SO FAR
Thriving Equitably in a Digital Age

November 3, 2021

WITH
Jessa Agilo
Margaret Lam

AGENDA

- Opening / Welcome (10 min)
- DigitalASO Knowledge Framework (10 min)
- Breakout #1: Human desirability (20 min)
- Breakout #2: Tech feasibility (20 min)
- Breakout #3: Business viability (20 min)
- Closing (10 min)

Social Justice

Create

Centering values of artistic wisdom that foster social cohesion and well-being for the public good

Care

Realizing behaviours that sustain ecosystems of care in human, digital, and natural life

Spatial, Digital + Ecological Justice

Engage

Amplifying attitudes that nurture the vitality of thriving cultural economies

Economic Justice

Share

Deepening beliefs in cooperative systems that bolster access for equity-seeking groups

Accessibility + Equity Justice

artspond étangd'arts

Nurturing healthy ecosystems through the arts

Canada Council for the Arts   Conseil des arts du Canada

Canada   TORONTO
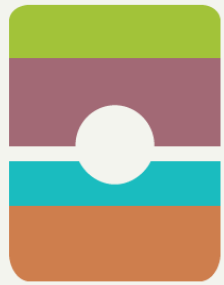
agiloarts

EQUITY + ACCESS

- Cultural equity is critical to the long-term viability of the arts sector to thrive

- Everyone deserves equal access to a full, vibrant creative life, which is essential to a healthy and vibrant society

- Through digital spaces and platforms, artists can challenge inequities and encourage, imagine and realize positive alternatives

Empowering the evolution of **equitable digital ecosystems** devoted to fostering more inclusive, diverse, and accessible digital spaces for social good in and through arts and culture.

They include cooperative efforts in knowledge-, ecosystem-, and platform-building that are led by, with, and for Indigenous, Black and other racialized, disability, rural-remote, low-income, and other equity-seeking groups.
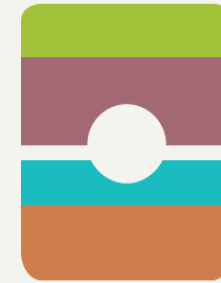
DigitalASO
OSANumériques

2020 + 2021 Roundtables

- What does a positive digital future in arts and culture look like?

- What is needed for support services in arts and culture to help realize this positive digital future?

Co-creation

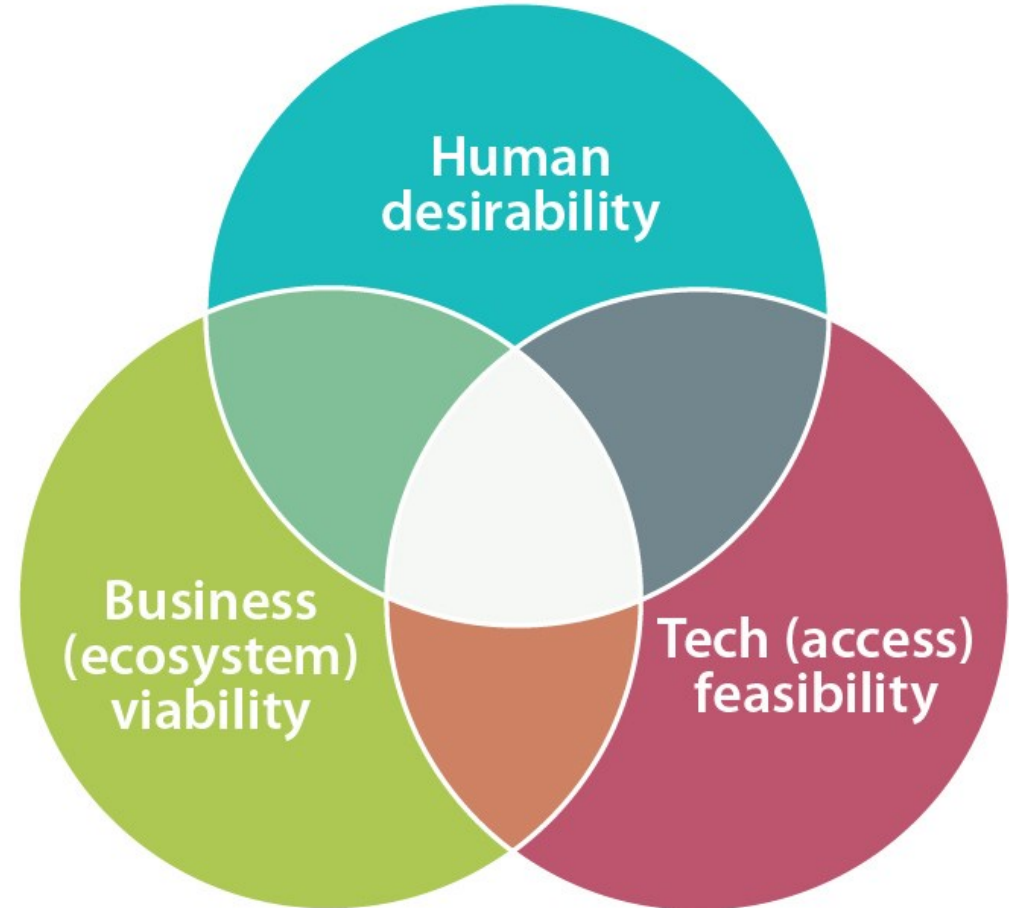* We reframe **the problem** by reframing **the question** and tuning into the diversity of experience

* We try to build **solutions** by doing/being **different**

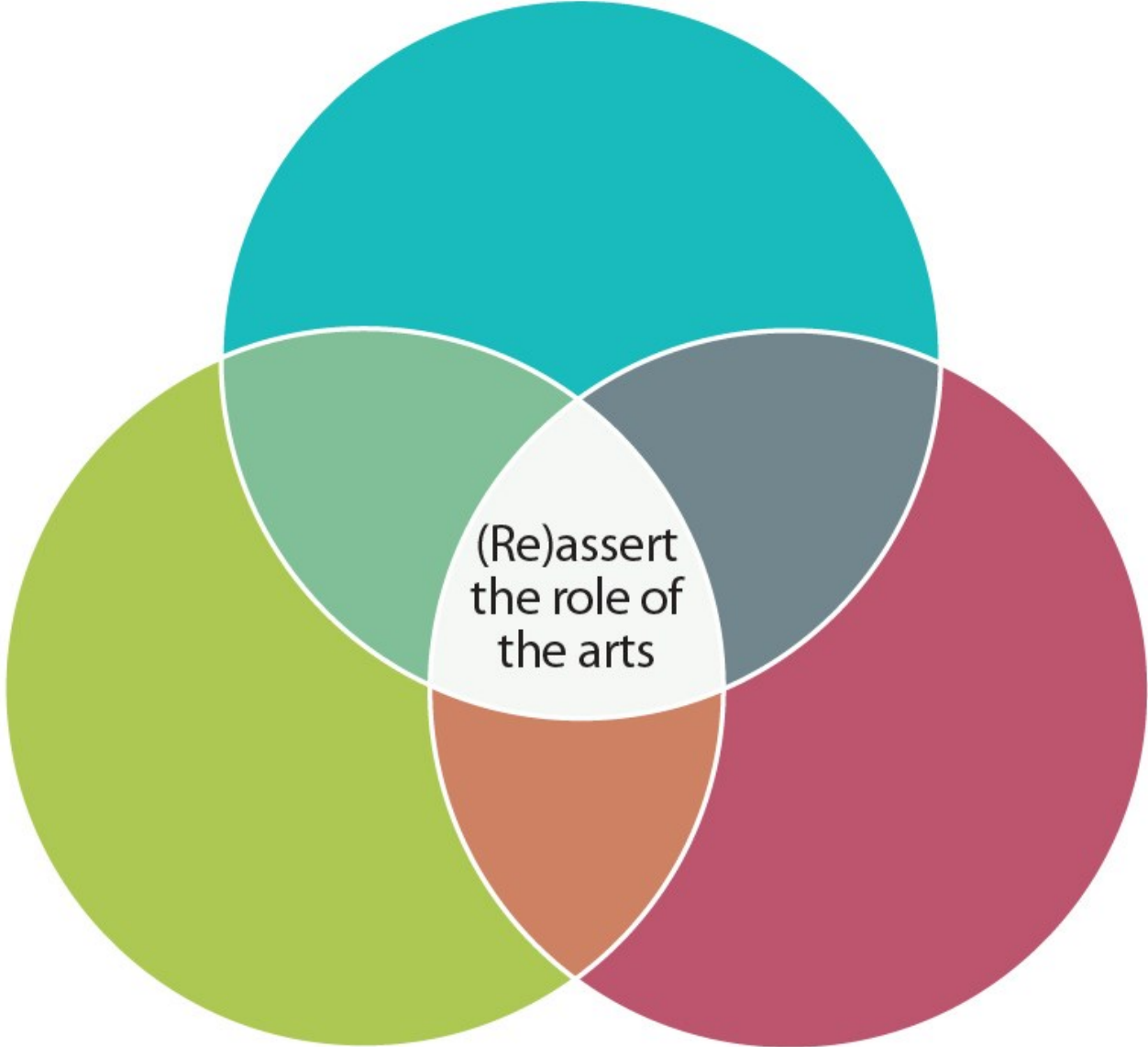* We **validate** our new knowledge by testing out and sharing what we **learned**

