

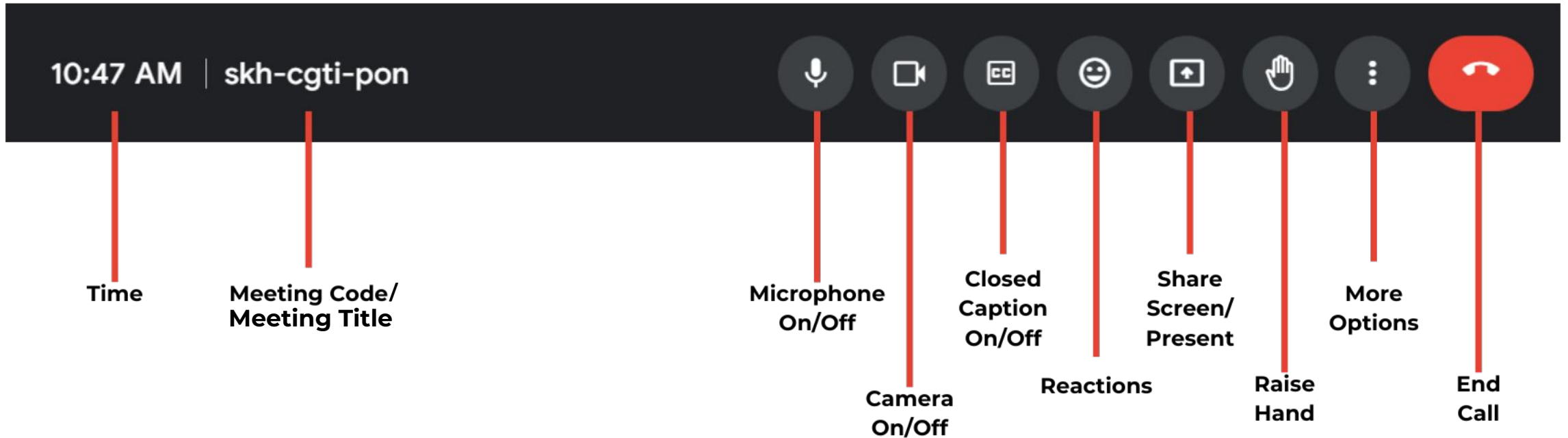
Crafting Effective Community Engagement Strategies for Public Art Webinar

Public Art Across Maryland

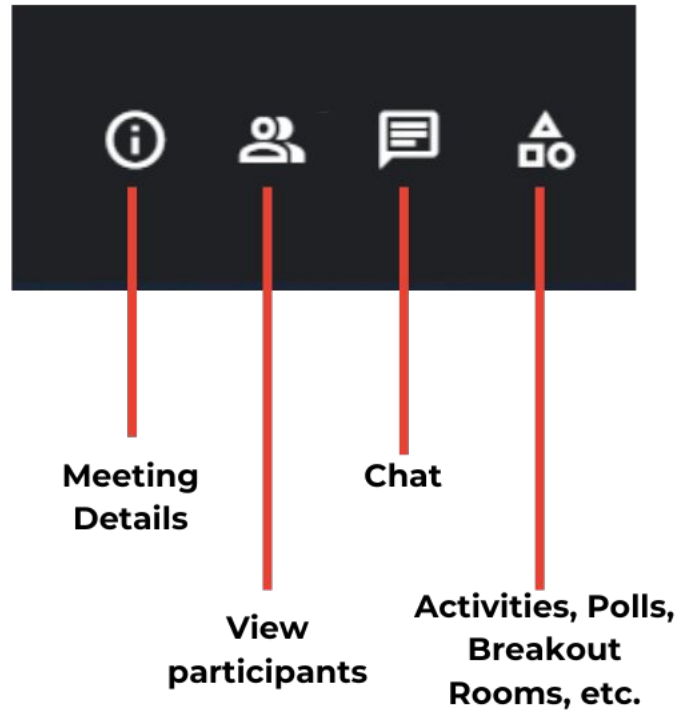
Hosted by:

Nora Howell, Public Art Project Manager

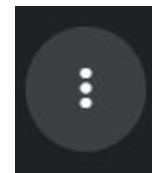
Reference Shot of Features (1 of 2)













Reference Shot of Features (2 of 2)



In "More Options"



-  Change layout
-  Full screen
-  Open picture-in-picture
-  Apply visual effects
-  Turn on captions
-  Use a phone for audio

-  Report a problem
-  Report abuse
-  Troubleshooting & help
-  Settings

Land Acknowledgement Statement

We acknowledge the lands and waters now known as Maryland are the home of its first peoples: the Accohannock Indian Tribe, Assateague People's Tribe, Cedarville Band of Piscataway Indians, Choptico Band of Indians, Lenape Tribe, Nanticoke Tribe, Nause-Waiwash Band of Indians, Piscataway Conoy Tribe, Piscataway Indian Nation, Pocomoke Indian Nation, Susquehannock Indians, Youghiogheny River Band of Shawnee, and tribes in the Chesapeake watershed who have seemingly vanished since the coming of colonialism. We acknowledge that this land is now home to other tribal peoples living here in diaspora. We acknowledge the forced removal of many from the lands and waterways that nurtured them as kin. We acknowledge the degradation that continues to be wrought on the land and waters in pursuit of resources. We acknowledge the right of the land and waterways to heal so that they can continue to provide food and medicine for all. We acknowledge that it is our collective obligation to pursue policies and practices that respect the land and waters so that our reciprocal relationship with them can be fully restored.

Equity and Justice Statement

The arts celebrate our state's diversity, connect our shared humanity, and transform individuals and communities. The Maryland State Arts Council (MSAC) and its supporting collaborators are committed to advancing and modeling equity, diversity, accessibility, and inclusion in all aspects of our organizations and across communities of our state.

MSAC and its grantees are committed to embracing equity and non-discrimination regardless of race, religious creed, color, age, gender expression, sexual orientation, class, language, and/or ability.

Vision

The Maryland State Arts Council plays an essential role ensuring every person has access to the transformative power of the arts.

Mission

Maryland State Arts Council advances the arts in our state by providing leadership that champions creative expression, diverse programming, equitable access, lifelong learning, and the arts as a celebrated contributor to the quality of life for all the people of Maryland.

Goal 1. Increase Participation: Broaden MSAC’s constituency, providing avenues designed to increase pathways to engagement

Goal 2. Provide Intentional Support: Embrace thoughtful and targeted approaches to serving known and yet to be known MSAC constituents

Goal 3. Build Capacity: Work strategically to further build organizational and governance capacity to ensure that MSAC is capable of vigorously delivering on its mission

Goal 4. Leverage Connections: Further enhance current relationships and involve additional partners, collaborators, and constituents who will benefit from and advance the work of MSAC

Goal 5. Bolster Maryland Arts: Showcase the high caliber, diverse and relevant work of Maryland’s artists and arts organizations; their contributions to community vitality and MSAC’s role as a catalyst

Creative Meeting Actions

Celebrate being in the space with other creative people.

Engage with everyone's presence as a gift.

Acknowledge that together we know a lot.

Enter the conversation with curiosity and inquiry.

Share your idea and trust that it will be heard.

Use "I" statements.

Focus your language on the task at hand.

Hold one another accountable with care.

Apply "Yes, and!" - "I hear your idea and I'm going to add to it!"

Balance speaking and listening.

