

National Endowment for the Arts

Creativity Connects

Presented by the
Oregon Arts Commission



Facilitation and Report
by Rebecca Burrell and
Natalie Sundeleaf Sept



Creativity Connects Roundtable Report

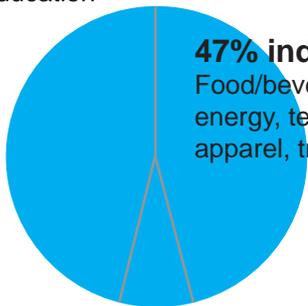
On May 26, 2017, the Oregon Arts Commission convened 15 participants from across the state of Oregon to participate in a roundtable as part of the National Endowment for the Arts' Creativity Connects initiative. Participants gathered at the Oregon Museum of Science and Industry (OMSI) in Southeast Portland to explore the connections between creativity and industry for K-12 students. The vision was to gather community leaders from diverse fields, backgrounds and regions, letting it be a new type of conversation with people who are not ordinarily part of these conversations.



Roundtable Participants

47% education

Nonprofit organizations, for-profit companies, higher education



47% industry
Food/beverage, energy, technology, apparel, travel

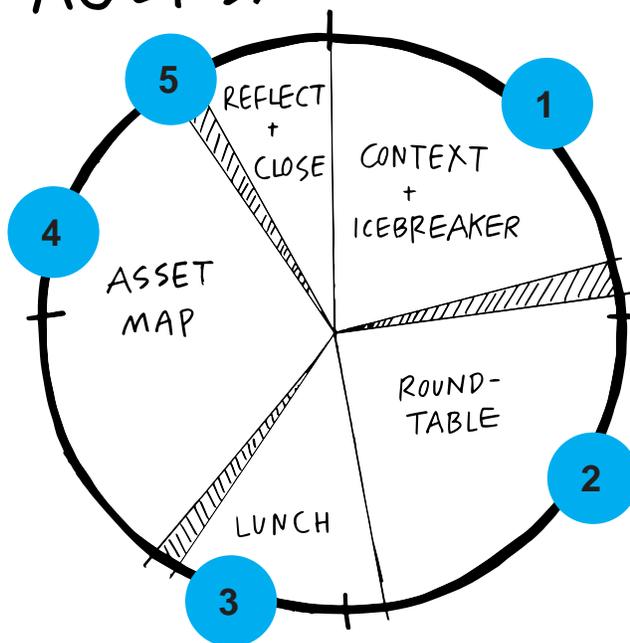
6% nonprofit arts

- Gregg Arntson, Executive Director, Portland General Electric Foundation (Portland)
- Tai Calandriello, Business Operations Director - Workplace Design and Connectivity, Nike (Beaverton)
- Melissa Dubois, Director, South Metro-Salem STEM Hub (Wilsonville)
- Erin Graham, Chief Operating Officer, Oregon Museum of Science and Industry (Portland)
- Deb Hatcher, Head Vintner, A to Z Winery (Newberg)
- Karen Holman, Professor of Chemistry, Willamette University (Salem)
- Maggie Hubbell, CEO, Agency Revolution (Bend)
- Ben Jacobsen, Jacobsen Salt Founder, CEO (Tillamook)
- Jeri Janowsky, Executive Director, Saturday Academy (Portland)
- Alana Kambury, Founder/CEO/Farmer, Starvation Alley Farms, B-Corp Board (Longview)
- Anna-Marie Smith, Creative Design Resource Manager, Pensole Footwear Design Academy (Portland)
- Kelly McCollum, Co-Founder, Yellow Scope (Portland)
- Mo Sherifdeen, Director, Global Integrated Marketing, Travel Oregon (Portland)
- Liora Sponko, Executive Director, Lane Arts Council (Eugene)
- Allison Tigard, Senior Workplace Readiness Advisor, Tongue Point Job Corps (Astoria)

The day began with a welcome from Erin Graham, COO of OMSI; Jim Piro, CEO of Portland General Electric; Josie Mendoza, Oregon Arts Commissioner; and U.S. Representative Suzanne Bonamici (*right*), chair of the House of Representatives' bipartisan STEAM Caucus. Roundtable participants, as well as some observers, then gathered in OMSI's board room for a full day of conversation.



