Aug 27th

Agree

All the knowledge will got is from imagination, after we got imagination, we can create new things.

Innovation skills 4C

Communication, collaboration, critical thinking, creativity

Model

Innovation + leadership + strategy

09/03

discovery

empathy, get the basic idea to understand each other, know how why

ideation

prototyping, to build a physic project and show your idea real, may realize new problems. Making to think, get idea out of head,

tasting

innovation—design thinking

business model canvas

divergent thinking, convergent thinking

09/05

innovation by design

* better innovation
* thinking organizations
* collective

10 attributes:

the pull factor, the right problems, cultural awareness, curious confrontation, co-creation, open space, whole communication, aligned leadership, purpose.

09/10

we all want to feel:

* important and significant.
* Competent and capable
* Linked and accepted

Collective imagination:

* Participation
* Pursuit of knowledge
* Free expression

09/17

strategy leadership

three things in your life that if you get rid, you would be happier.

Pool:

Unhealthy

People made me sad

Three things important to you.

friends: I will get better after sharing the sad things to friends.

money: I can use money to do something more useful, or go shopping

social class

strategic thinking

culture of innovation

thinking vs planning

convergent thinking and divergent thinking

design thinking, system thinking,

5 critical attributes

imagination

broad perspective

juggle

no control over

desire to win

9/24

white paper or genies hours paper due Nov. (one page: question, how, need to be professional)

read the book strategic planning: mission

10/01

Implementing systems of adaptation in arts Organizations to produce impactful Art under the pressure of commercialization While remaining relevant to society and changing demographics.

10/03

Do research on something about wave pool interests you.

10/08

what do we need to know

1.

10/22

Cal debrief

Vision

Message

Programming

Staffing

Space

Money

10/24

strategic thinking/ planning

rise:

* research, scholarships, artistry
* innovation
* student success
* engagement

strategy –simple, one direction

innovative strategies

where do we start—mission statement

“the mission statement describes…”

“every person who influences the behavior of the organization must understand its implication”

“the mission statement describes the central goals of the organization and the scope”

environmental analysis

how does your organization fit in the industry you are operating in?

* arts ecology of for the nation as whole.
* Exploration of the industry of the organization
* Arts ecology of the city or region

In the end you should have both:

* constraints
* Opportunities

Intern analysis

What the organization is…

Doing well, not doing so well

Strategy development

Protect and exploit successes/external

New opportunities/external

Address weaknesses/internal

Develop strengths

Implementation plan

How does your organization act?  
plan

Who

When

Financial plan

How does your organization pay for it?

Quantify the strategies

Create measurable results

Address sustainability

5 C’s + M

clear, concise, complete, coherent, compelling

memorable

10/29

strategic analysis

11/07

program

key artistic planning points

understand the need of the artists.

Administrators should not make artistic decisions

List of major projects.

20 plus questions

reframe questions as needed

ask hard questions – needs, mission, funding.

Wave pool gallery

Educational programming

What do arts organizations feel compelled to offer educational programming?  
exposure

Building character

Teaching young artists

11/14

**programmatic & institutional marketing**

key question: how do we attract audiences and stakeholders so that we are fulfilling our mission?

Programmatic marketing strategy:  
selling the work.

Programmatic marketing

5Ps: Product, price, place, promotion, people!

Institutional marketing strategy:

Major events, artists, news, people, buildings, Tools

11/19

Key steps:  
prospecting

cultivating

solicitation “the ask”

stewardship

**why people give?**

Some give to help in a distressed situation

Most give to help with exciting programming

Wave pool exercise

Who would you want to donate – prospecting

How would you connect with them – cultivating (people care about social change and art)

What would you ask for – solidification “the ask” (ask them to present our events and to bring their friends.)

How should you follow- up – stewardship. (send them our activities notes, recently events)