Agenda:

- Defining Community Engagement
- Building Your Strategy
- “Real”-Play
- Q&A

These slides and webinar recording will be posted on our website within 7 days

Public Art Across Maryland (Due 12/19):

For anyone applying to the Public Art Across Maryland grant -

Community Engagement is
essential to this grant!

Public Funding for Public Projects



Clara Barton Memorial Sculpture, by Antonio Tobias "Toby" Mendez

MSAC Definition of Public Art

“Art that is **created intentionally for a place** and space in the public realm, regardless of whether it is situated on public or private property. Located indoors or outdoors, **public art is free and accessible** to everyone.

Public art can include: **expressions of community values or enhancements to an environment, and can raise awareness of an unseen narrative.** Public art supported by MSAC grants must have a physical presence and a lasting impact on the place and community where it is installed.”

<https://msac.org/resources/msac-glossary>

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- Participation from the community to achieve a long-term goal
- Mutual decision making
- *Intentional* interactions between communities and decision makers

WHY Community Engagement?

[Menti] - multi-choice

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- Public Art Across Maryland Grant = Public Money = Include the Public!
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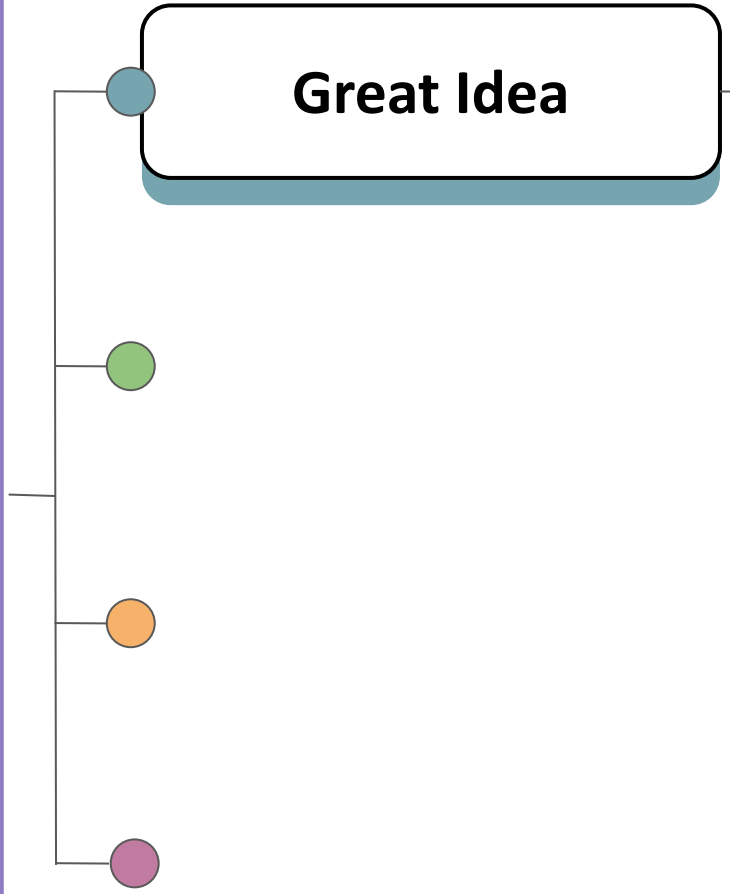
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- Public Art Across Maryland Grant = Public Money = Include the Public!
- Increase likelihood of project acceptance
- Collaborative and creative effective solutions
- Empower people in participation
- Community building
- Anticipate potential challenges
- Increases trust

Crafting your Community Engagement Strategy

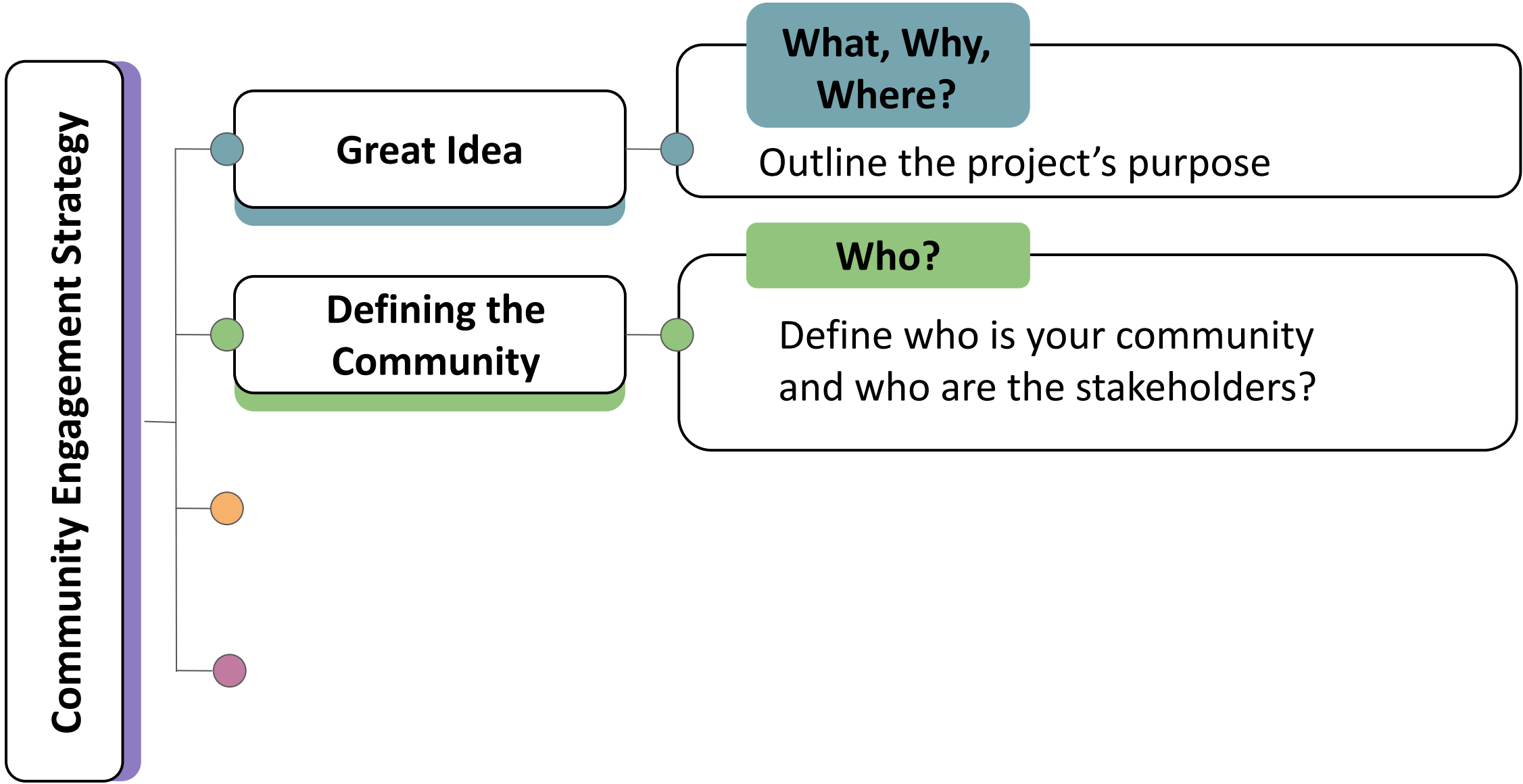
Community Engagement Strategy



What, Why, Where?

