

MAKING MEANINGFUL CONNECTIONS

Characteristics of Arts Groups that Engage New and Diverse Participants

Forward-thinking arts organizations realize that successfully diversifying participants requires holistic strategies involving all parts of the organization.

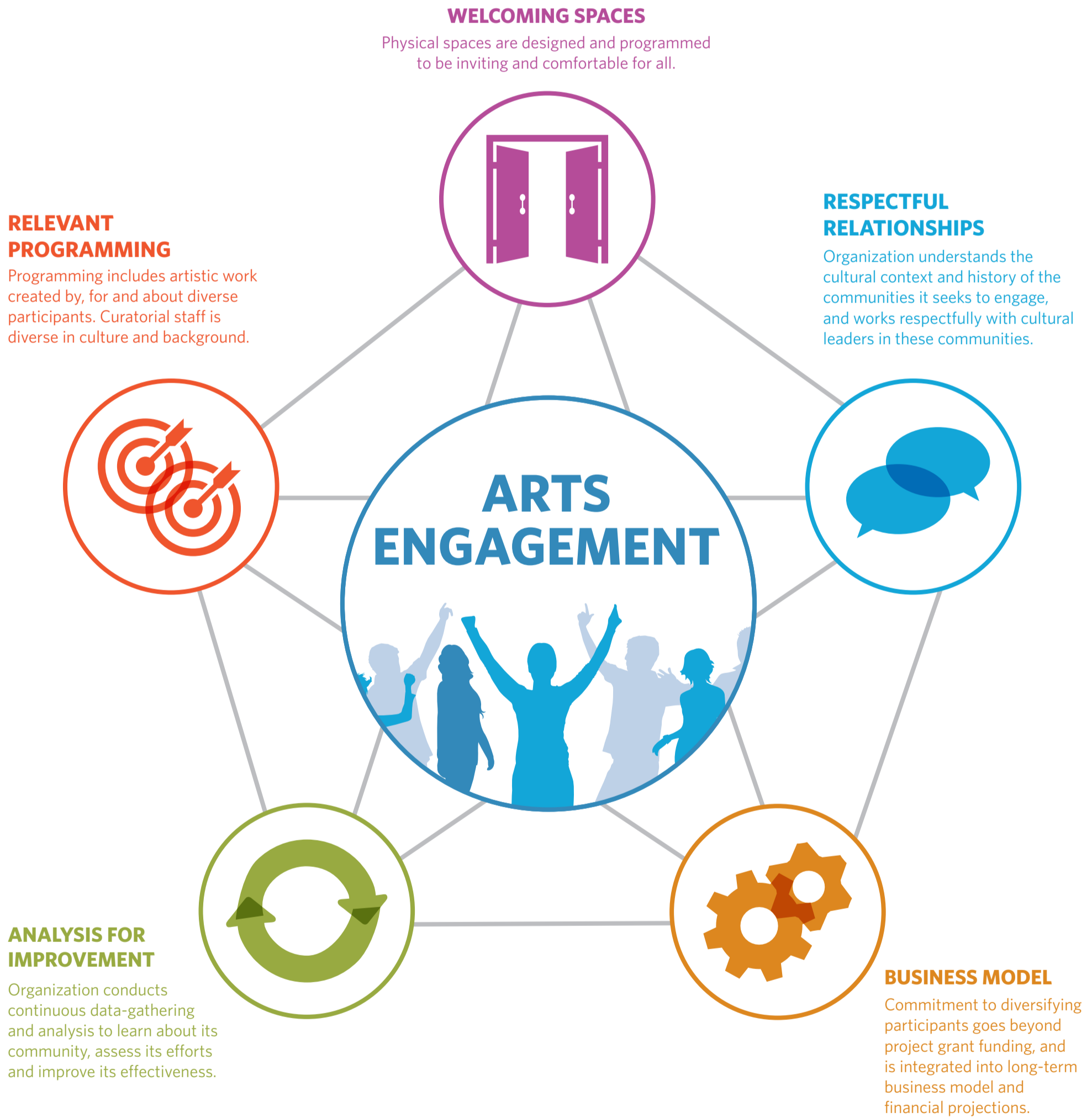
CORE COMMITMENTS

Success in engaging new audiences depends on explicit, sustained and organization-wide commitments in three areas.



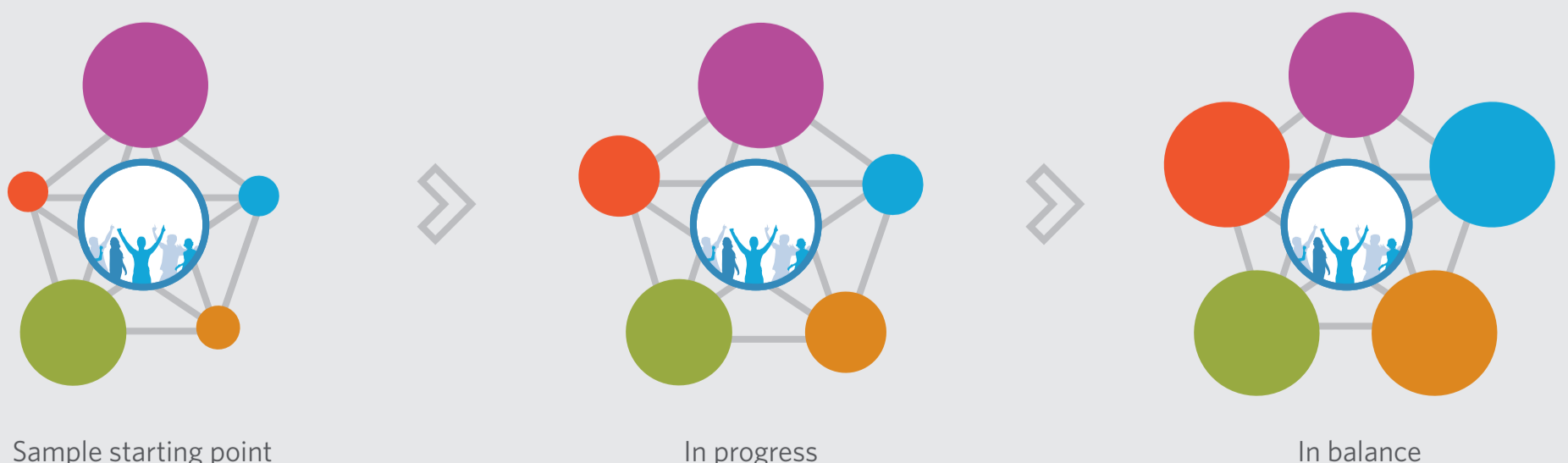
ORGANIZATIONAL PRACTICES

Core commitments come to life when demonstrated through five organizational practices. These practices are highly interrelated and interdependent. They interact with and influence each other.



DIFFERENT STARTING POINTS, PROGRESS TOWARD BALANCE

These practices are present in differing strengths in different organizations but come into balance as an organization works to achieve effective and sustainable arts engagement.



Learn more and access materials at irvine.org/artsengagement.

