Week 1 | Monday, August 31, 2015

PHOTO: Surveying of Devonshire Cemetery in preparation for the building of Central Railway Station, Sydney, New South Wales, 1900, State Records NSW
http://www.flickr.com/photos/state-records-nsw/4010230662/

Today

- OVERTURE: Invocation & Introductions
- ACT I: Share your arts experiences (small groups)
- ACT II: 15 Questions for Cultural Enterprise
- Break
- ACT III: Review Syllabus & Assignments
- ACT IV: Chat about Janine Antoni
Invocation:
What are we doing here?

- Intention
- Attention
- Emotion / Energy
(Individual and Collective)

Introduction Instructions

1. Stand up. Smile to the crowd.
2. “[Hello / Hi / Yo / Wassup / or variant]
   my name is [your full name], and I prefer to be called [your preferred name].”
3. “I’m most recently from [location].”
4. “The experience I selected to share is [very, very brief description].”
   (You’ll share details later in small groups.)

Share Your Arts Experience

Break into Small Groups

Three Minutes Each Person
What was the experience?
When and where was it, and who were you with?
What made it particularly powerful for you?

Clarifying Questions if Time
threads & themes

15 Questions
a framework for navigating cultural enterprise

Lemonade Stand
What do you want to do?

How will you deliver the value of what you do?

How will you capture resources?

What does it look like when you do it well?

What people, things, or services do you need to do it?

What people do you need?

Why would they join you?

How will you align their work to the goal?

What things or services do you need?

How will you get access to those things or services for your use?
Who would find value in what you do?

What kinds of value might they find?

Where and how will they experience that value?

Where and how will they discover you?

How much will they or can they pay for what you do?
Who would Lind value in what you do?
What kinds of value might they find?
Where and how will they experience that value?
Where and how will they discover you?
How much will they or can they pay for what you do?

What people do you need?
Why would they join you?
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What do you want to do?
How will you deliver the value of what you do?
How will you capture resources?
What does it look like when you do it well?
What people, things, or services do you need to do it?

What do you want to do?
How will you deliver the value of what you do?
How will you capture resources?
What does it look like when you do it well?
What people, things, or services do you need to do it?

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What people, things, or services do you need to do it?

What do you want to do?
How will you deliver the value of what you do?
How will you capture resources?
What does it look like when you do it well?
What people, things, or services do you need to do it?

balance
“...it wasn't that I was getting more balanced, but that I was getting more comfortable with being out of balance.”
<table>
<thead>
<tr>
<th>Value</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who would find value in what you do?</td>
<td>What kinds of value might they find?</td>
</tr>
<tr>
<td>What kinds of value might they find?</td>
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Cost Alternatives
- Volunteer labor
- Discounts and subsidies
- "Fiscal privilege"
- Deferred investment

Other "Customers"
- Individual donors
- Foundations
- Corporations
- Governments

15 Questions
- What do you want to do?
- How will you define the value of what you do?
- How will you capture resources?
- What does it look like when you do it well?
- What people, things, or services do you need to do it?
- Where and how will they discover you?
- How much will they or can they pay for what you do?
- What do you need?
- Why would they join you?
- How will you align their work to the goal?
- What things or services do you need?
- How will you get access to those things or services for your use?

What might these include?
But wait!...

I want one!
The 15 Questions for Cultural Enterprise

Who would find value in what you do?
What kinds of value might they find?
Where and how will they experience that value?
Where and how will they discover you?
How much will they or can they pay for what you do?

What do you want to do?
How will you define the value of what you do?
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What people, things, or services do you need to do it?

What do people do need?
Why would they join you?
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What are we doing here?

- **Intention**
- **Attention**
- **Emotion / Energy**
  *(Individual and Collective)*
- **Action / Reflective Practice**

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{ break }

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15 Questions

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### Syllabus & Assignments

#### Weekly Assignments

<table>
<thead>
<tr>
<th>SUN.</th>
<th>MON.</th>
<th>TUES.</th>
<th>WED.</th>
<th>THUR.</th>
<th>FRI.</th>
<th>SAT.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading Response</td>
<td>Class/ (Yippee)</td>
<td>Blog Post</td>
<td>Two Blog Comments</td>
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<td></td>
<td></td>
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</tbody>
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[edspace.american.edu/perf670](edspace.american.edu/perf670)
Coming Up...

- BLOG POSTS/COMMENTS
  Try this week, and contact me with any confusions or problems.
- NEXT WEEK: No Class (Labor Day)
  But see Citation Management Software assignment.
- FOLLOWING WEEK: Week 2

Come talk!
Tuesdays: 2:00 - 4:00 pm
Thursdays: 3:00 - 5:00 pm
or by appointment

ataylor.youcanbook.me