Problem (re)framing "tuning in"

Validating, invalidating "sharing"

Solution building "being"
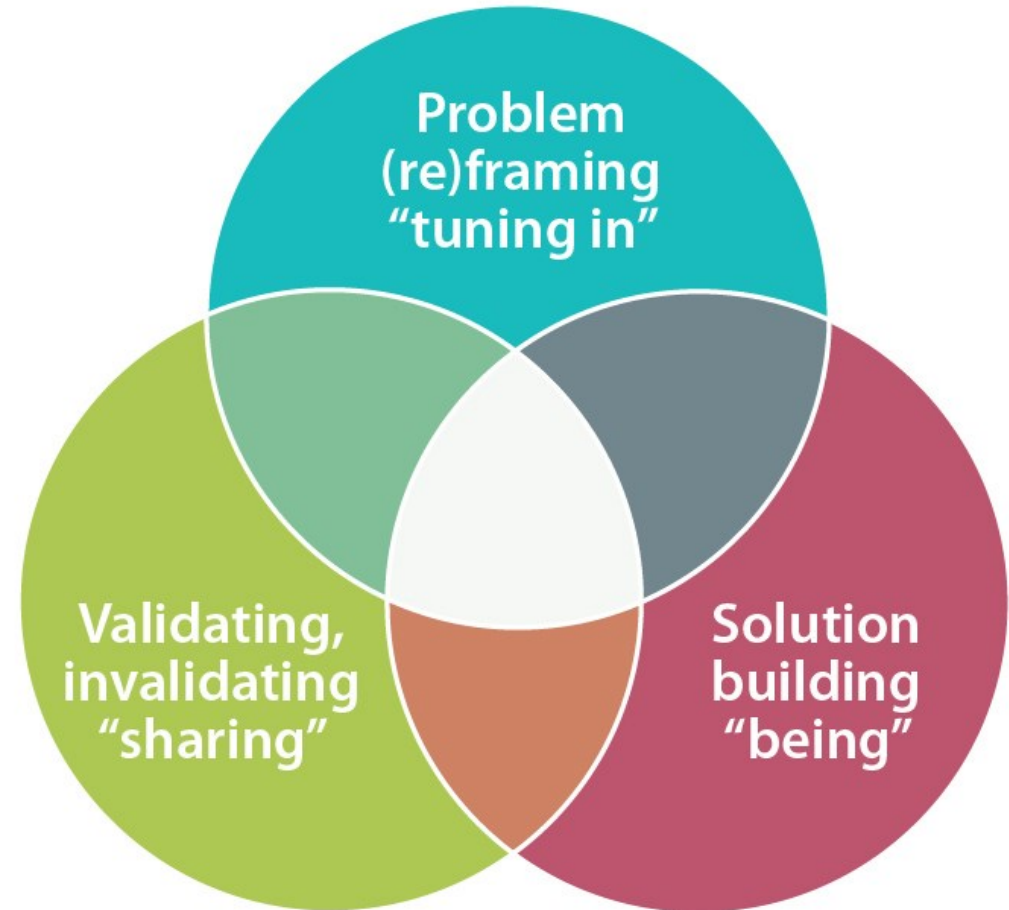
Human-centered design

* All solutions begin and end with understanding **human** needs

* **Technology** and **access** needs define the solution's scope

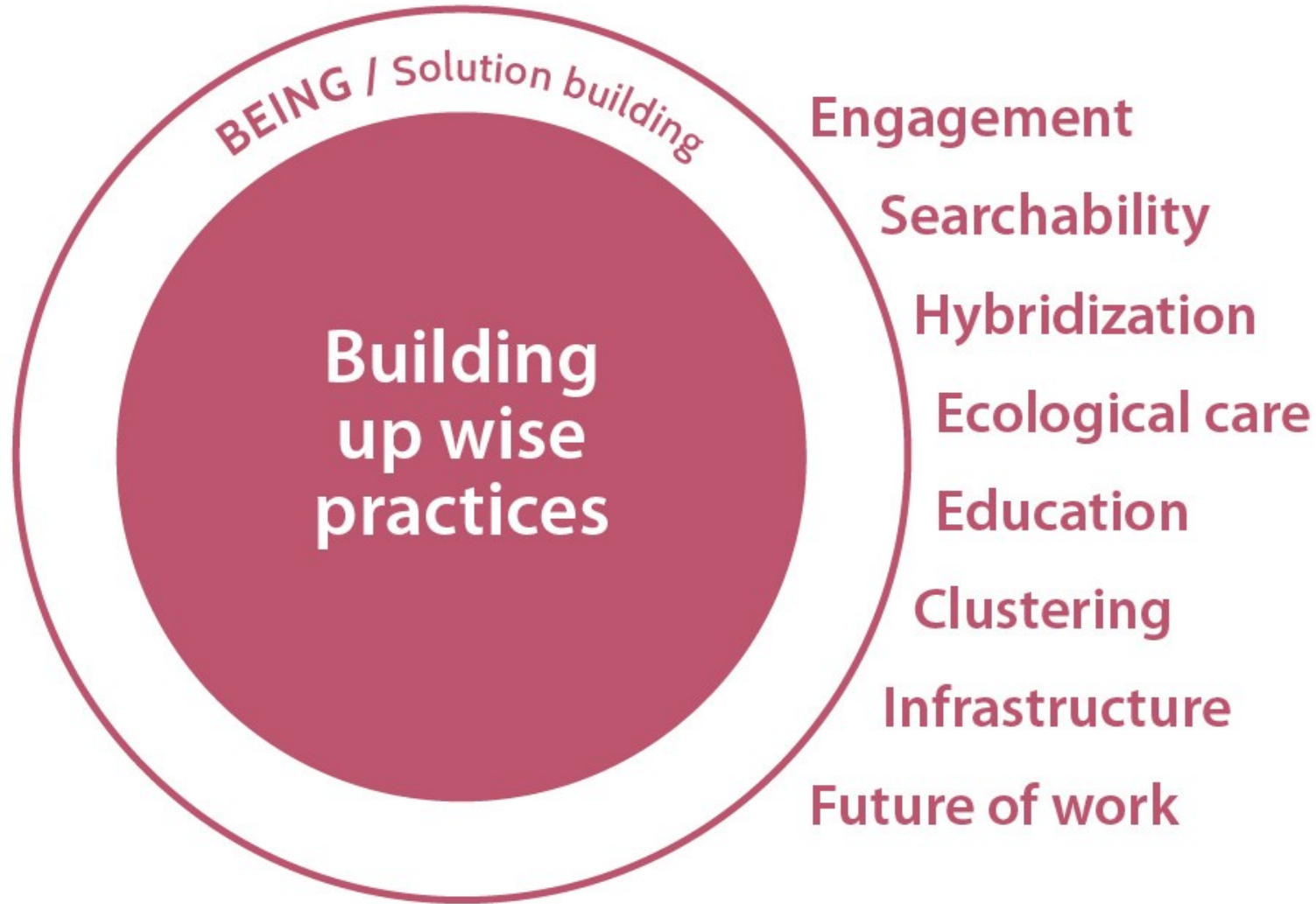* **Business** and **environmental** conditions determine what solutions are viable