Outline the project's purpose

- What: Rainbow crosswalk in Salisbury
- Why: To increase awareness of inclusivity community LGBTQ
- Where: Salisbury



Defining the “Community” in Community Engagement:

- A group of people
- Living in a certain area
and/or
Sharing common characteristics/interests/goals.
- May benefit or be impacted by the project
- May have direct or indirect decision making influence

Examples of “Community” for your project

- Residents of a specific neighborhood
- Youth who participate in an extracurricular activity
- Residents and users of a park or recreation area

The “Community” in Community Engagement

You tell us!

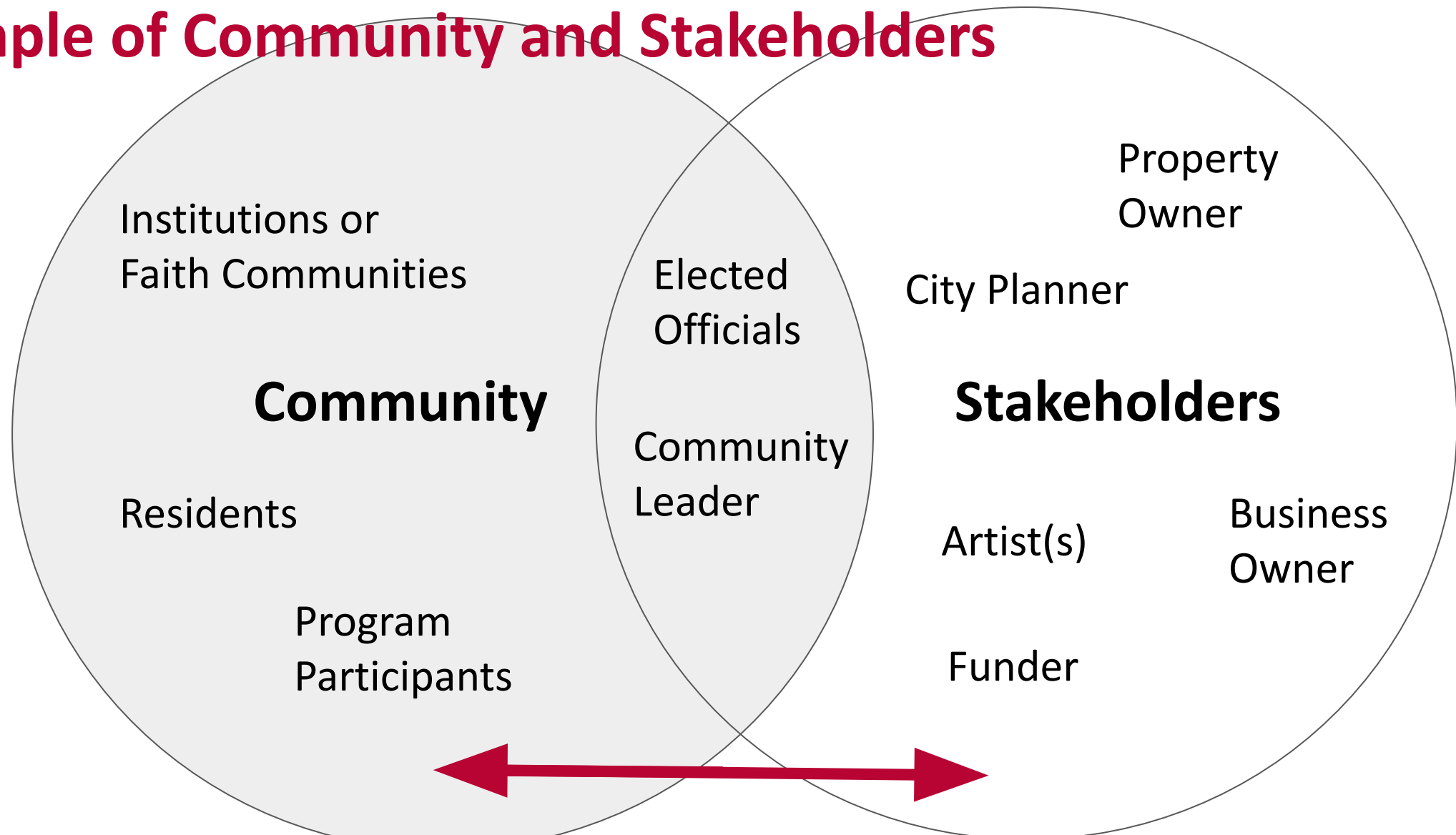
- Be Clear
- Be Specific

Who are the Stakeholders

- Those who have direct or vested interest in the project
- May have a role in the planning, approval, or execution of the project
- AKA: who would be offended if they aren't included in some way or notified about the project

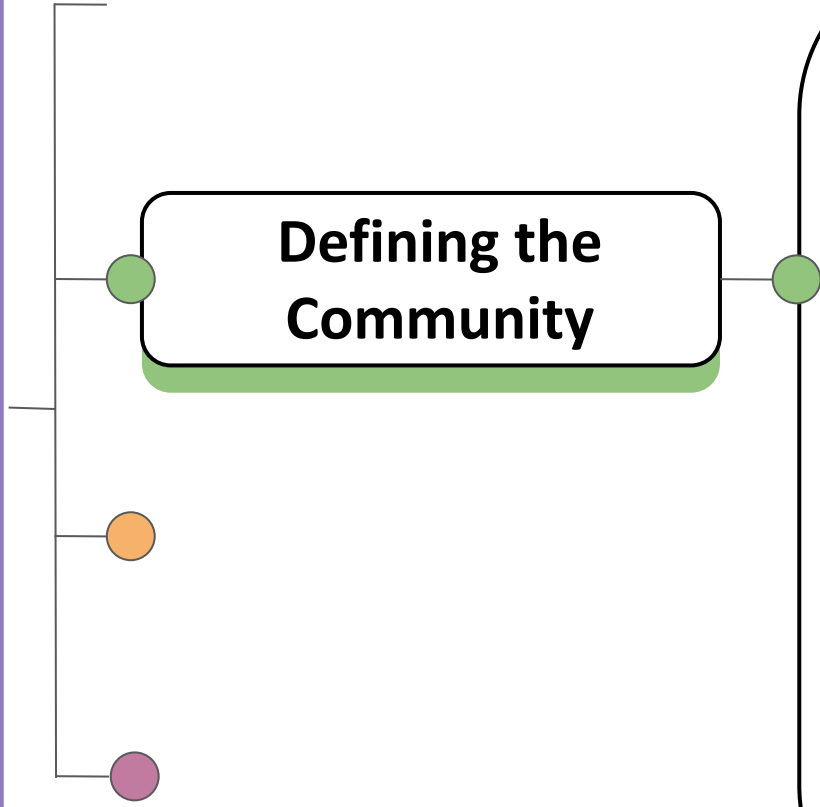
Community members can be stakeholders, but not all stakeholders are necessarily local community