AGENDA



1.1

The day's facilitators Natalie Sept and Rebecca Burrell led the group through an overview of the day and shared agreements for the conduct of the day.

1.2



David Laubenthal, Director of Creative Services at OMSI then led a design exercise, asking participants to get into groups, passing out adjectives and nouns to design a chair responding to those prompts.



2

During the roundtable, participants were asked to answer a series of prompts, both in pairs and with the larger group, including:

Talk about your favorite teacher from childhood.

Name a time when you overcame an insurmountable obstacle.

What qualities do we hire for?

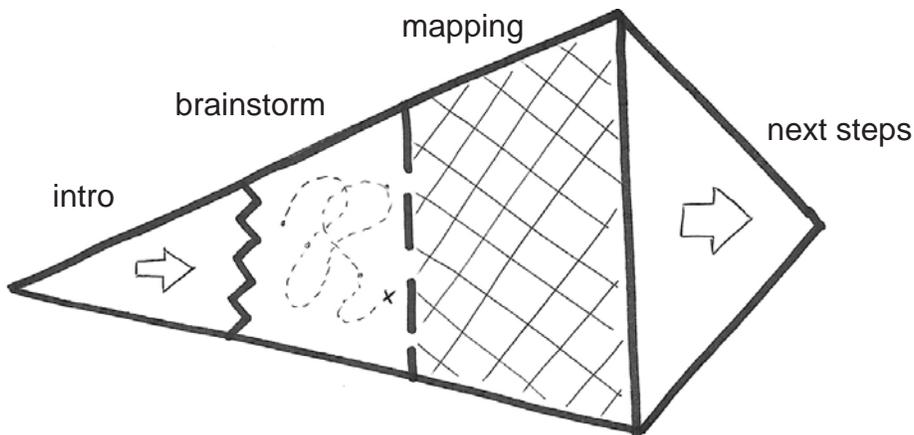


3

Over lunch, guests Beth Bundy, Portland Public Schools Art Teacher and design thinking specialist and Suzette Henry, Color/Material Director, MLab by Pensole discussed their work helping students gain skills to enter the workforce.

4

Participants then broke up into two groups to map out resources and gaps in Oregon's education landscape. They also discussed how sectors currently work together to advance education and where there is room for improvement.



5

At the close of the day, participants were asked to reflect upon the ways in which this group can work together in the future to advance arts and industry in education, and what personal commitments they were willing to make in service to this goal.



Reflections From Participants

The major thing I learned...

“All of the incredible resources that already exist in the community.”

“That folks don’t know much about the resources that exist.”

“How little education plays into our industry conversations.”

“That people really DO want to make a systematic change -- infusing arts into education and acknowledging that art feeds creativity which feeds innovation!”

“We need to find a way to collaborate more and understand how to prioritize resources that set results.”

“There is a lot of enthusiasm for innovative collaboration between the educators, arts and sciences and tech.”

The best part of the roundtable...

“Meeting so many new and smart people interested in addressing the same problem.”

“Meeting people outside of my usual circles.”

“Meeting people.”

I was most surprised by...

“The common concerns and challenges across education interests, whether the focus is inventions, arts, STEM, etc.”

“How tangible the ideas for next steps feels truly constructive.”



“[Moving forward, I will] learn about what is already out there and find ways to collaborate.”

“This was very inspiring!”

“[I’m] inspired by everyone’s efforts and want to move forward.”

“It was a truly enjoyable day.”