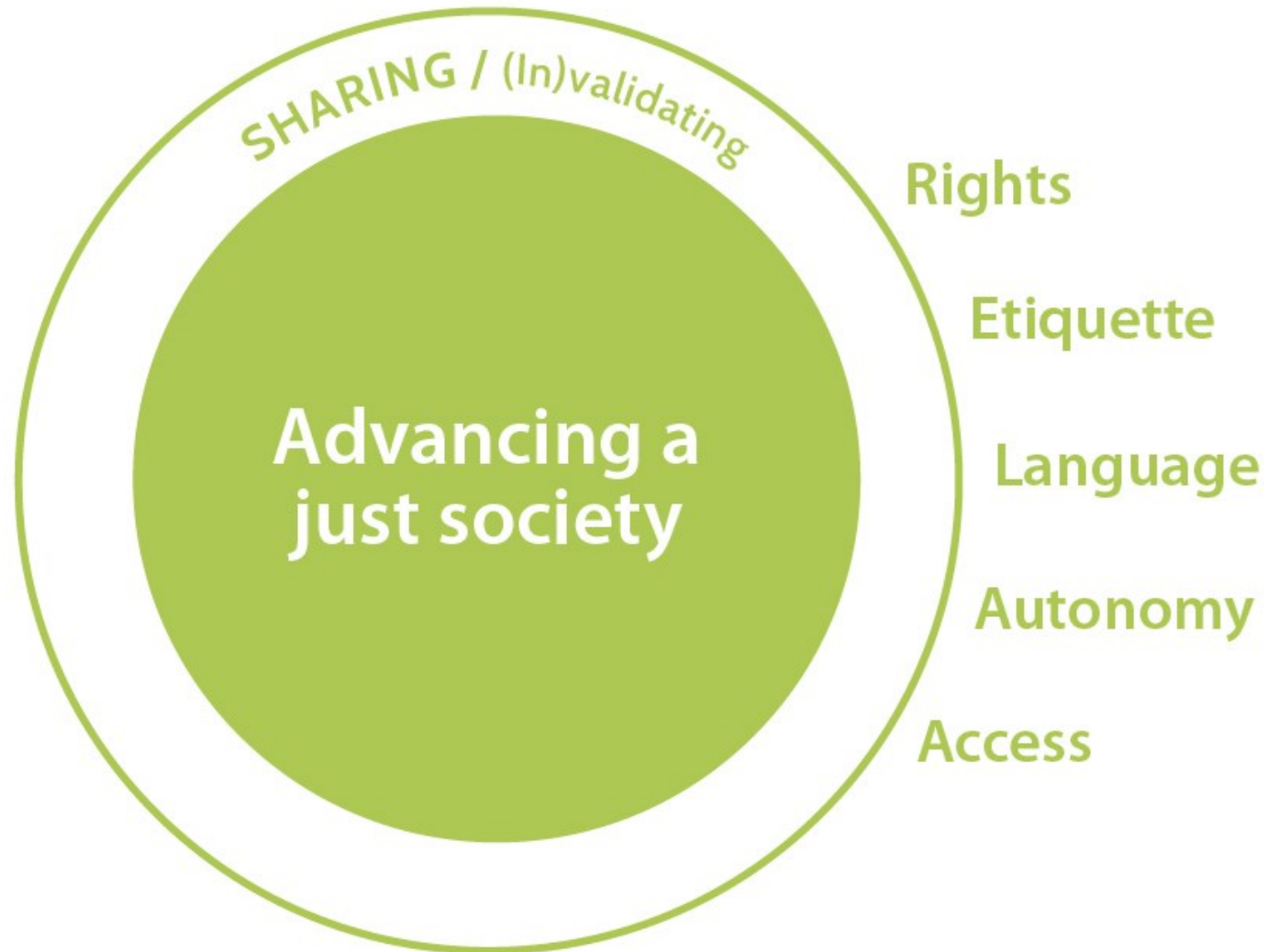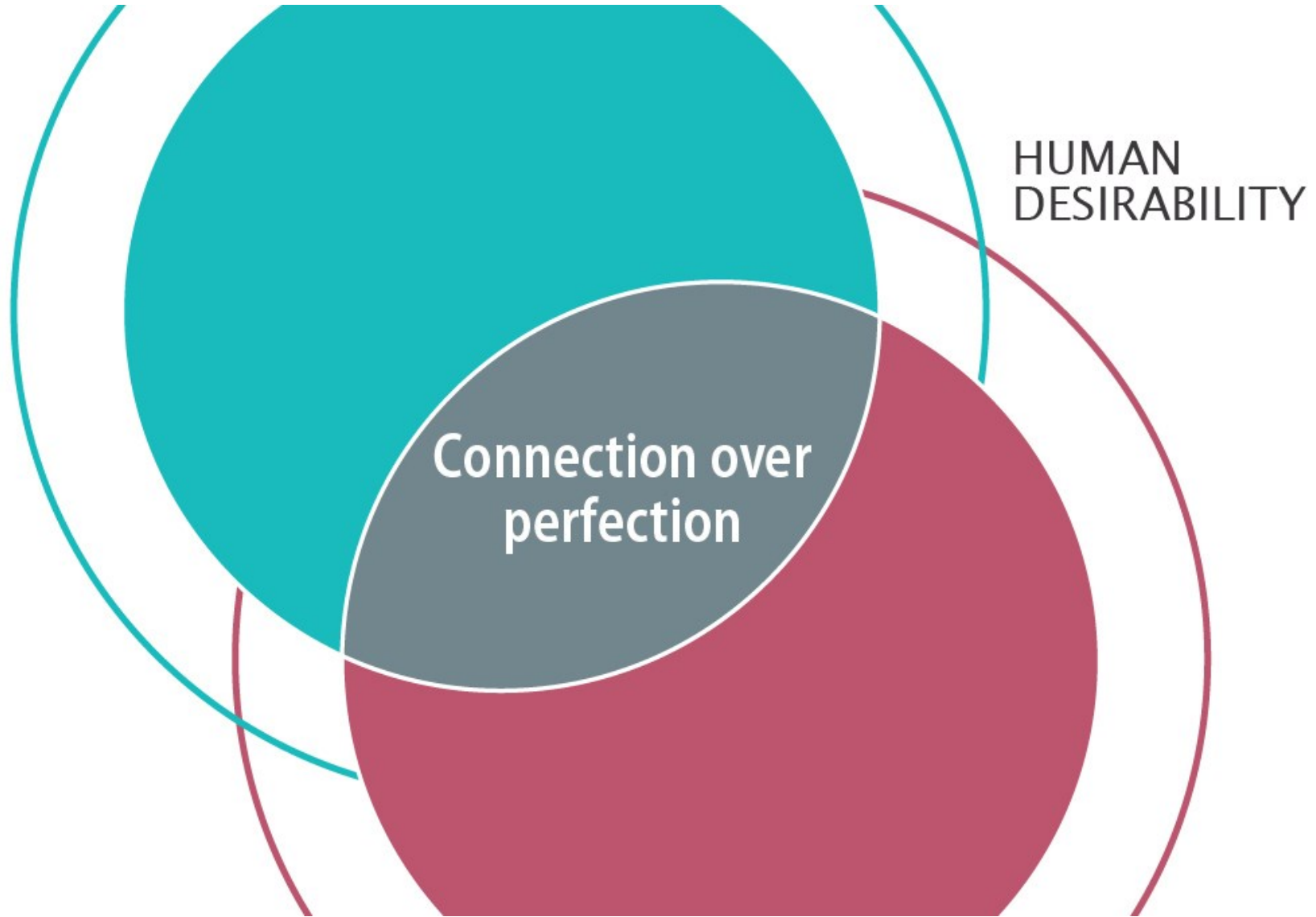# Knowledge framework