Example of Community and Stakeholders



Depending on the project, who belongs where will change

Community Engagement Strategy

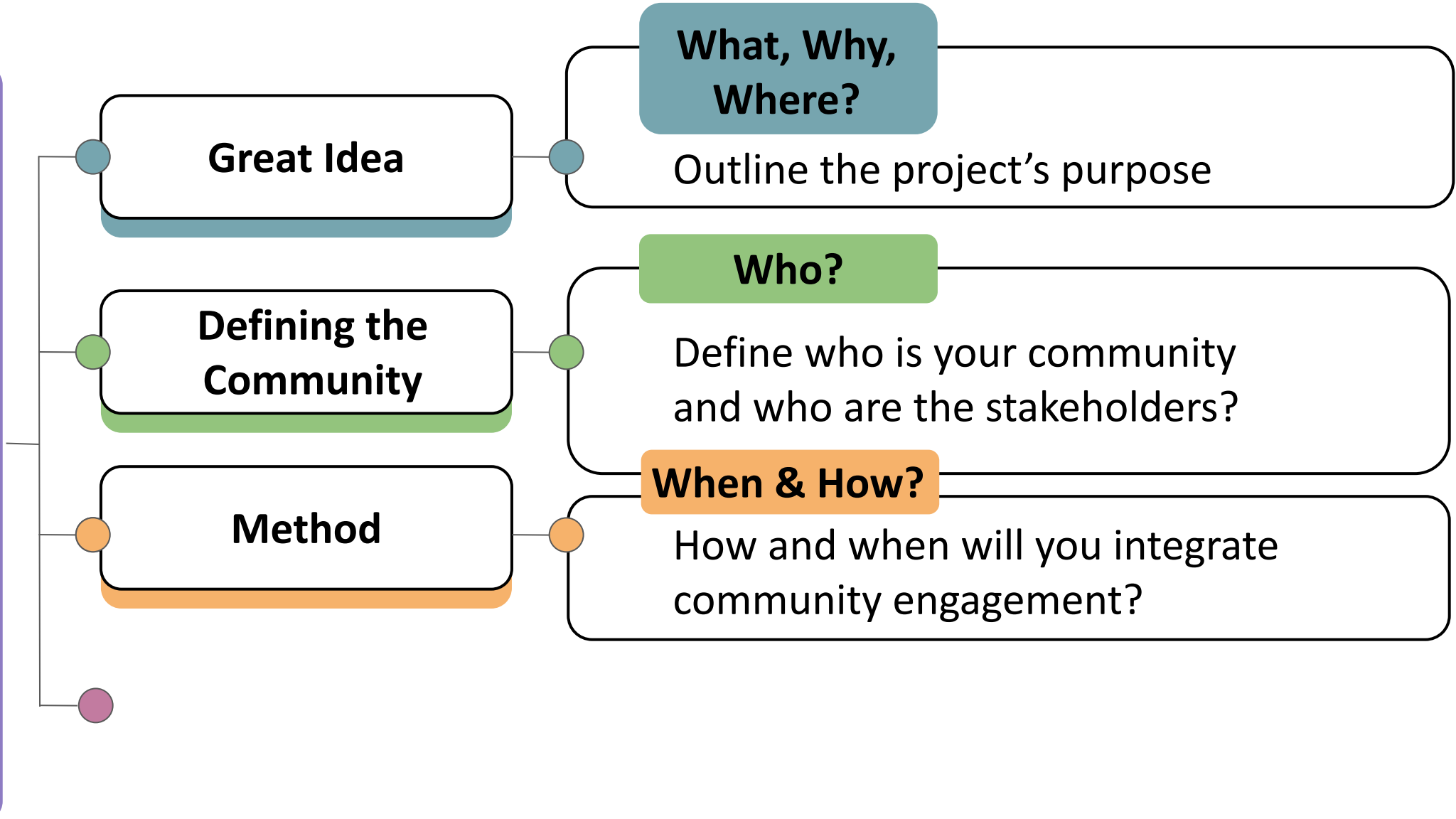


Defining the Community

Who?

- Community:
 - anyone who is LGBTQ / Ally
 - For the Eastern Shore
 - Business owners - people w/ similar interest
- Stakeholders:
 - #1: Salisbury Pflag
 - Elected officials/city reps
 - Artists (overlap)
 - Business Owners (shops, restaurants)

Community Engagement Strategy



Examples of HOW to do community engagement:

- **Public Workshops:** Artmaking, brainstorming, interactive dialogue
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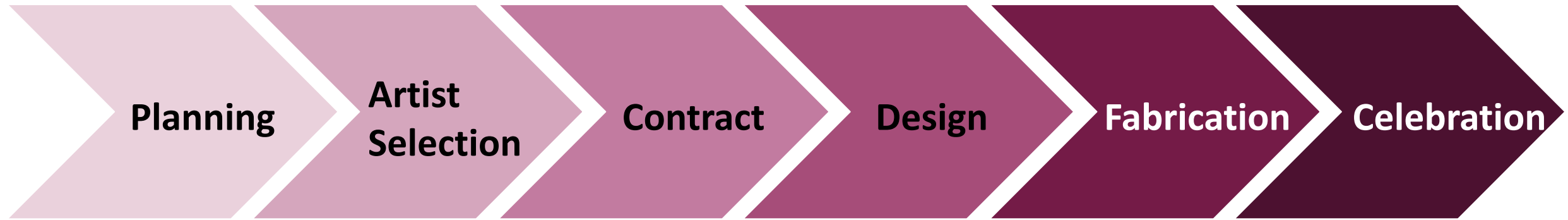
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- **Fabrication:** Inviting community to assist in making the work
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- **Documentation:** Collaborative documentation of work
- **Preservation:** Collaborative preservation and caretaking of the work

When Can Community Engagement Occur?

