

**COMMUNITY ENGAGEMENT
SCALE FOR ARTS PRESENTERS**

Community Engagement is a continuum. The following chart will help you assess and track how your venue works with community. It is possible to work at all three levels of community engagement simultaneously.

| COMMUNITY ENGAGEMENT LEVEL | 1.0 AWARENESS | 2.0 PARTICIPATION | 3.0 ENGAGEMENT/ EMPOWERMENT |
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| ROLE OF THE VENUE | Focus is on the provision of venue for building community awareness, exposure and consumption of culture | Focus is on the application and provision of venue for community participation in culture | Focus is on the application and provision of venue for “ community ” exploration, application of knowledge, issues, needs, information and resources. |
| ROLE OF THE SITE | Single, grand, one site-serves-all-functions space or institution Restoring and enhancing the quality of building or spaces original purpose | Better, easier spatial access Renovating to evolve image of existing building or original spaces Multi-use spaces for specific community organizations | Solid, applicable, & relevant multi-spatial access/presentation Redefine the purpose and role of original site and spaces A member of a network of community learning centres distributed around the community |

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| BUSINESS MODEL | Revenue model/subsidized with support, sponsorships Transactional Short Term profit | Revenue/subsidized with support, sponsorships and grant funding Transactional / Short Term ROI Investment in Community Outreach | Cost recovery (not essential) Subsidized through community partnerships and funding agency support Long Term/Social Return on Investment |
| VENUE PROGRAMMING | Top down Presenter driven programming | Top Down Presenter/Staff driven programming | Bottom Up Community and/or issue driven with community stakeholders and presenter |
| PROGRAMMING GOAL | Goals are pre-established Ticket sales Revenue Attendance | Goals are pre-established Ticket sales Revenue Attendance in activity/performance | Goals are established jointly with stakeholders and are evolving Shared Revenue/Shared Cost Participation/Partnership Support Community Outcomes |

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| TYPE OF PROGRAMMING | Presentation/performance | Enhanced Presentation and Performance: Talkbacks & Masterclasses | Performance may be integrated as one component of a larger community driven initiative/issue Performance or project is selected based on its ability to improve community outcomes |
| ROLE OF COMMUNITY | Community as Audience | Community as Participant | Community as Stakeholder/ Decision-maker |
| COMMUNITY PARTICIPATION | Participation as “an end in itself Participation is as an Audience; is voluntary, and has fewer, if any, enforceable obligations | Participation as “a part of the process” Participation is valued as intrinsic rather than instrumental | Participation is “ongoing, fluid and equitable” Participation is as a partner/ mandatory, has enforceable obligations/agreements |
| | No dialogue between audience and presentation | Dialogue between audience during and after experience; shared between participants | Begins with dialogue before programming event /presentation |
| | Feedback is “after” through reviews Feedback is predetermined by venue | Shared feedback loop Feedback is immediate and during | Shared feedback loop Feedback is during design Feedback format predetermined by community/presenter |

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| RELATIONSHIP WITH COMMUNITY | No attempt to provide program/ services beyond conventional | Systematic attempt to provide services beyond conventional | Program/Services are created according to community capacities and interests |
| | Attracting casual patrons/ visitors/audience members Transactional relationship | Appealing to repeated patrons/visitors/ audience members Engaging in a respectful and honest 2- way relationship | Converting patrons/visitors/ audience members into committed learners and co-presenters Engaging in reciprocal relationships |
| | Great presentation that have left patrons/audience appreciating the arts | Great products that have left patrons/ audience appreciating their community and its organizations | Great experience that have left patrons/audience appreciating their own abilities, interests and intelligence |
| | Flow of information is one way: Inside/Out | Flow of information is one way: outreach/reaching out | Flow of information is 2 way – Outside/In |
| | Marketing/Targeting individuals | Marketing/Targeting individuals and organizations | Communication versus Marketing |
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| <p>VALUE SCALE (what the community is really saying about what they want from a venue or space)</p> | <p>Access – Convenient with minimum hassles</p> <p>Experience – Can find things of personal relevance, fun & enjoyable</p> <p>Price – Costs are honest, comparable to others, similar experiences</p> <p>Service – Respectful and courteous, responsive when asked</p> <p>Product – quality good, credible and well presented</p> | <p>Access – Easy access, easy to use</p> <p>Experience – Everything is truly memorable; I feel like I'm special</p> <p>Price – Costs are very fair and consistent</p> <p>Service – Helpful, interested in me and take the time to really listen to me</p> <p>Product – Best in the region, truly great</p> | <p>Access – Always there, whenever and wherever I need you</p> <p>Experience – Transforms me. I lose all sense of time. Everything feels like it's designed just for me and I get to control what I do and what I learn</p> <p>Price – This is me, so price is not an issue – it's all value</p> <p>Service – Anticipate my every need because you know me and respect me</p> <p>Product – World-Class, can't do/see these things anywhere else</p> |
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