Education & Community Engagement Pre-Meeting
June 17, 2013
Getting Aligned to Maximize Impact
Dual Bottom-Line Matrix

Stars = strongest programs, further mission & have strong financial support
Sweethearts = further mission, but need more financial support
Cash Cows = bring in lots of money but not strongest in serving mission
Stop Signs = neither serve mission well nor have strong financial support
Richmond Symphony
2013 Goals & Strategies

Build close and meaningful relationships between the Symphony and our patrons.

Raise our visibility to build public awareness to grow audience.
How can Education/Community Engagement contribute to these goals? Looking outside the field for engagement strategies:

Gaming

Audience Engagement: Designing for Intrinsic Motivations

Robert Pratten
CEO & Founder, Transmedia Storyteller Ltd

@robpratten

Transmedia Storytelling

Immersion (Rigby & Ryan)

- Physical presence
  - player feels physically transported to game environment
- Emotional presence
  - player feels as they might in real life to real world events
- Narrative presence
  - player feels able to affect the story

http://www.euroman.com/GuddedGames/SocialBoard-Discussion-ebook/ea/23030/whitfield%20transmedia%20franchise%20whole%20is%20more%20satisfying%20than%20the%20sum%20of%20the%20parts%3A%20euphoria%20of%20collecting%20the%20pieces
3 Stages of Engagement

*increasing audience engagement*

- DISCOVERY
- EXPERIENCE
- EXPLORATION

A Content Strategy For Audience Engagement
By Robert Pratten, August 5th, 2010
Engaging the Five Senses
This illustration uses the metaphor of sensory engagement to illustrate how audiences connect to your content.
Tollgates
barriers between one stage and another

TOOLGATE

TOO HIGH :(  

CONTENT

PRICE
UNKNOWN CREATORS
MIXED GENRE
DIFFICULTY OF ACCESS
Content you provide in Discovery helps the audience scale the wall.
<table>
<thead>
<tr>
<th>Stages of Engagement</th>
<th>Discovery</th>
<th>Experience</th>
<th>Exploration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Mindset</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Content Groups**

<table>
<thead>
<tr>
<th>Teaser (TG1)</th>
<th>Trailer (TG2)</th>
<th>Target (TG3)</th>
<th>Participation (TG4)</th>
<th>Collaboration (TG5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Trailer Video</td>
<td>The Content (Could Be A Game, Movie, TV Episode, Book, Music Album Etc.)</td>
<td>Forums: Discussion</td>
<td>Mythos</td>
</tr>
<tr>
<td>Quotes</td>
<td>Sample Chapter</td>
<td></td>
<td>Reviews</td>
<td></td>
</tr>
<tr>
<td>Awards</td>
<td>Making Of Video And Blog</td>
<td></td>
<td>Follow-Up/Next Content</td>
<td></td>
</tr>
<tr>
<td>Poster</td>
<td>Introductions</td>
<td></td>
<td>Tutorial &amp; Help Guides</td>
<td></td>
</tr>
<tr>
<td>Teaser Video</td>
<td>Pre-Content</td>
<td></td>
<td>Making Of Videos &amp; Blog</td>
<td></td>
</tr>
<tr>
<td>Production Photos</td>
<td></td>
<td></td>
<td>Widgets</td>
<td></td>
</tr>
</tbody>
</table>
Applying this engagement model to the performing arts

• Choose a concert or program next season.
  • Who is the target audience?
• Choose a stage of engagement where your department can make a contribution.
  • What are the barriers to participation?
  • What can you provide to help the audience overcome these barriers?
• What can you provide to enhance the concert experience?
• What about exploration?
  • What opportunities can you provide for audience members to stay connected, reflect, socialize, help, get involved, advocate?
Robert Pratten is CEO and Founder of Transmedia Storyteller Ltd, an audience engagement company and provider of Conducttr, an pervasive entertainment platform. http://twitter.com/robpratten

http://workbookproject.com/culturehacker/2010/08/05/a-content-strategy-for-audience-engagement/
Seattle Symphony
DeGraff Innovatium

Innovation frameworks provided by:
The Innovatium
an innovation laboratory
@ the University of Michigan

Presentation created by: Ann-Li Cooke
Overview

• Competing Values Framework
• Innovatium Process @ work
• Lemonade Stand
• Reflection
Defining “Innovation”

*Innovation* is the development of new customer value through solutions that meet new needs, unarticulated needs, or old customer and market needs in new ways.

Source: Wikipedia + Jeff DeGraff wisdom
Innovation is not...

Invention - New for newness sake

Improvement - Same but better

Innovation is change that adds customer value!

Source: Wikipedia + Jeff DeGraff wisdom
What is Competing Values?

- Competing Values is about understanding how to appreciate conflicting values and integrate them successfully so that the organization is open to collaboration and growth.
Diverse Innovation through Competing Values Framework

Source: Innovatrium, Institute for Innovation
CREATE: Greens do it first

Create
COMPETE: Blues do it fast

Compete

GE

[Image of appliances, wind turbines, and a portrait of a person]
COLLABORATE: Yellows do it together
CONTROL: Reds do it right
Using the Competing Values Framework

Collaborate
Create
Control
Compete
Innovation Planning Cycle

Step 1: Challenge & Goal Setting
Step 2: Idea Generation & Consolidation
Step 3: Proof-of Concept Experiment Planning
Step 4: Run Experiment, Fail fast, Iterate
Step 5: Scale Impact & Efforts

“SHOTS ON GOAL”
“FAIL FASTER”

Source: Innovatium, Institute for Innovation
Iterate in stages
Use S-curve of innovation
Team Task

• Challenge: Generate multiple proof-of-concepts (shots on goal) to engage audiences through promotion and ancillary concert experiences for 2 performances:

Team 1: Untuxed
• 3 marketing/ PR
• executive assistant
• 1 development
• VP education

Team 2: Sonic Evolution
• VP of Artistic
• Artistic staff
• 1 Education
• 2 Marketing
Innovation Team Timeline

• Sept 23  Innovation Jumpstart Workshop
• Oct 5  Develop “proof of concepts”
  – Addresses challenge
  – Viable
  – “Wow” Factor

IMPLEMENTATION PERIOD
  Untuxed: October 19
  Sonic Evolution: October 26

• Nov 9  Reflection Session
Key Takeaways

• Great to work cross-departmentally on common projects

• Permission to fail supports innovation process

• Significant opportunity to develop feedback tools that both engage the audience and provide valuable insight

• Innovation process should be integrated into workplace culture
Mini- Innovatrum Challenge

- Identify your color
- Create diversified groups
- Lemonade Stand Challenge
Reflection Questions

• How might this work at your symphony?
• What would be the barriers to developing an Innovatrium process?
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