Vision

(Re)assert the role of the arts

Themes

TUNING IN / Problem framing

Fostering bridges, cultivating trust

(Dis)connection

(In)visibility

(In)accessibility

(Un)readiness

(Dis)empowerment

(Un)resourced

Themes

BEING / Solution building

Building up wise practices

Engagement

Searchability

Hybridization

Ecological care

Education

Clustering

Infrastructure

Future of work

Themes

Intersections

HUMAN DESIRABILITY

Connection over perfection
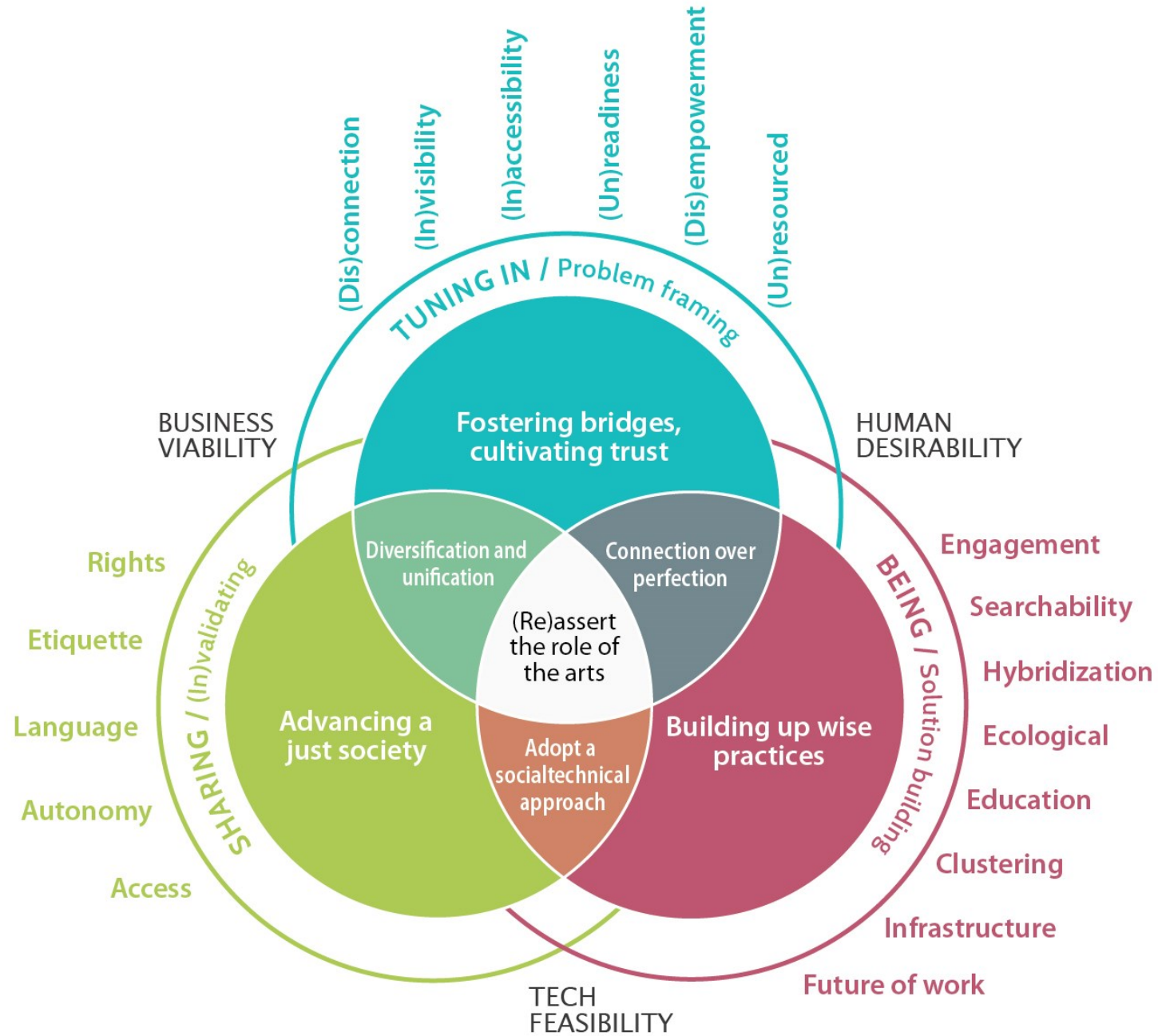
Intersections