Next steps proposed by the group for the group

- Redesign funding scheme for education, including looking for new funding sources
- Create an interactive map of education resources across the state -- look for connections between them and increase efficiency of resources/ nonprofit mergers
- Create new set of metrics to define student success
- Create plan for corporations to fund career readiness in public schools
- Continue these conversations with more representatives from industry, education and perhaps some kids themselves?

Personal commitments made by members of the roundtable

- Connect with members of the group individually to talk more about collaboration
- Create focus group of nonprofits to look at connections to business
- Rethink daily teaching and systems, integrate more arts
- Less compartmentalization of funding (arts vs. science, etc.)
- Create corporate culture of volunteerism in schools
- Add an education lens to B-Corp
- Continue advocating for STEAM
- Add volunteers to every level of nonprofit organization
- Expose middle schoolers to more reps from the real world
- Pipeline for company and customers (??)
- Engage industry and career development with NEA funding

Key Takeaways

- People at the roundtable were hungry to connect meaningfully and collaborate with those who share similar goals.
- They were delighted to gain connections to and hear perspectives from industries that they are not often in contact with.
- Sectors are excited about the possibilities of working together to create solutions within education to advance career-readiness.
- Rural areas are in greatest need of resources. Nonprofits are less prevalent in those areas, as is access to educational best practices.
- The desire to provide students with real-world experiences is significant.
- Questions about funding for education came up repeatedly. Where does the funding come from and who gets access? Are there untapped resources from corporations that can be leveraged?
- While for-profit entities are ready and willing to help, they often don't know how to connect to local schools or nonprofits. They don't always know what resources exist. Similarly, nonprofits and schools are excited to work with industry, but often lack the connections or models to know how to engage them.



Recommended Next Steps

- New convening at Oregon Arts Summit in Fall 2017 - include same participants, plus new faces (including teachers, students and industries not represented)
- Present and presence at the Business Oregon Leadership Summit, making the direct connection to creativity's impact on industry.
- Reach out to Travel Oregon to discuss creating a full asset map, describing resources across the state for everyone to utilize online.
- Ongoing meetings with representatives from this group and greater geographic, demographic, age, culture and industry areas.

Appendix

Participants did deep thinking about resources that already exist in our state and what can be improved upon. What follows is the complete notes from the brainstorms.



Skills We Hire For

- Business acumen
- Sense of humor
- Self-awareness
- Systems thinking
- Entrepreneurial
- Humility
- Resilience
- Learner
- Cultural competency and agility
- Collaboration
- Computer literacy
- Analytical/synthesis
- Empathy
- Communication
- Writing
- Honesty
- Curiosity
- Adaptability
- Smart
- How to fail
- Passion
- Critical thinking
- Design thinking
- Independent thinking
- Discipline
- Process
- Vulnerability
- Build authentic relationships
- Process
- Risk taking

How Do We Already Work Together Across Industries?

- LEAP
- Well-funded internships
- STEM Hubs
- Entrepreneurs
- Energy/safety education
- Educational Theatre/Oregon Children's Theatre/Kaiser
- OMSI
- Camps
- Encore Programs
- MESA
- Bend Science Station
- Older students helping younger students
- College students in elementary schools
- Speakers fro WMN IN BIZ
- Farm education
- Women in Trade
- BEC
- College interns in nonprofits
- Oregon Connections
- Encore Programs
- Saturday Academy - out of schools

What Prevents Collaboration?

- Silos
- Scope does not equal need
- Lack of funds
- - \$
- Time
- Geography
- Limited time
- Bureaucracy
- Not enough champions
- Not enough biz/ed collaborations
- Politics/social assumptions
- Manager training
- Time
- Focus on own pressures and needs
- Not my job description
- Low expectations
- Lack of understanding between sectors
- Industry “volunteer days” vs. sustained volunteering

How Can We Work Together in the Future?

