

# BUILDING ARTS PARTICIPATION TERMS

## **Modes of participation:**

There are three modes of participation that include **audiences** (spectators, attendees, students), **creators** (artists – professional or avocational, performers, educators) and/or **stewards** (trustees, donors, stakeholders, volunteers).

## **Dimensions of participation change:**

**Broadening** means striving to serve more of the same sorts of people who participate minimally or not at all. Broadening the participation of creators, or artists might mean increasing the number of artists involved in residencies, exhibitions or performances.

**Deepening** means involvement by those who already participate, or serving the same or fewer people, but in a more frequent or intense manner. Stewards might deepen their participation by devoting more volunteer hours, or by contributing or generating more financial support.

**Diversifying** has a dual meaning, and is primarily serving different people from those who are currently participating with the intention of becoming as inclusive and representative of a given community's culture, age, race and ethnicity; and, diversifying the experiences of those who already participate by exposing them to a greater range of possibilities. Organizations seeking to attract new participants might establish partnerships with other cultural institutions and/or social service organizations that currently serve the audience they wish to attract; or, they may consider forming a committee of representatives from the new community they would like to reach.

BAP support will be provided for projects that demonstrate a commitment to increasing the value and meaning of art to participants and enhancing its role in the community while identifying barriers to participation. Undertaking a project that is targeted toward broadening, deepening and/or diversifying participation presents different challenges. If an organization is looking to broaden participation it is likely that the barrier it will confront will be **practical** (i.e., more space, advertising, marketing, hours, supply of programs, etc.). If an organization wants to create a deeper connection to its audiences, **experiential** barriers (i.e., connection to artists and art forms, or an organization's quality of service) are the most common obstacles. If an organization is attempting to diversify and establish relationships with people never before served it will often confront **perceptual** barriers (i.e., an individual's personal awareness, understanding or thoughts) which are the most challenging to overcome. People have to see a value (from their own perspective) in their relationship with an organization before they take the first step toward participation.

It may be helpful to utilize all the above terms in your application.

As organizational capacity will be carefully assessed, applicants are strongly encouraged to:

- ◆ Link participation activities to institutional mission, purpose and values
- ◆ Identify target groups and develop appropriate tactics
- ◆ Understand organizational resources (internal and external)
- ◆ Establish a project evaluation process and internal assessment mechanisms