Adopt a social-technical approach

TECH
FEASIBILITY
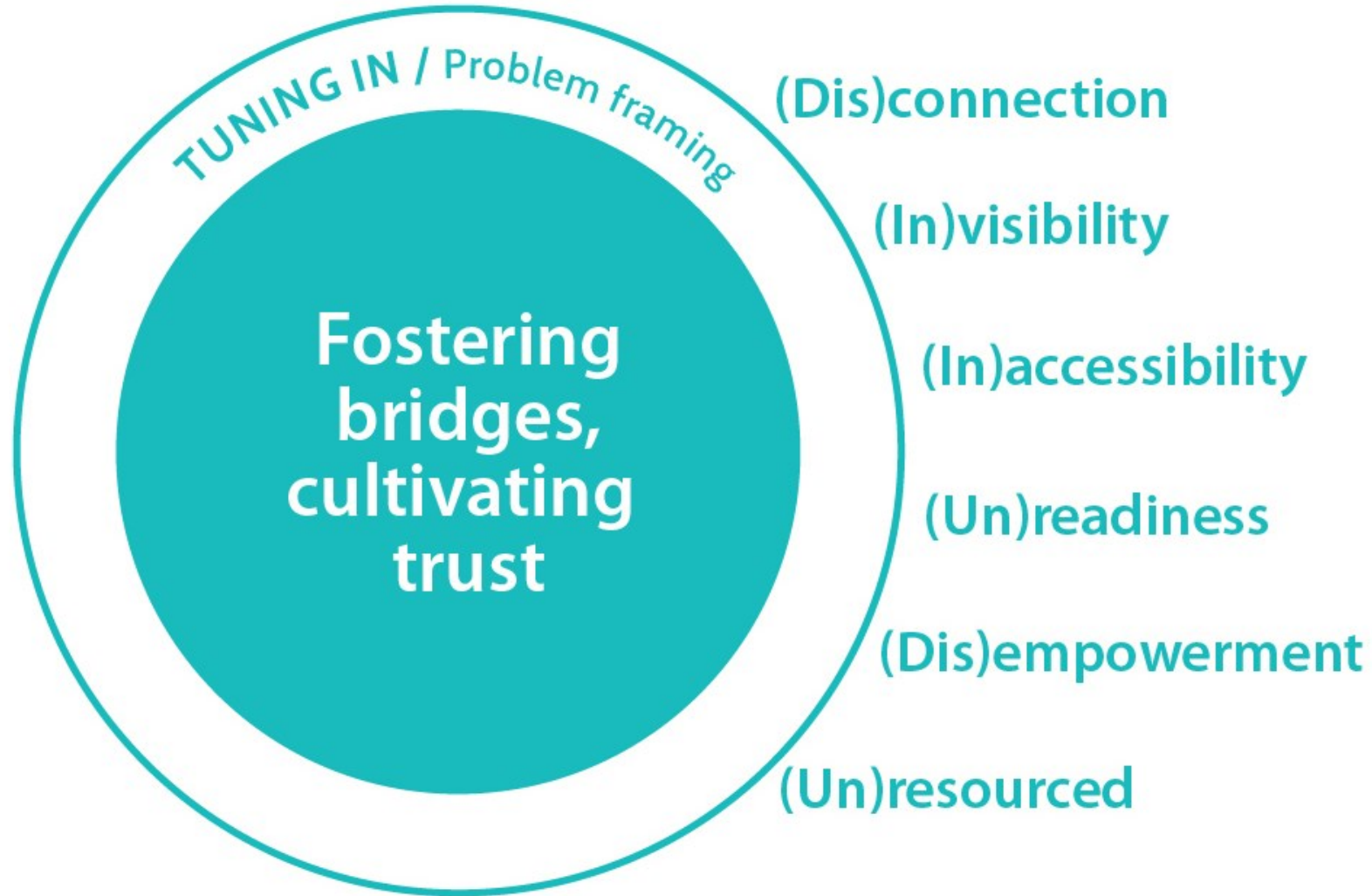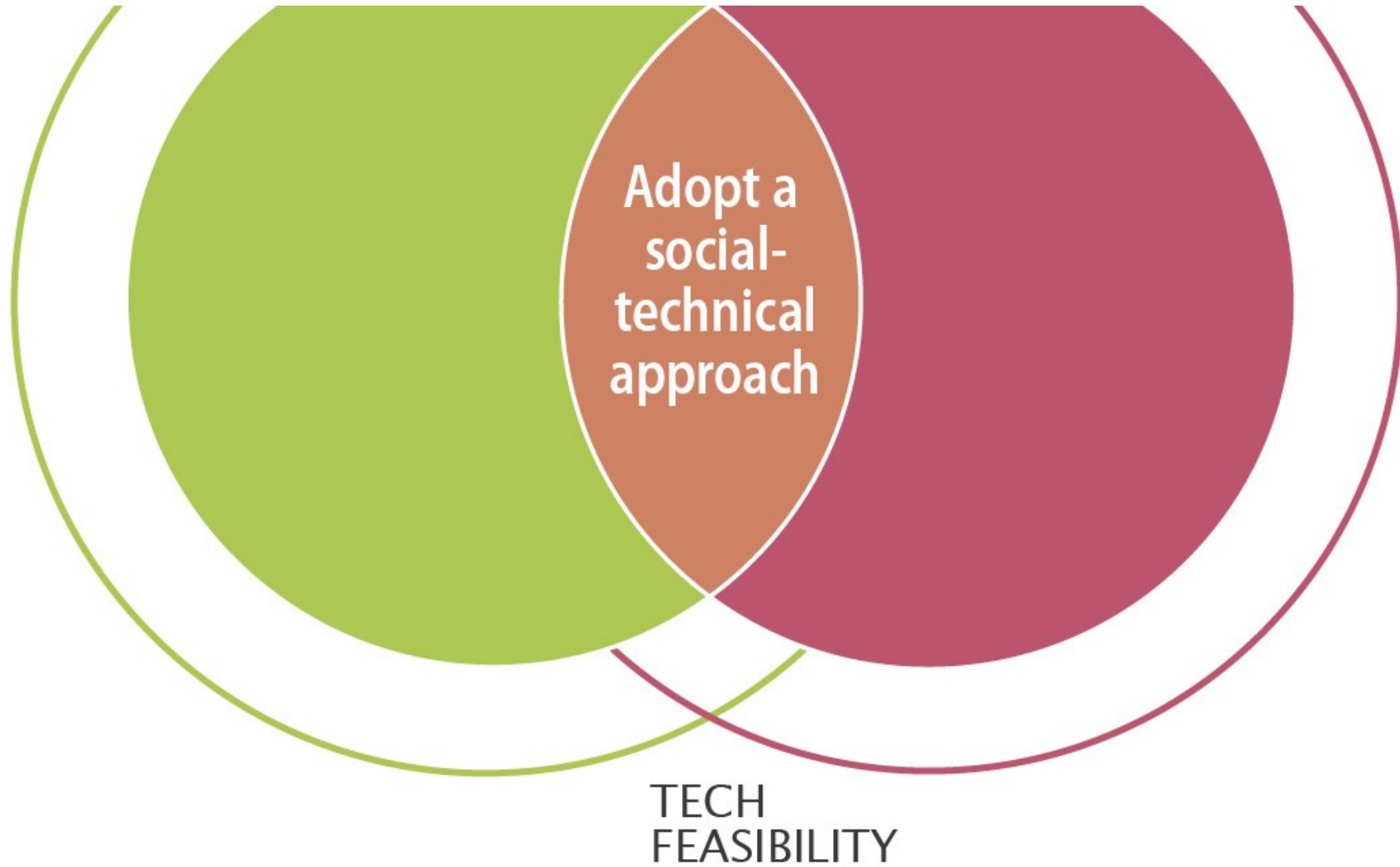
Intersections
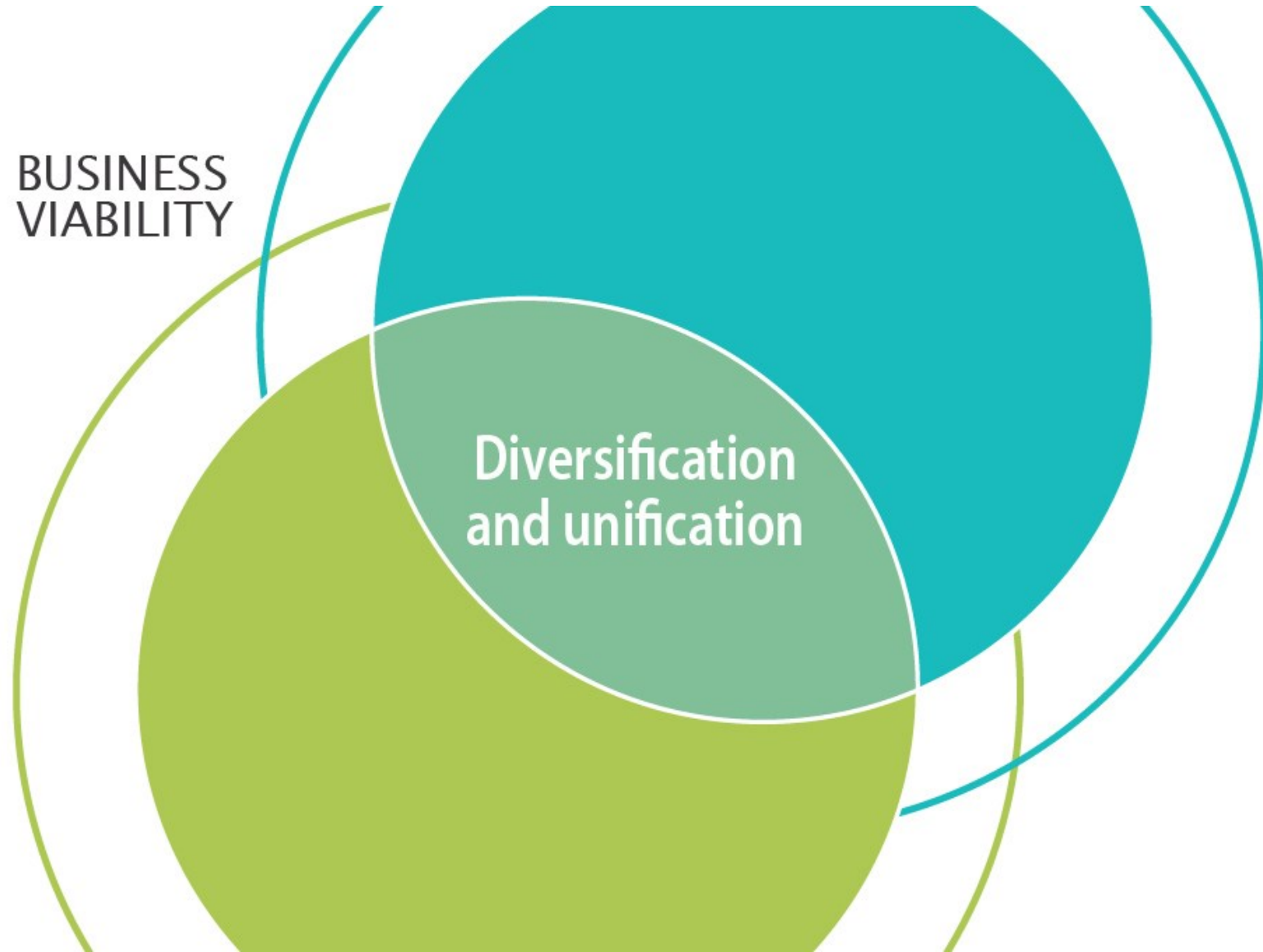
Questions?

BREAKOUTS
(3 sessions x 20 minutes each)

What **new offerings** can arts presenters develop for the **new normal** marketplace?