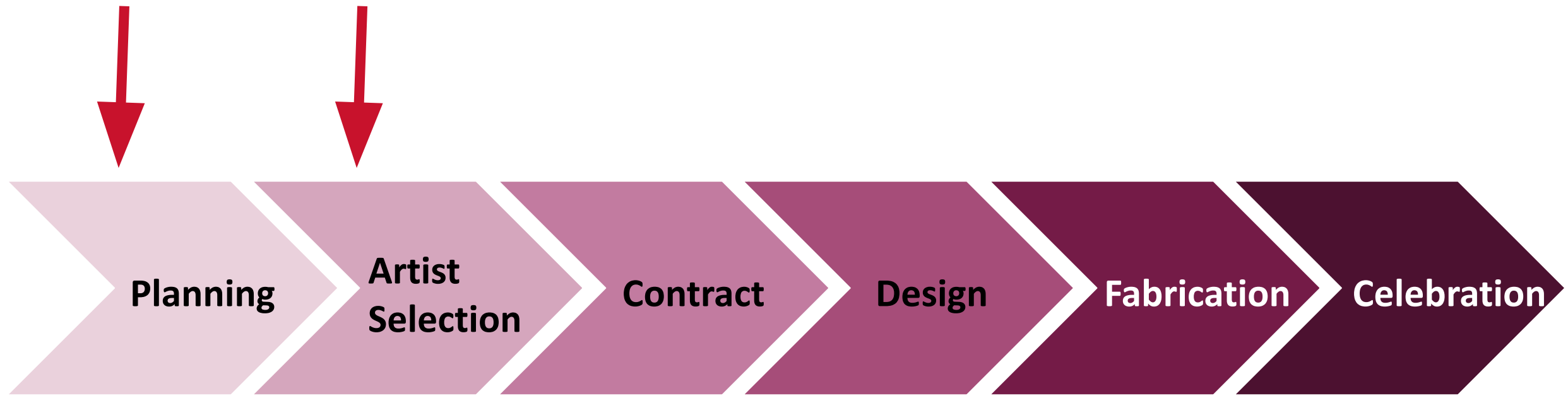
Public Art Timeline - Example



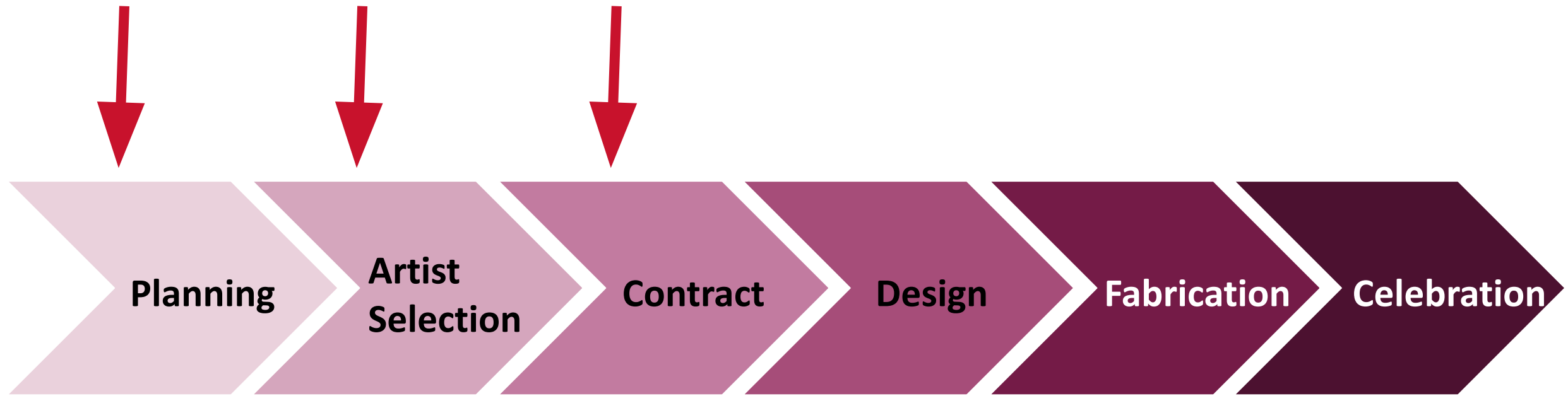
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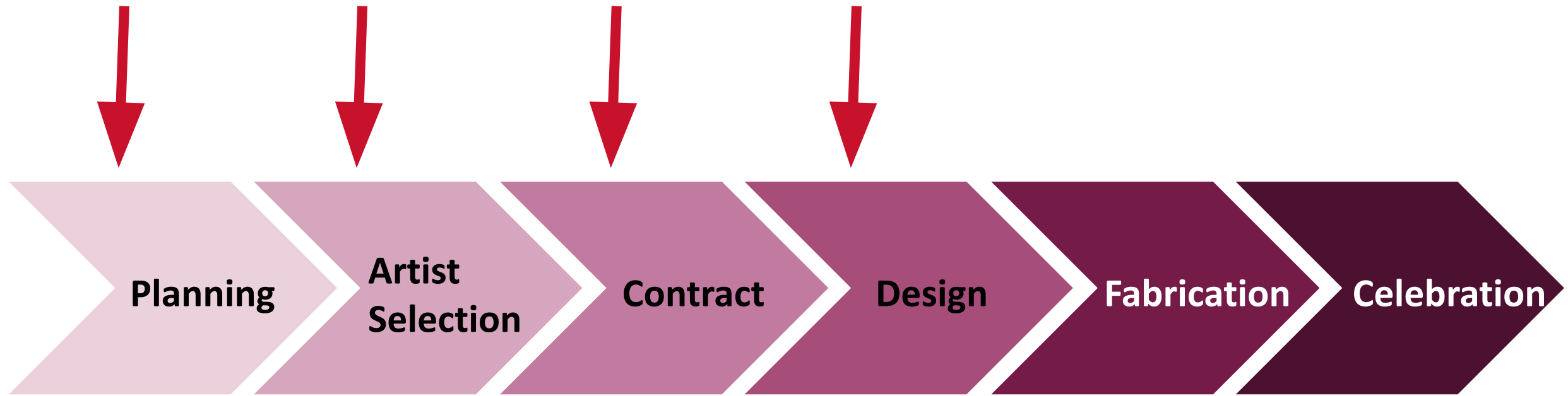
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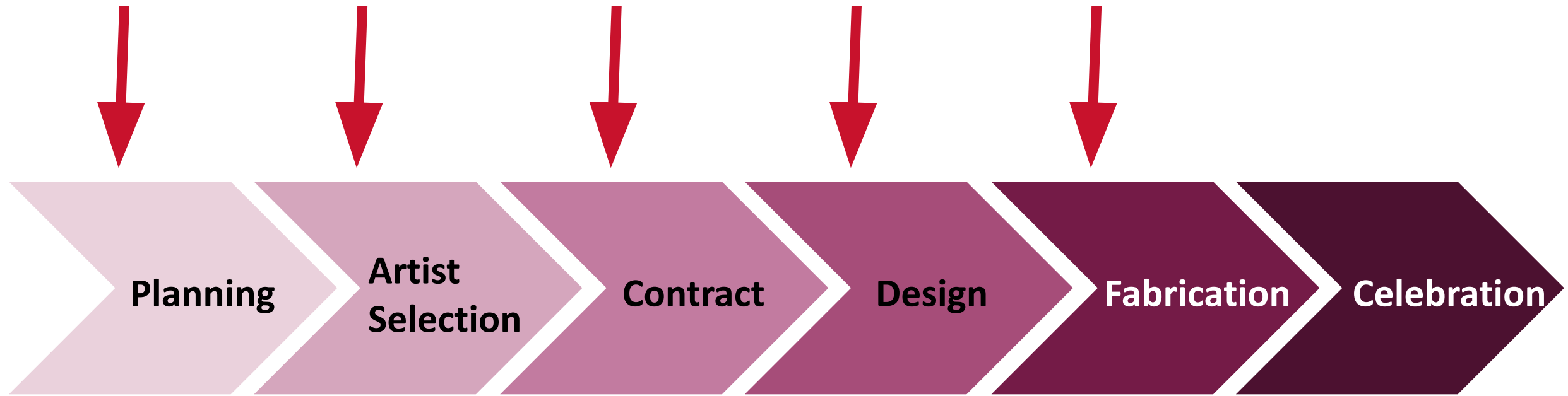
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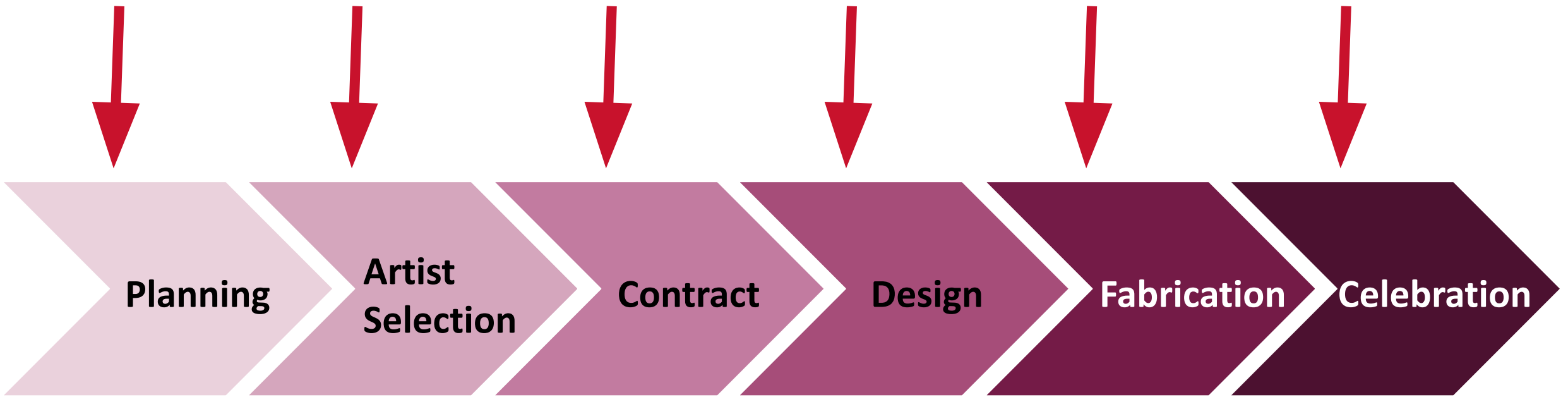
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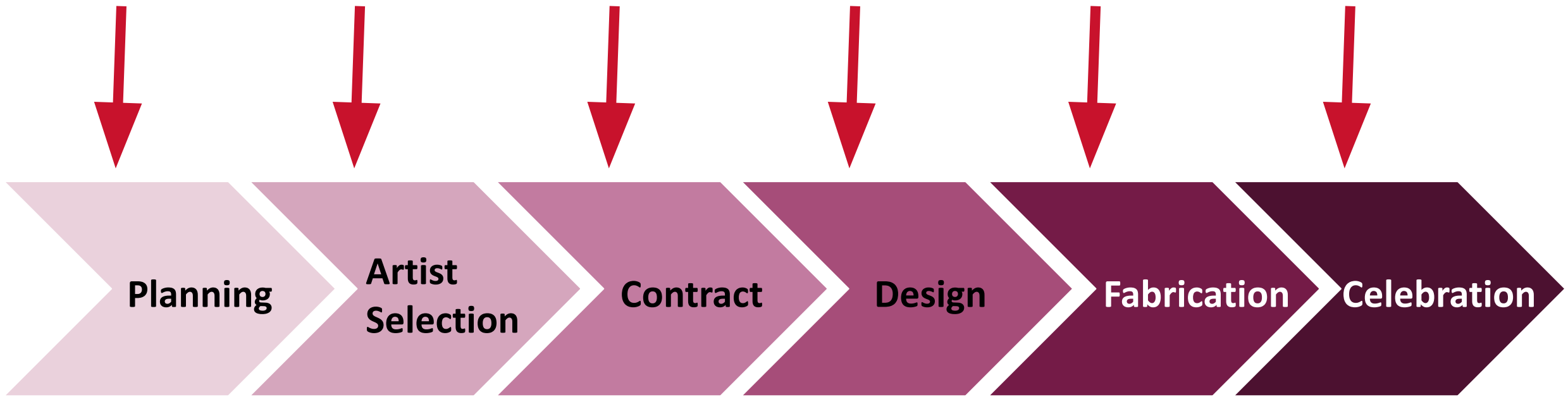
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Public Art Timeline - Example



