



# LCC Community Engagement



**Mass Cultural Council**

*Power of culture*

"Say Their Names" @WaneOne, Springfield

# Agenda

- Introduction to Community Initiative
- Why Community Engagement?
- Elements of Intentional Community Engagement
- Ways to Practice Community Engagement
- Cultivating Partnership Networks
- Medford Arts Council, Springfield Local Cultural Council, Worcester Arts Council
- Q&A
- Resources

# Community Initiative

At Mass Cultural Council, we recognize that so much of our richest cultural experience grow in the creative soil of our neighborhoods, downtowns, and civic gathering places.

Working at the local level is essential for building public support for culture; it creates alliances, fosters partnerships, and encourages entrepreneurship and economic opportunity. It's also an important way to identify and support what makes us culturally unique – and valuable – as a region.



## Communities



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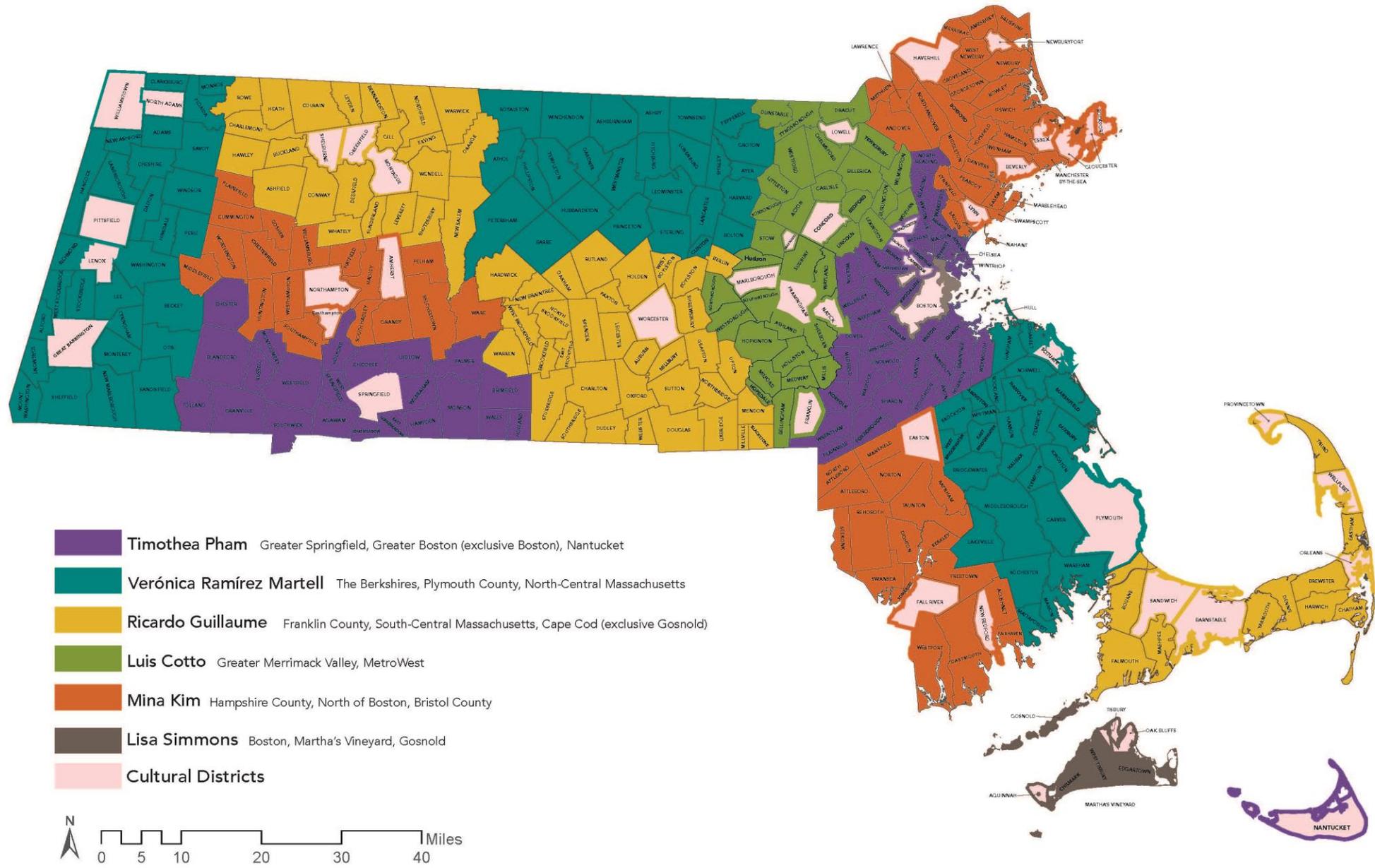
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# Why Community Engagement?