What does a **positive, equitable digital future** look like in your world?
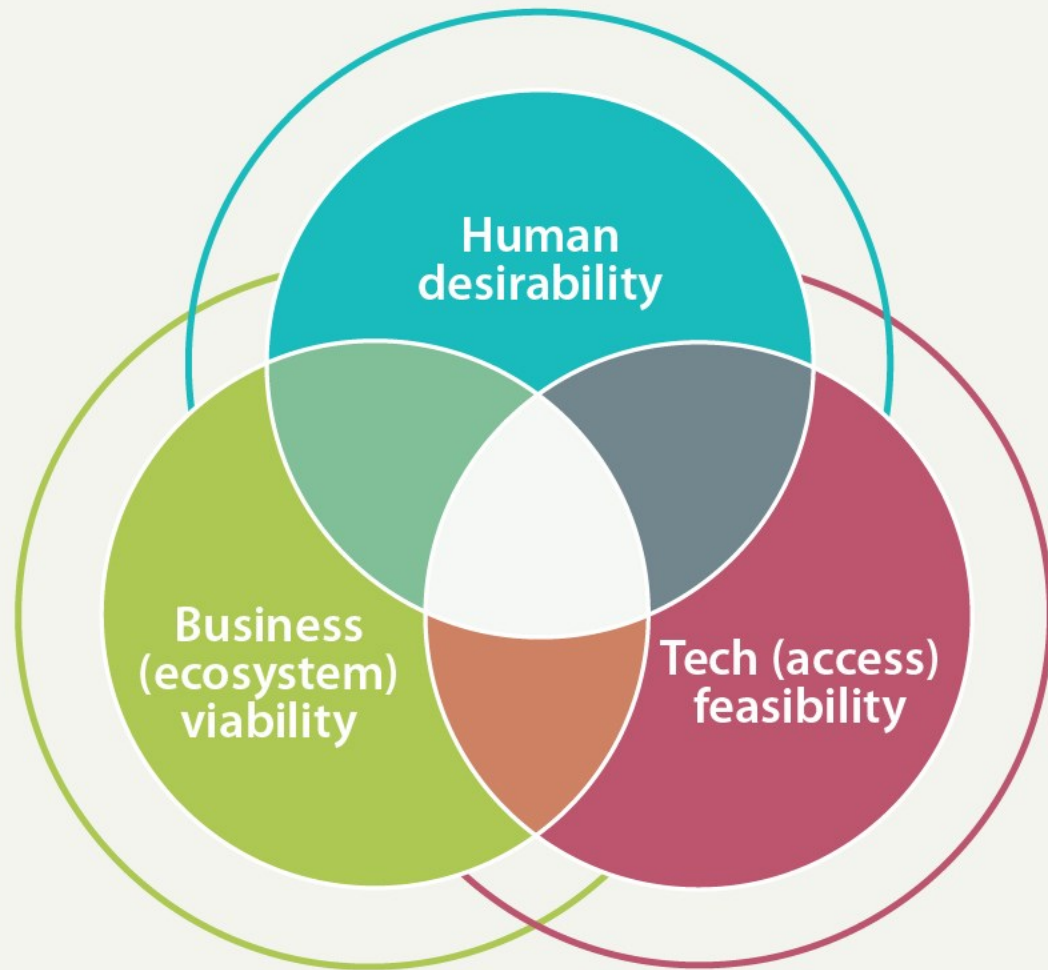
BREAKOUTS
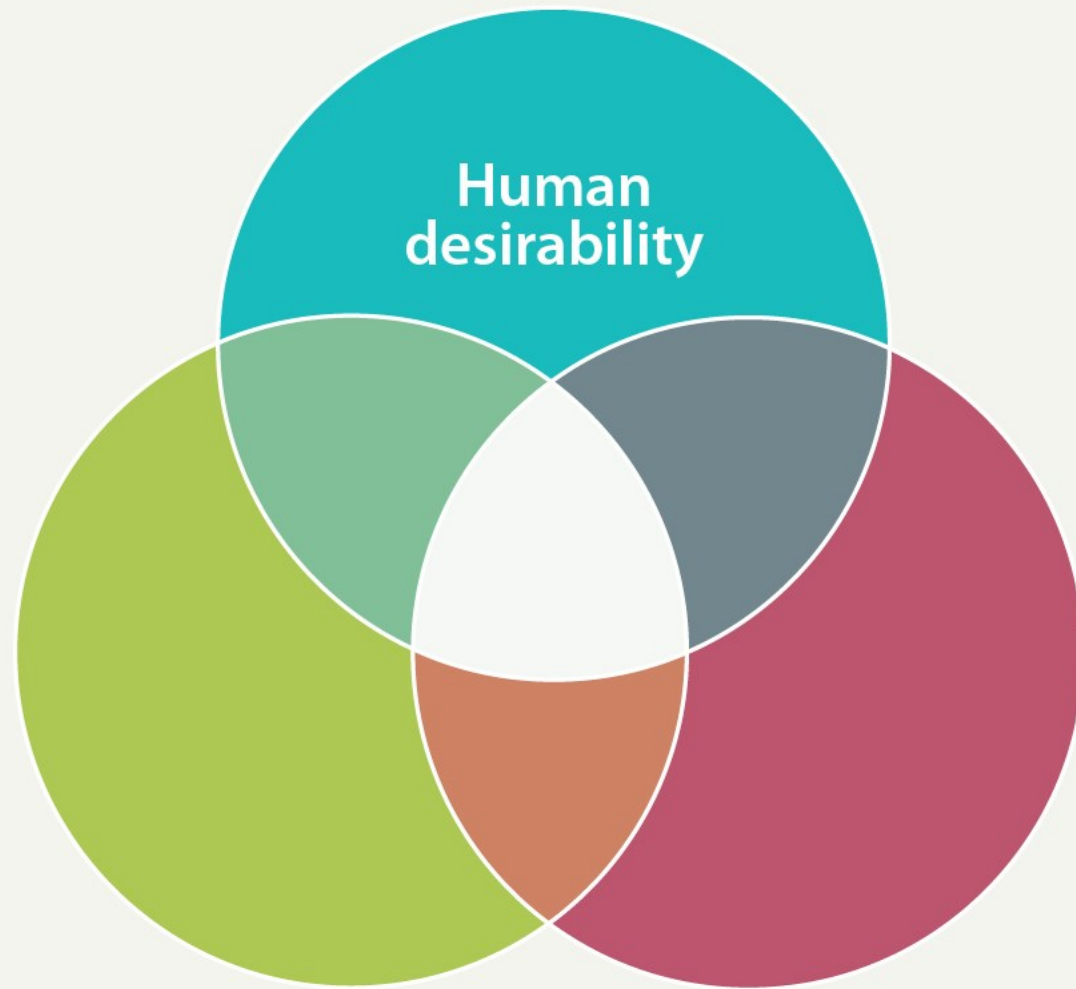Rapid ideation using lenses of human-centered design

1. Make Notes!
Get a copy of the "Human-Centered Design" framework > 📄 digital or 📄 printable

2. Breakout Rooms (x3)
Actively and critically engage with the question prompts in random groups

3. Share Back
Share your notes via Google Docs, Menti.com (code 3513 9335)
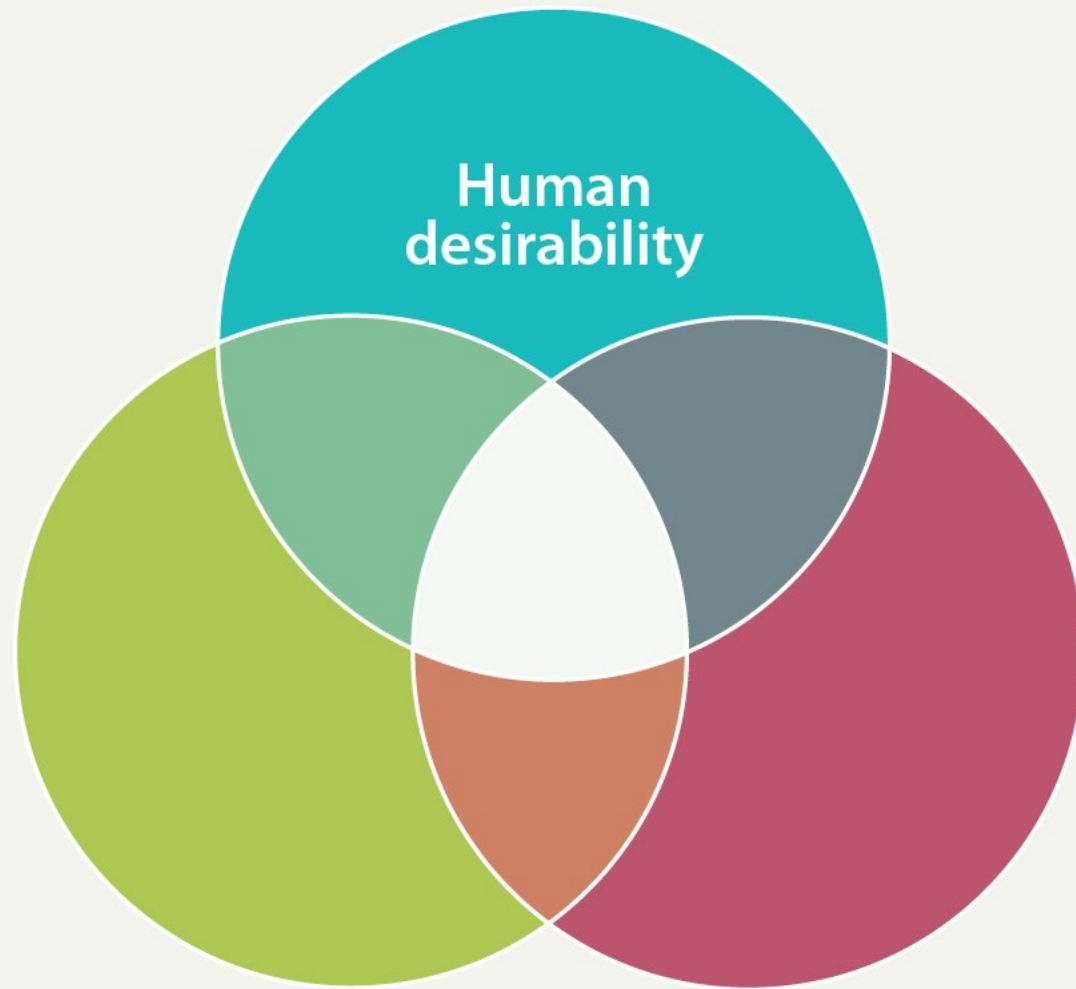
BREAKOUT #1
**All solutions begin and end with understanding human needs**

