or lead the pack?
6. Speaking of packs, which do you like more, dogs, cats or neither!

NOTE: This should be fun! Make note of large group of people who are both creative & business oriented.
Art Builds Business Builds Art (5 Minute Presentation)

This is an excerpt from Seth Godin’s blog. Read the quote (on 3 slides) slowly and let it sink in. Seth Godin posted this in 2012 and it became the inspiration for this exercise title.

[SethGodin.com](http://SethGodin.com) Seth Godin is a creative marketing guru. Check out his blog - he claims to be the most read blogger in the world.
Mental Models: The set of beliefs you don't even think about that make you who you are. Mental Models come from your family, education, community, life experiences, and influences. They can limit you and keep you from growth and collaboration. They can keep you from being a learner versus a knower.

What are your mental models about money, art, business?

Remember Seth Godin's blogpost. We want you to become aware of your mental models, and we want to challenge you to change them if they are not working for you.

Question to ask yourself: do you need to change your mental models?

Share ground rules.
Exercise: Meet Your Team

Exercise Leader Directions:
Exercise Leader keeps time, and gives 5 minute and 2 minute warnings

10 min:
- Name
- 5 words to describe yourself
- Share in round
Exercise: Art Builds Business Builds Art - Part 1

Exercise Leader Directions:
Exercise Leaders help clarify directions and keep time, instructs group to divide into two groups: artists & business. Try to have equal numbers in groups.

15 min: (10 min discussion + 2 min presentations)
Part 1: City council is considering funding art and culture or traditional business economic development. Make the best case for why the city should invest tax dollars for the group least like you.

Small Groups:
Artists:
1. Discuss all the reasons why business is great for the community and prepare an argument to city council that includes all of those reasons.
2. Present to city council. (Group will actually present to the business small group.)

Business people:
1. Discuss all the reasons why artists are great for the community and prepare an argument to city council that includes all of those reasons.
2. Present to city council. (Group will actually present to the artists small group.)

Acknowledge who you are. Are you more art or more business? Teams divide into art-focused or business-focused. This exercise helps you think about the aspects of the other group in a positive light.
Exercise: Art Builds Business Builds Art - Part 2

Exercise Leader Directions:
Exercise Leaders help clarify directions and keep time.

15 mins: (10 min discussion + 2 min presentations)

Part 2: You are producing a commercial for art and business. You already have the reasons to love art and business. Now present the “side effects” of using art and business. Think of drug commercials - long list of side effects.

Artists:
• Why artists may be risky/difficult/challenging for the community.

Businesspeople:
• Why businesses may be risky/difficult/challenging for the community.

This is a fun, creative way to think about the difficulties and challenges that you face as an artist or a businessperson. Be honest!
Exercise: Art Builds Business Builds Art - Part 3

Exercise Leader Directions:
Exercise Leaders help clarify directions and keep time.

20 mins: (10 min. discussion + 2 min. presentation each team)

Part 3: Your team needs to convince city council that investing in art AND business together is best for the community. This is your whole team together.

• Each small group generates a case/argument for why both are important as a collective.
• Each small group presents this to the group at large.

Exercise leader should keep time, and give 5 minute and 2 minute warning...

There may not be enough time to get to all groups' presentations
Survey, Conclusion & Next Steps

Instruct participants to fill in the self reflections questions on the back of the handout while the survey leader distributes a survey. Instruct participants to return completed survey to the survey leader.

What’s next for your community?

Have three specific actions that participants can be on the look out for or participate in.

Examples:
1.) Assess survey data to determine if you will invest in further AIR programming. (Set a date to complete this by, and set a date that participants should receive an email update).

2.) Monthly networking plans

3.) Create a menu of local services that can help connect arts and business

Visit AIRinstitute.org for access to our knowledge center, and to learn more about AIR programs, and what we can help you do in your community!

Thank everyone!

Thank community partners!
Section IV - Wrap-Up & Next Steps
Wrap-Up & Next Steps Check List

Now that your workshop has come to an end, spend some time reflecting, analyzing data, meeting with community partners, submitting an event report, and deciding if you want to apply to be a Local Affiliate. Keep up the momentum and push your movement forward by completing the following action items:

Self Reflection

Soon after the workshop ends, plan to spend some time reflecting on the experience. This will help you decide if the event was successful, if you want to continue to work with your community partners, and prepare you for a Wrap-Up Meeting with your community partners/leadership team.

☐ Complete the self reflection within 2 days of the workshop and bring it with you to the wrap-up meeting for talking points. You don’t have to share your responses, just bring it with you as a reminder of your thoughts.

Compile & Analyze Your Data (Survey Leader)

☐ Download the “Data Collection Tool” from
☐ Use the “Data Collection Tool” to compile survey data
☐ Email the “Data Collection Tool” to: ABBBA@airinstitute.org
☐ Bring “Data Collection Tool” to the wrap-up meeting

Wrap-Up Meeting

Attend the wrap-up meeting with community partners and the leadership team. Use the guide on page XX to guide the discussion.

Before everyone leaves:
☐ Discuss survey data & other data
☐ Complete ABBBA evaluation for AIR

Found here:
https://berea.qualtrics.com/SE/?SID=SV_etIbyf7Tr9WZppH

Or Here:

Apply To Be A Local Affiliate

☐ Determine if you want to apply to be a Local Affiliate

If you have decided to move forward with applying to be a Local Affiliate, complete the application found at
Self Reflection

How did I feel about hosting the ABBBA Mini-Workshop?

What expectations did I have about the workshop? Were they met? Were they appropriate?

What was it like to work with these community partners?

What do I think about becoming a Local Affiliate?
Wrap-Up Meeting Guide

Ask someone to keep notes as the group works through answering the following questions.

**Discussion:**

- What were general perceptions about the workshop?
- Was the workshop well attended?
- Was the workshop successful? Did we meet our goals?
- How much effort did it take? Was it worth it?
- Did the partners work well together?
- Do we have enough demand in our service area to become a local affiliate or should we expand to our whole county or the next town over etc.?

**Decisions:**

- Will we apply to become a Local Affiliate?
  - Who will complete the application?
- Will we organize regular networking events? (see page 40 for ideas)
- When will we meet again and what are our next steps?
Monthly/Quarterly Event Ideas

**Event Ideas**

- Regular networking opportunities
- Local artists/businesses speaking series
- Play a video from the AIR Knowledge Center and allow people to discuss
- Hold problem solving sessions where local artists and small business owners can come and present a problem and attendees can discuss solutions over coffee

**Tips**

- Name your event! (ex. Solve and Sip Series, Arts & Drafts)
- Events can be fun and informal
- Brainstorm your own ideas!