- Builds knowledge and awareness
- Builds relationships at local, regional and state levels
- Strengthens advocacy
- Engages broader communities in civic practice
- Enables accountability for supporting relevant, meaningful arts and culture programs
- Ensures a broader representation of community voices

# Elements of intentional community engagement

- Multiple channels of access to share feedback and ideas
- Awareness around who is included and excluded
- Broad outreach
- Collaborative relationships with community-based partners
  - Relational vs Transactional
- Reiterative process of listening, engaging and learning

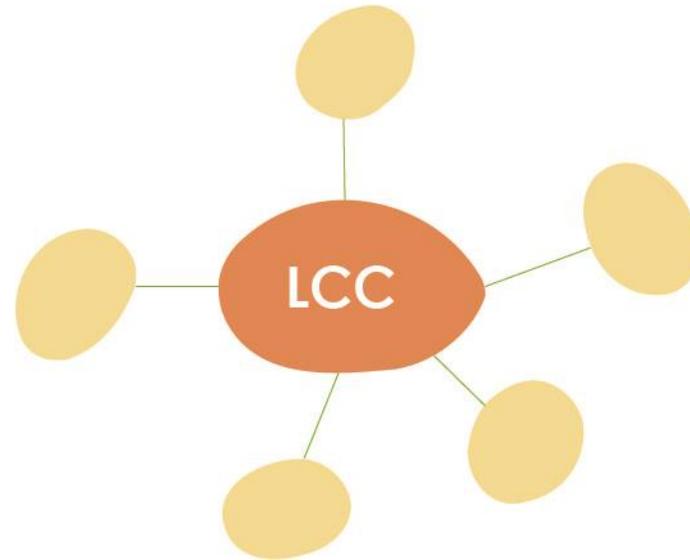
# How can LCES practice community engagement?

- Information/resource sharing
- Surveys
  - Paper
  - Web-based
  - Use of social media
- In-person
  - city/town hall meetings
  - Facilitated session
  - Informal convos with local nonprofits, businesses, community hubs
- Virtual medium
  - Cable Access TV, Radio
  - Zoom, Facebook, Instagram Live, Municipal Meeting Platform

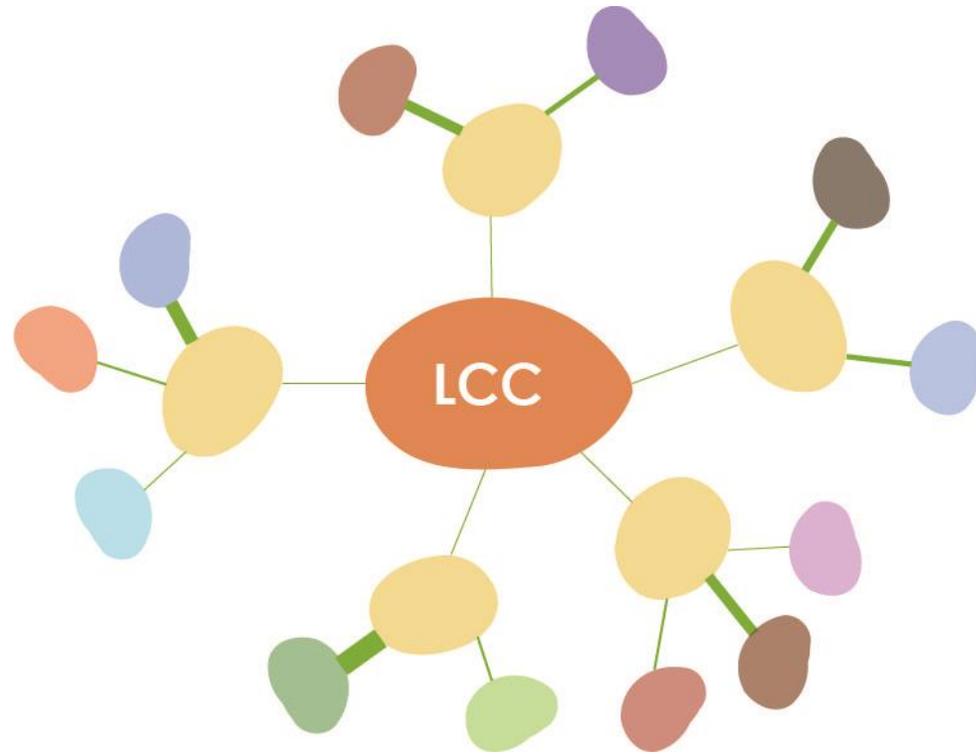
# Cultivating Partnerships: Personal Networks

