



CONTEMPOR^áNEA

Grantmakers in the Arts

Cultural Participation in a Changing Society:
How to Remain Relevant When Communities Change

Salvador Acevedo, President
July 12, 2011

Cultural Participation – Multicultural Engagement



A FEW FACTS

- A “New Mainstream” is emerging, as seen in younger populations (2010 Census).
- Negative substitution of current profile audiences (Reach Advisors, 2011).
- Cultural participation among Latinos and African Americans over-index that of non-Latino whites (GPCA, 2011).
- Economic power among “minority” groups is growing (Selig Center for Economic Growth, 2009).

A Matter of Sustainability

Diversity is not only the right thing to do, it is the necessary thing to do. It is a matter of sustainability for the field.

We serve our communities...
(Mission Case)



Bay Area Discovery Museum, 2011

...in doing so, we secure our future.
(Financial Case)



Model for Cultural Competence



1. Leadership
2. Commitment by key staff and stakeholders
3. Structural changes
4. Resources
5. Culturally responsive services

Model for Cultural Competence



1. Leadership

- It can come from any place, but it is easier if it comes from the top down (MBA - CDM)
- Recover institutional memory (SF Symphony)



Chinese New Year Concert



Dia de los Muertos Family Concert

Model for Cultural Competence



2. Commitment by key staff and stakeholders

- Resistance to change, internally and externally (SFMOMA - BADM)
- Plan for multicultural engagement (Exploratorium)



Image courtesy of the Exploratorium



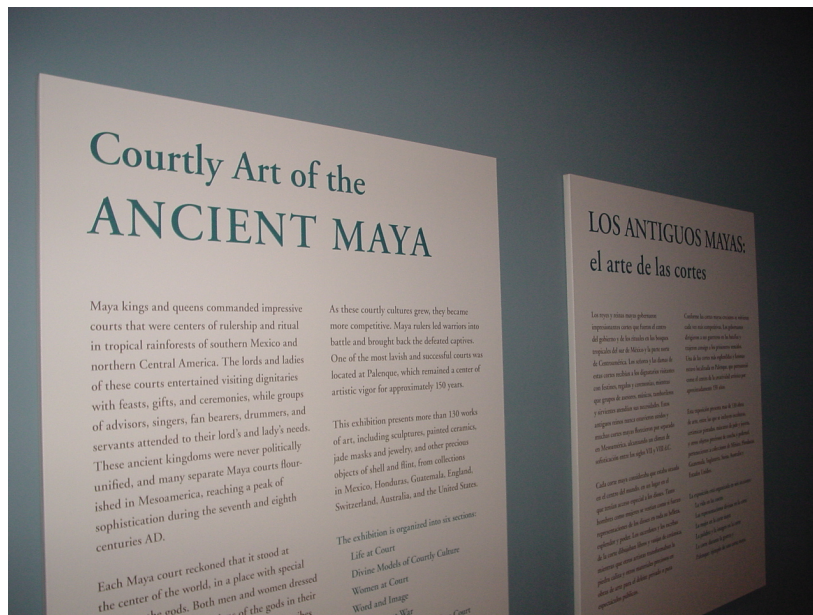
Image courtesy of Rene Yañez

Model for Cultural Competence



3. Structural changes

- Identify systems and processes that need to change (Exploratorium)



Maya Exhibit at the Legion of Honor museum, 2004.

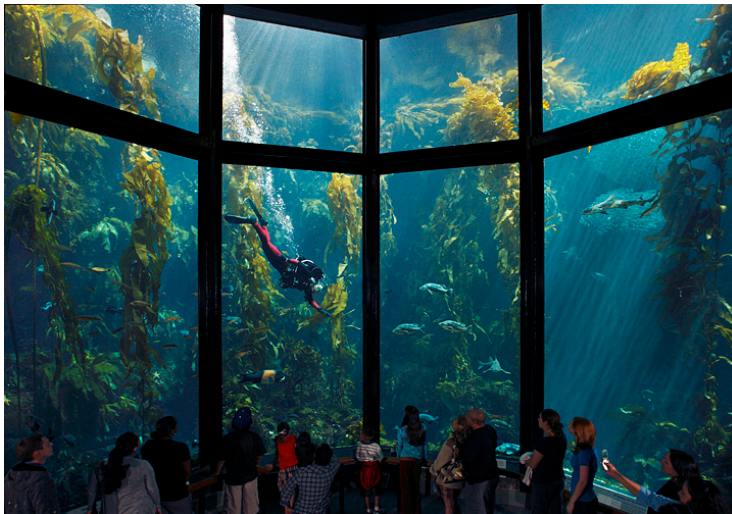
Model for Cultural Competence

4. Resources

- Identify the most appropriate model for each organization:

Financial Resources (MBA)

Human Resources (CDM)



© Monterey Bay Aquarium/Randy Wilder



Image courtesy of the Exploratorium

Model for Cultural Competence



5. Culturally responsive services

Evaluation:

- Quantitative - Do your visitors reflect the diversity of your city/community/region?
- Qualitative - Do the communities you are looking to engage see you as a resource?

Questions and Answers

- Q & A



Bay Area Discovery Museum, 2011

CONTEMPORÁNEA

415. 404 6982

hello@contemporanea.us

440-B Ninth Street
San Francisco, CA 94103

contemporanea.us