WHO are the people that you serve? Are they the same now (or desired for the future) as before, or have new segments emerged? Who are under-served?

WHAT are their emerging needs and expectations around arts experiences? How have they changed?

Word cloud

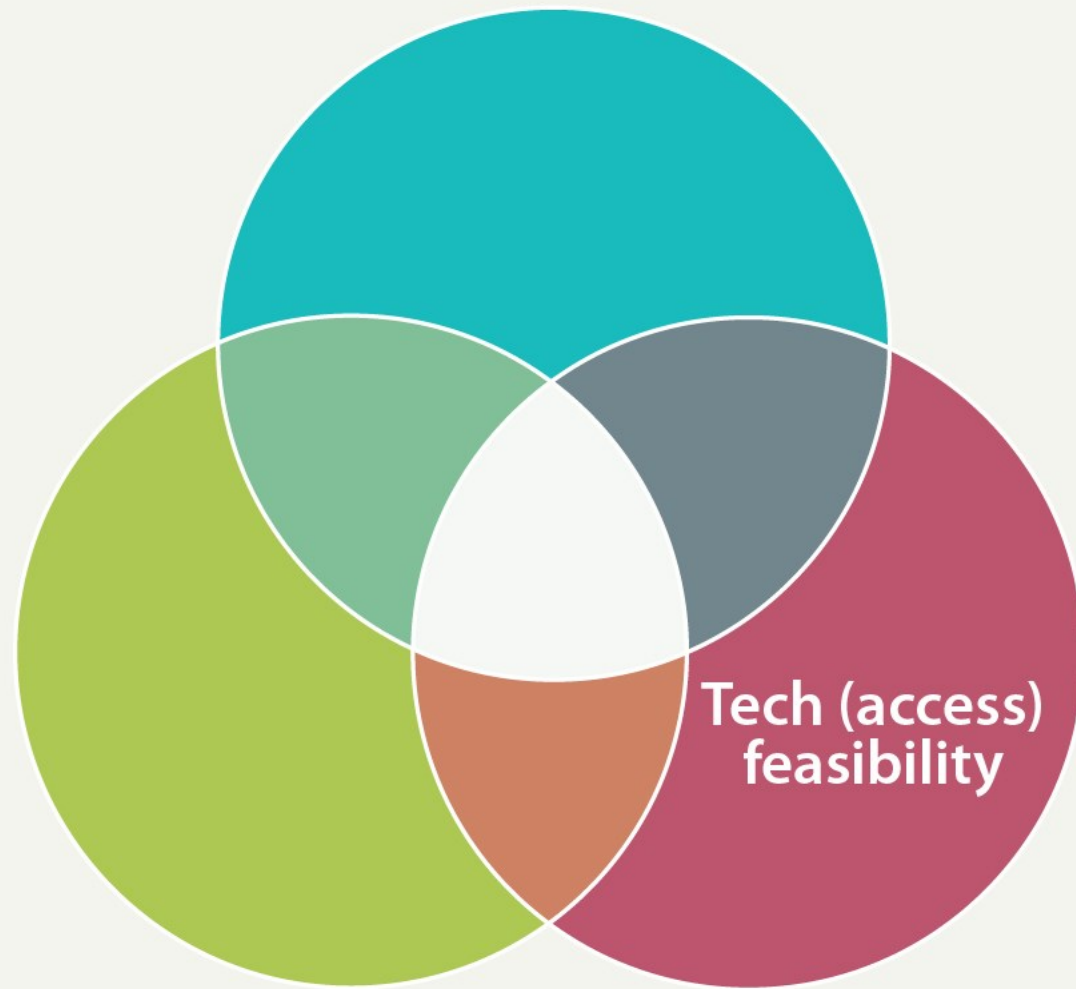**Go to menti.com and use the code 3513 9335 (Question 1)**