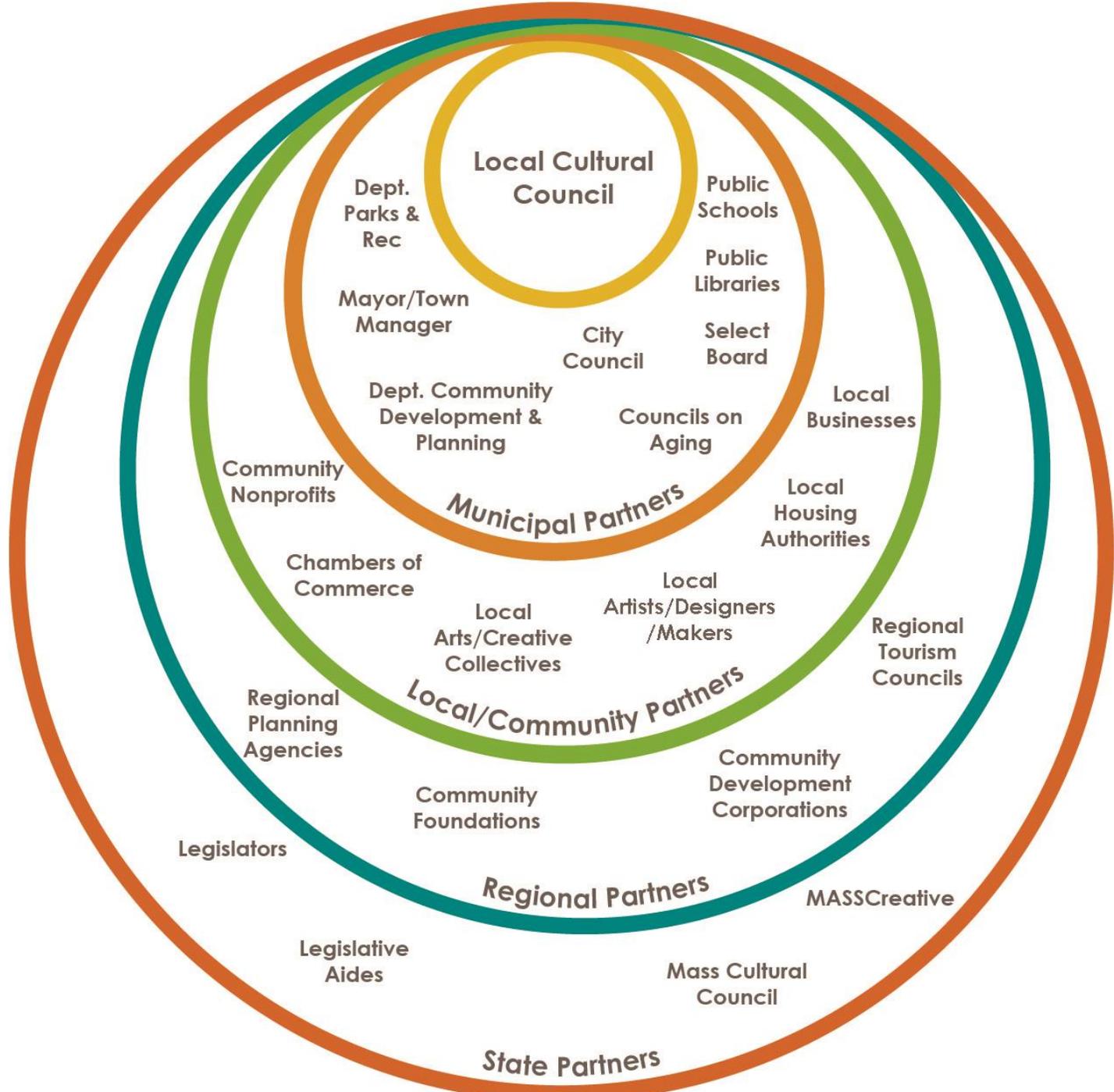


# Cultivating Partnerships: Personal Networks



# Cultivating Partnerships: Personal Networks





# Examples of Community Engagement

- Medford Arts Council
- Springfield Cultural Council
- Worcester Arts Council

# Resources

## Mass Cultural Council

- [https://mass-culture.org/samples\\_forms.aspx](https://mass-culture.org/samples_forms.aspx)
- [https://mass-culture.org/community\\_input.aspx](https://mass-culture.org/community_input.aspx)
- [https://mass-culture.org/visibility\\_publicity.aspx](https://mass-culture.org/visibility_publicity.aspx)

## Other Resources

- <https://www.nexuscp.org/wp-content/uploads/2017/05/Evaluation-and-Community-Engagement-Everyone-is-an-Evaluator.pdf>
- <https://www.lisc.org/our-resources/resource/going-back-engagement-drawing-board/>
- <https://www.tamarackcommunity.ca/communityengagement>
- <http://archive.somervillecdc.org/communitymap/makingOf.php>