

## RAND Participation Idea in One Page!!

Condensed by Maryo Gard Ewell from *A New Framework for Building Participation in the Arts* by Kevin McCarthy, published by RAND Corporation -

<i><b>If you want to...</b></i>	<i><b>Deepen</b></i>	<i><b>Broaden</b></i>	<i><b>Diversify</b></i>
...then your target population is...	...your current participants	...inclined: people who would go "if only"	...disinclined: people who don't think it's for them
...and factors to focus on will be	...providing meaningful experiences	...identifying and removing practical barriers	...addressing attitudes and perceptions

For the currently participating people:

- The challenge is that leisure time is shrinking; number of competing activities is rising. You need to find a way of keeping them coming back.
- The solution is to **provide experiences** that will interest them – from the greeting in the parking lot to a deeper insight of the art to a greater understanding of the organization.
- The strategy is to examine where you think experiences are important, and provide them
- The result is a deeper audience – your current people who are likely to come back more and more.

For the inclined:

- The challenge is removing practical barriers. Inclined people may love you, but can't come because they need a babysitter, can't see to drive at night, can't afford the cost of tickets.
- The solution is **removing barriers**.
- The strategy is to examine the practical barriers and see whether you can address them, and do so.
- The result is a broader audience – generally, more people "like" the people in your audience now.

For the disinclined – the hardest groups to address but possibly most important:

- The challenge is a preconception that who you are is not for them.
- The solution starts with examining your own attitudes (especially the ones you don't believe you have!) and theirs
- The strategies are both internal and external: your attitudes; whether you believe that "outreach" is about doing something "for" people as opposed to doing something "with" people; appropriate collaborations and venues; a long time horizon; changing your "marketing" ideas; and being open to the idea that you as an organization might change if you truly engage "them" - are you willing and ready?
- The result is a group of participants who are not the "usual suspects."