There are opportunities for community engagement in every phase

Community Engagement Strategy



Method

When & How?

How:

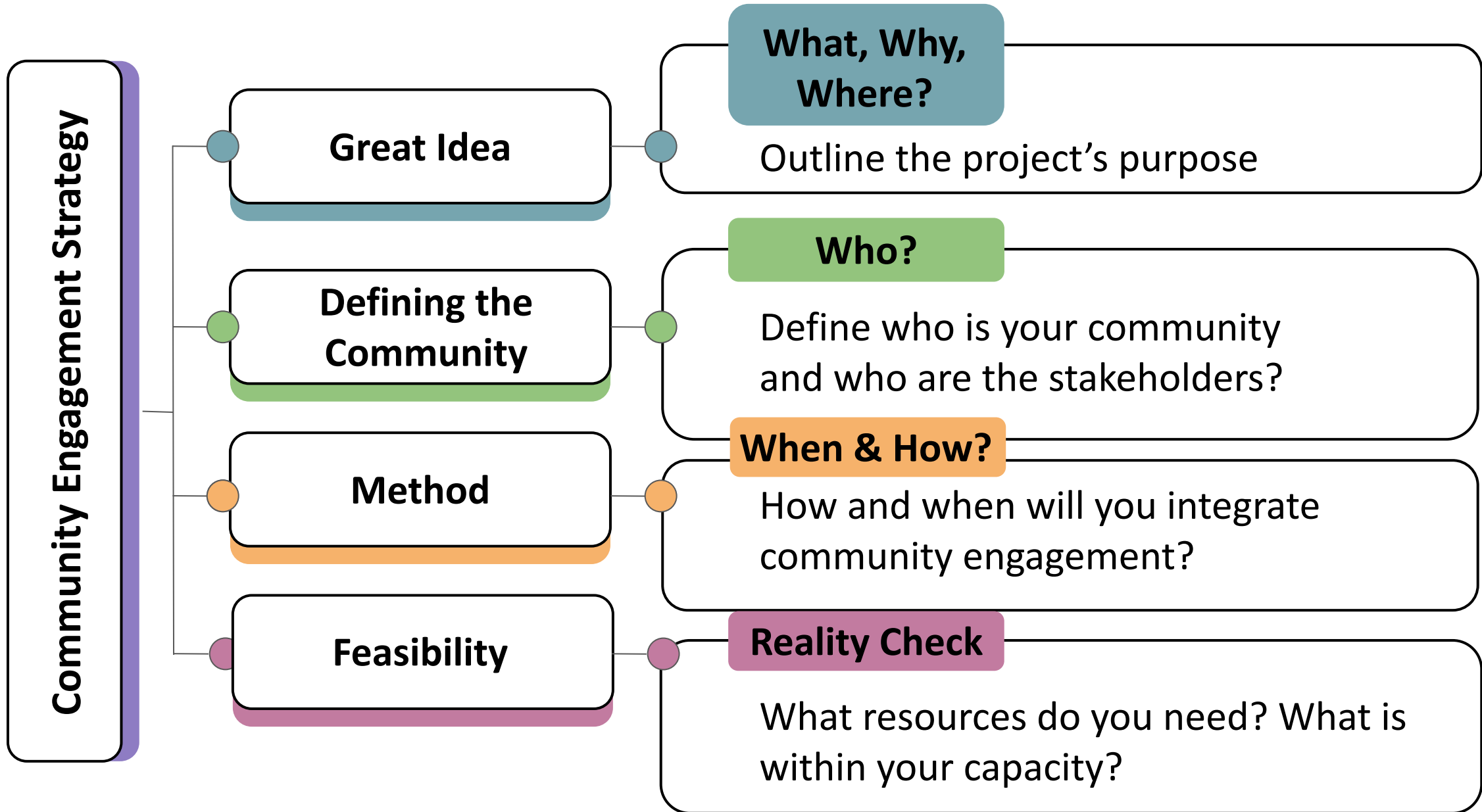
When:

EVENT:

- LGBTQ - membership - Asking them if they want to participate as a member

Installation of the artwork:

- painting, funding, participating in the event



Community Engagement Strategy

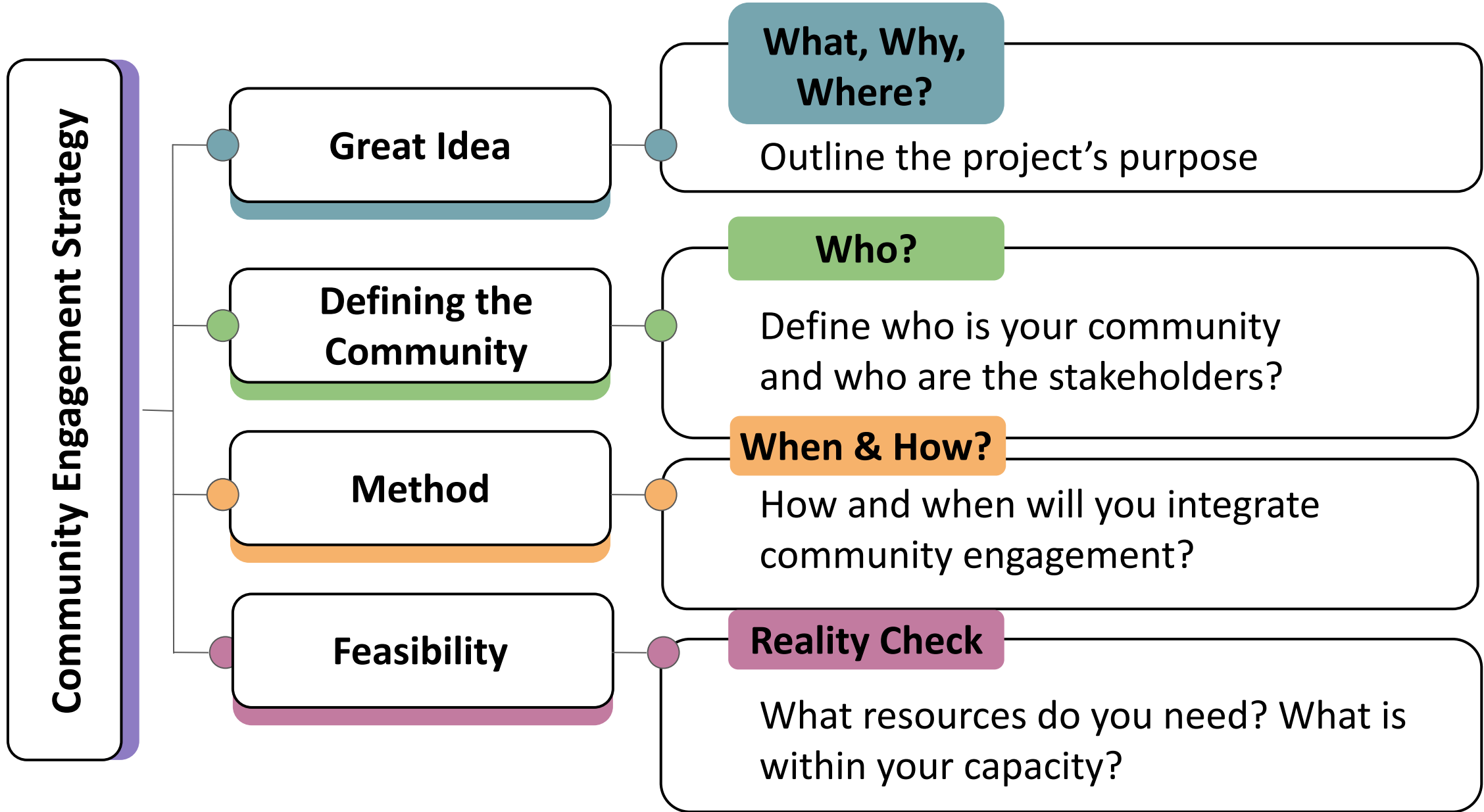


Feasibility

Reality Check

What is within your capacity?

What (if any) additional resources do you need?



Pro Tips!

- Go where people are already gathered!
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- Ask about the *WHY* (goals) not the *WHAT* (visual representation)

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Pro Tips!

- Go where people are already gathered!
- Ask about the *WHY* (goals) not the *WHAT* (visual representation)
- Leave space for the artist's creativity and expertise
- Embrace Community Engagement as an opportunity!

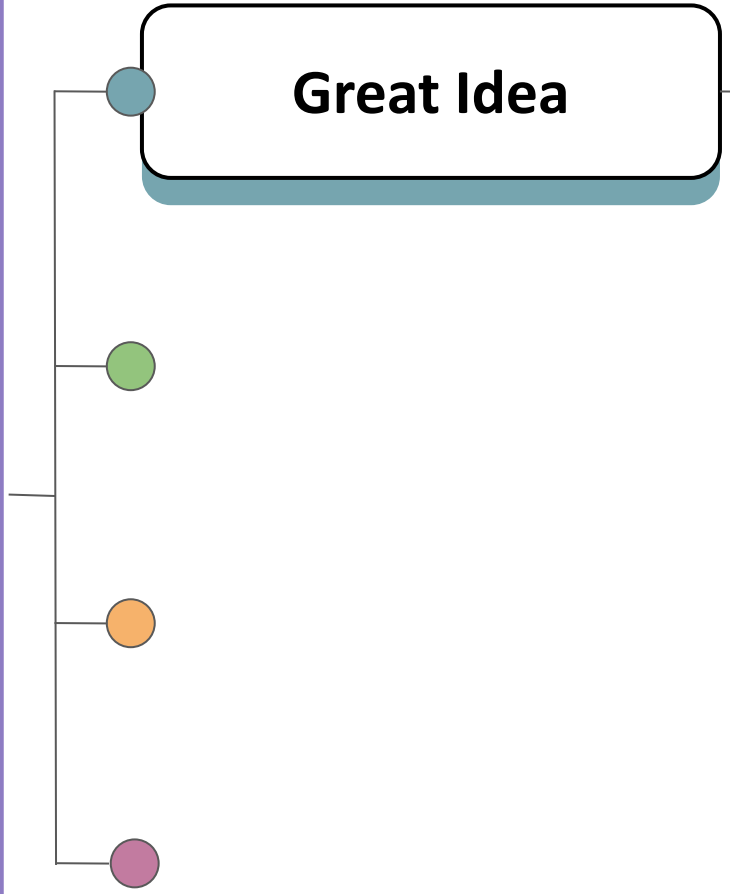
If Applying to the Public Art Across Maryland Grant...

- Planning Grants:
 - Be able to explain how you will engage community in the planning process

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- Planning Grants:
 - Be able to explain how you will engage community in the planning process
- Project Grants:
 - Be able to demonstrate your community engagement process and HOW that engagement influenced the final artwork design.
 - In what ways did the community have a voice in this project?
 - How is the communities input reflected in project?

Community Engagement Strategy

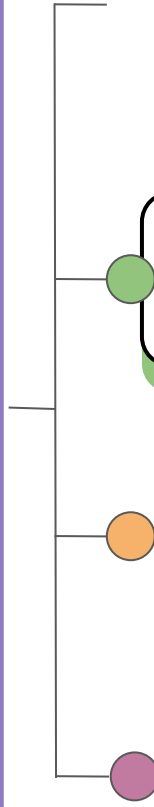


What, Why, Where?

Outline the project's purpose

- What: 5 x 3 foot mosaic, mother holding her baby
Klimt
- Why: to recognize - women's health at Hopsital
- Where: NICU - Mercy

Community Engagement Strategy



Defining the Community

Who?