- Understanding problems first
- Industry needs known first?
- Public and private partnerships
- Co-develop design challenge
- Expert/industry resource bank for teachers
- Stop defining education as in school only
- Take advantage of random opportunities
- Large stakeholder systems
- Creative fundraising for programs
- Identify mutual benefits
- Deep relationships
- Build volunteer culture into businesses
- Break down silos of domains - e.g.: math, science, art, English and integrate funding
- STEM companies \$ --> students
- Students mentor younger --> industry
- Tech + industry + administration (Innovate Oregon)

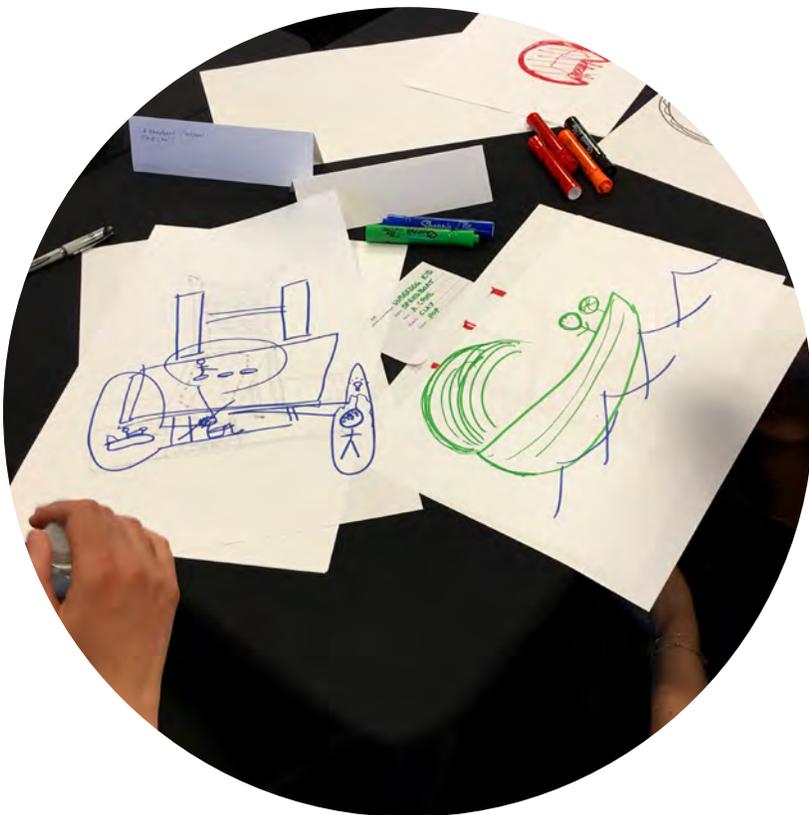
What Educational Resources Do We Have/Where Do Kids Learn?

- Mentoring
- Internships
- School
- Systems
- Daycare/babysitter/Headstart
- College/university
- Sports
- Books
- Church
- Family
- Media
- Great Outdoors
- Community Center
- Travel
- Other kids
- Festivals
- Play-ground



What Resources Are Missing?

- Professional development
- Workforce development starts early
- Cultural prioritization of creativity
- Leadership expertise
- Community perspective--responsibility to shine light on this
- Cross-categorical terms vs. skills
- Cultural awareness
- Corporate involvement in education (internships, etc.)
- Cross-sector coordination
- Cross-sector translation
- Contest to solve wicked problem K-12 - corporate sponsored - teach skills, present solution
- Models for integration
- Nonprofits in rural areas
- Formal/informal education integration
- Systems thinking
- Teacher training
- Education @ the value of intersections
- Uncertain about alignment @ the top?
- Oregon Department of Education strategy that integrates arts learning
- Transform from grassroots integrated/consolidated powerful orgs



For more information, contact:

**Deb Vaughn deborah.vaughn@oregon.gov
Rebecca Burrell rebeccagrace@gmail.com
Natalie Sundeleaf Sept natalie.sept@gmail.com**