

## **Creative Construct: Building for Culture and Creativity**

### Note-taking guide for session rapporteurs

#### **METADATA**

**Session title:** Revitalization and Youth Engagement

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**Presenters:** Ann Galligan, Associate Professor and Co-Director of the Cultural and Arts Policy Research Institute at Northeastern University, Boston

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**Day:** Tuesday, April 29

**Time:** 1 to 2:30 pm.

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#### **NOTES**

##### **1. Short overview/summary of presentation**

##### **2. Key points and significant themes of presentation**

Create opportunities for youth leadership and governance:

- Task Forces
- Focus groups
- Advisory teams
- Stakeholders talks
- Youth Boards or Youth Board Reps
- Petitions
- Regular Meetings
- Leadership interviews
- Workshops

Create policies and programming that involve:

- Youth-centered concepts
- Youth infrastructures
- Equity
- Spaces that are multi-faceted and where youth want to be
- Archiving and monitor statistics of youth participation

Engagement keys (from the City of Calgary):

1. Act wisely
2. Embrace creativity
3. Open systems
4. Authenticity
5. Appreciation
6. The word "yes"
7. Diversity

Engagement elements (from the City of Calgary):

1. Steering committees
2. Quantitative and qualitative research
3. Explicit community engagement
4. Inform
5. Empower

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Reminders:

- Ask yourself, what info are you seeking from young people?
- Make sure you clarify whether you want to collaborate or consult with youth participants.
- Develop a communication strategy for working with youth.
- Make your info available to the public, where possible.
- Avoid planning processes that produce plans.
- Community engagement is a state of being.
- Deeply trust your citizens.

**How to interact with youth? Different examples include:**

- Websites:
  - Clear costs for events and activities
  - Feedback mechanisms
  - Interactive online features
  - Bulletin boards with event and activity postings
  - See [www.rilearning.com](http://www.rilearning.com) and [www.mystudiospace.com](http://www.mystudiospace.com)
- Competitions for excellence
- Student Ambassador Programs
  - Partners: schools, arts orgs, education ministry, community
- Develop strong University/College relationships
  - Develop program partnerships
  - Use students as mentors to younger students
  - Develop future audiences
- Develop arts and learning networks
- Unique advertising opportunities
- Parties
- Engage youth in issues, i.e. politics, environmentalism etc.
- All events & activities with your organization
- Cafes
- Professional development
- Creative development projects
- Research projects
- Employment
- Open House events
- Quiz & Trivia

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**Practical Insights**

- Arts organizations often absorb youth programming costs
- Arts screening helps teachers and parents with accessibility concerns
  - Rationales are developed for grading art experiences
  - Regional arts representatives act as advisors
- Where transportation is a challenge, subsidies are available. However, most youth interact with arts hubs in their neighbourhoods or in an easy bussing distance.
- It is important to engage with active and non-active arts youth, especially when surveying and measuring needs.
- Recruitment is a problem. How do you maintain youth involvement beyond one generation?

**Note taker:** Kate Wetherow