- Community:
 - NICU staff
 - Patients

- Stakeholders:
 - Hospital Admin
 - Donor (funding)
 - Organization - Art w a Heart
 - Department Head

Community Engagement Strategy



Method

When & How?

- How/When:
 - Fabrication:
 - Medical professionals
Community members create clay flowers/sculpting module tiles to create abstract
-
-
- When:

Community Engagement Strategy



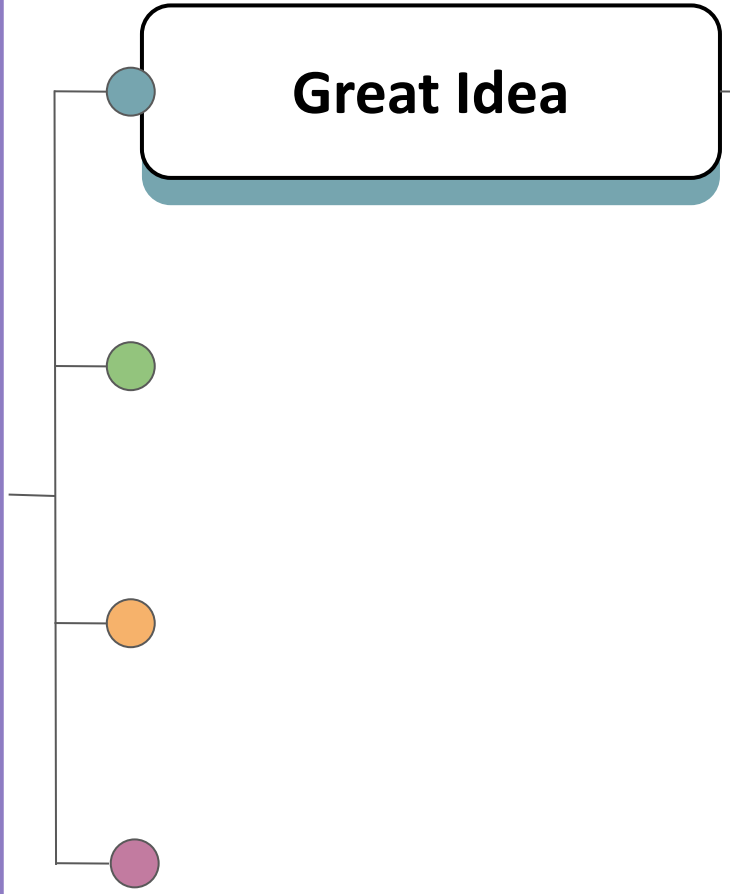
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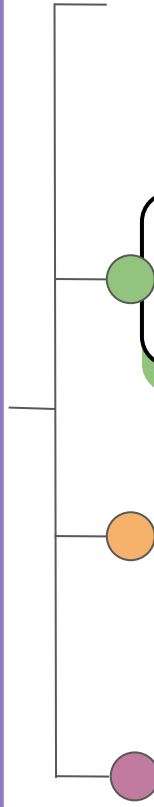


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Community Engagement Strategy



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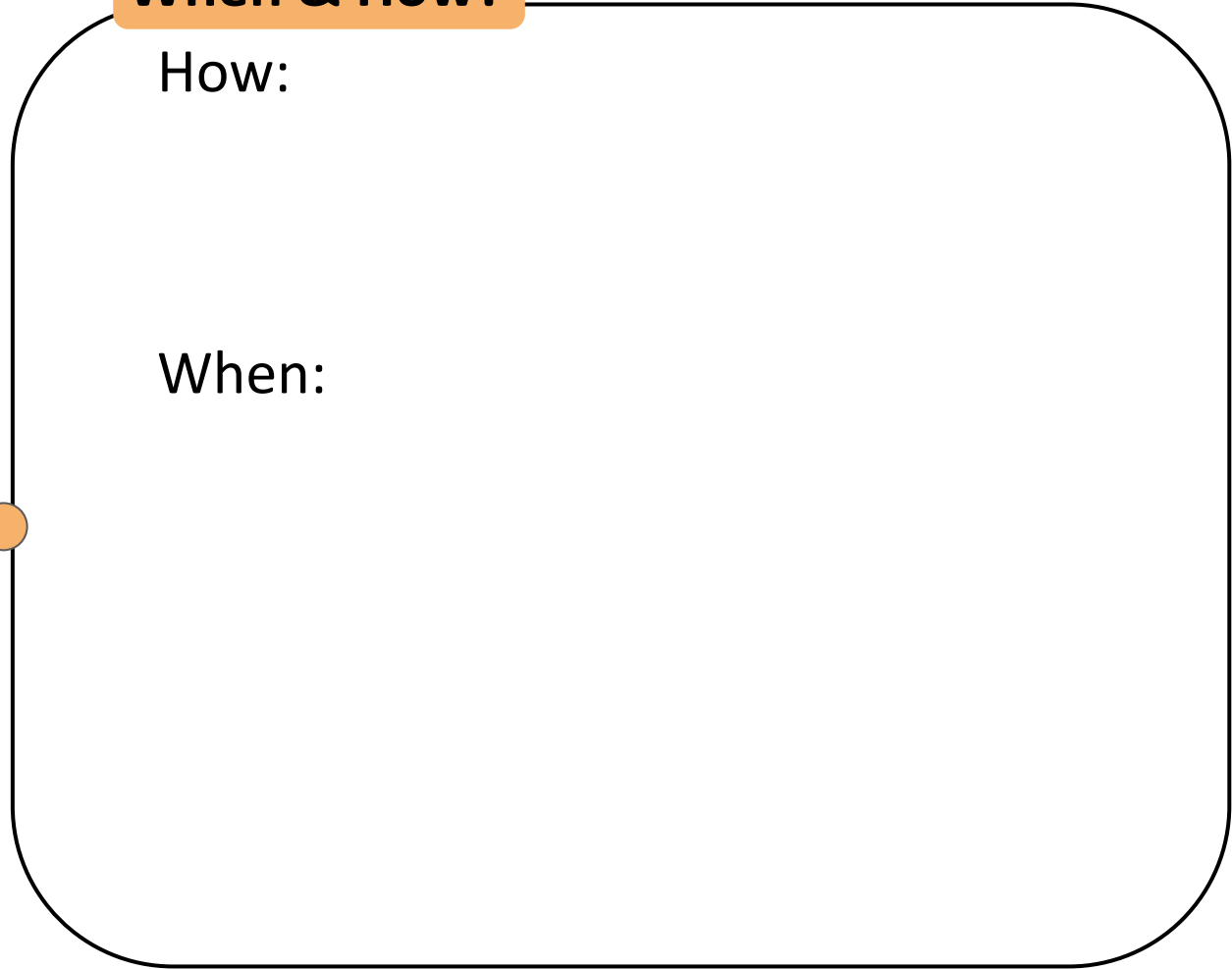


Method

When & How?

How:

When:



Community Engagement Strategy



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Webinars!

Wednesday, November 6 · 12:00 – 1:00pm

Understanding Contracts in Public Art: Building Collaborations, Drafting Agreements, and Navigating Copyright

Tuesday, November 19, noon - 1 p.m.

Understanding the PAAM Grant Scoring Process



Register!

Due:

December 19, 2024

Only one grant cycle in FY25!

Questions

Thank You!

Join our mailing list!



tinyurl.com/MSACsMailingList