Tech (access) feasibility
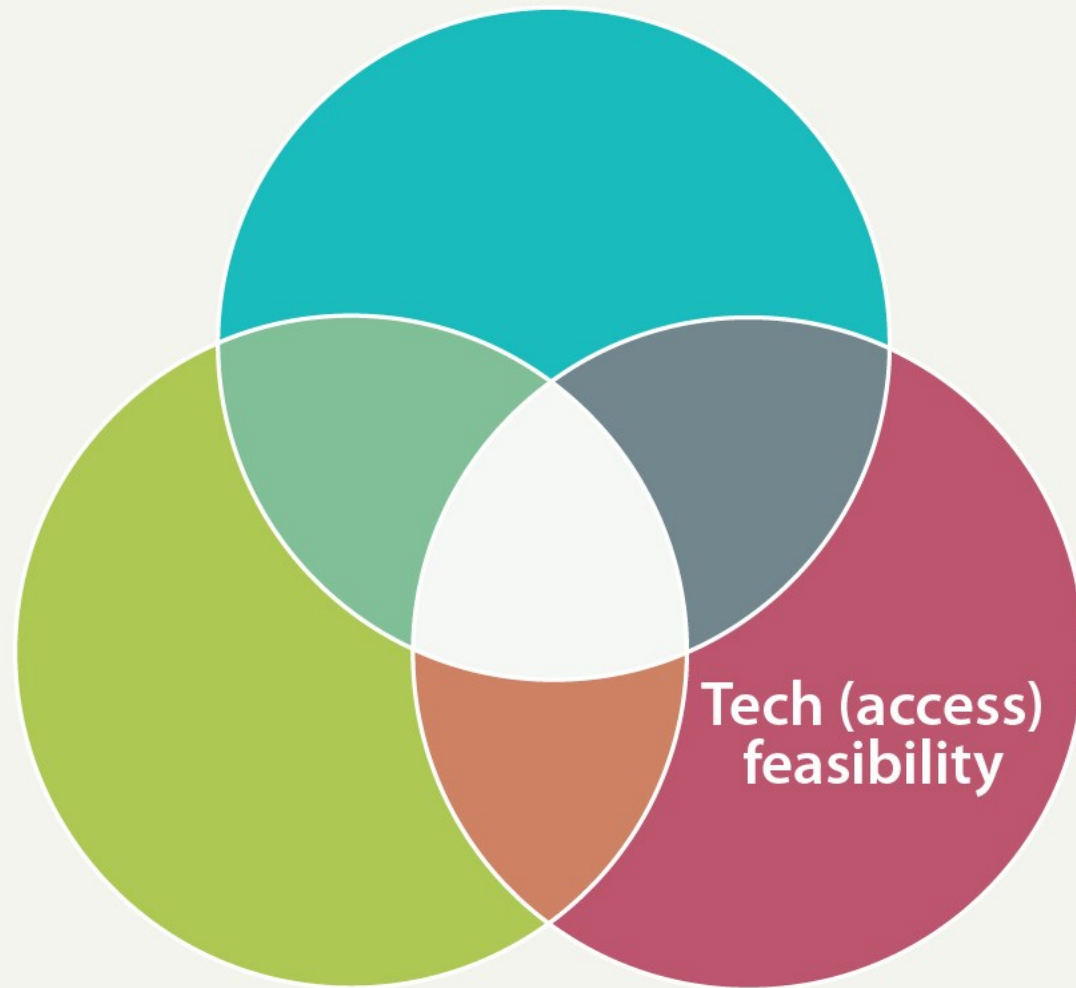
BREAKOUT #2

Technology and access define the solution's scope

WHAT are your people's access needs or barriers? Everyone is unique, including you. How might you articulate or define them?
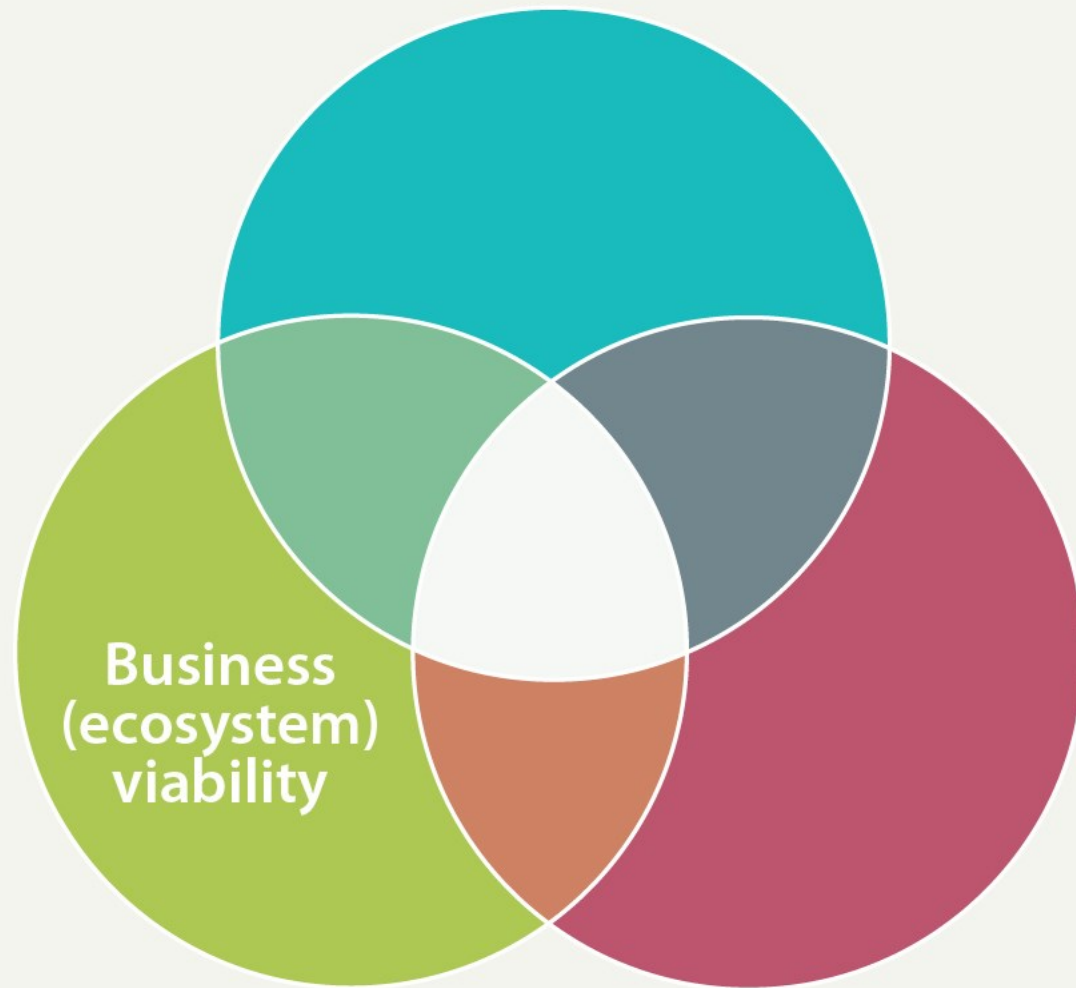
For example:
- Internet reliability
- Hardware/device availability
- Digital literacy or readiness
- Personal abilities or preferences
- Technical support
- Cost of services, etc.

Word cloud

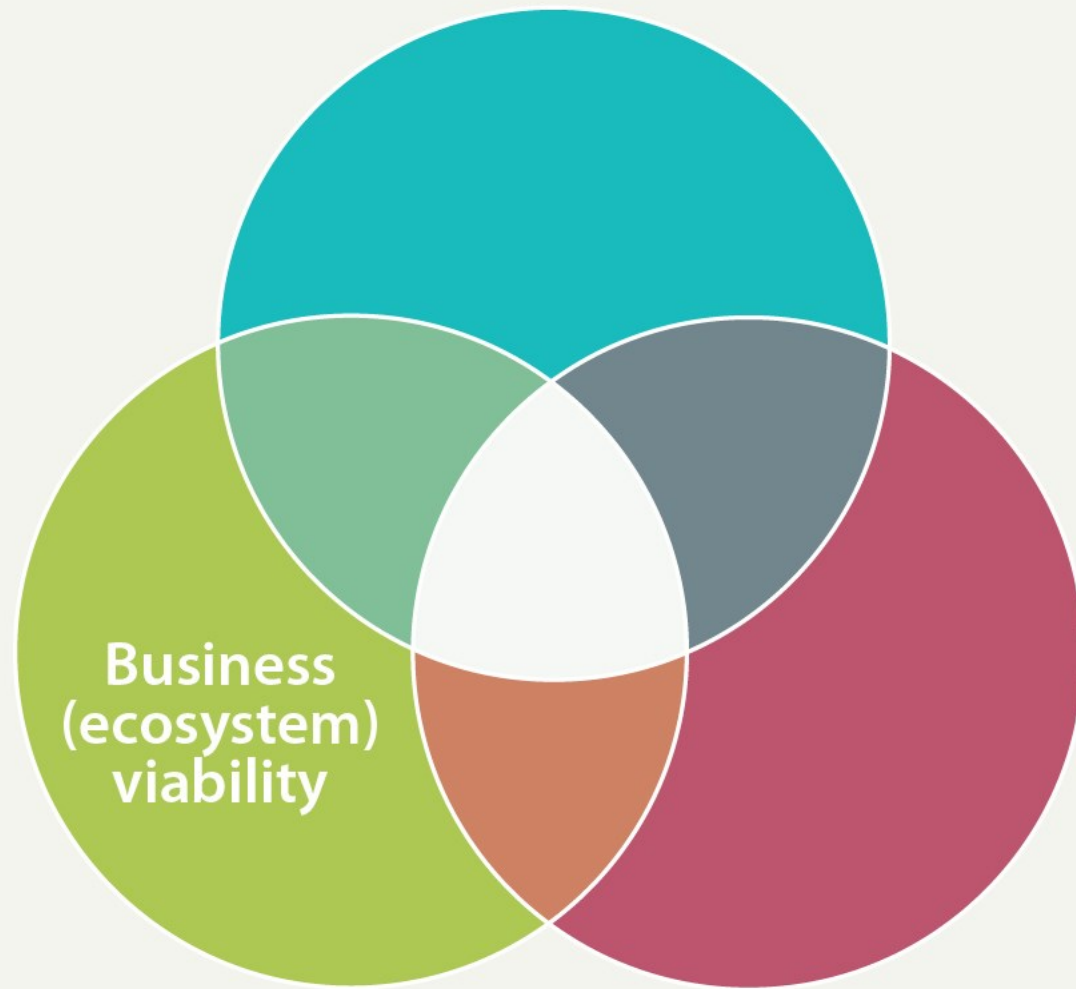**Go to menti.com and use the code 3513 9335 (Question 2)**

BREAKOUT #3
Business and **environmental** conditions determine what solutions are viable

WHAT are the business and environmental conditions that have changed or that are desired for the future? Which are a priority to account for?

For example:
- Availability and cost of labour
- Social issues in public discourse
- Source of goods and materials, etc.

Word cloud

Go to menti.com and use the code 3513 9335 (Question 3)

DISCUSSION

Applying these questions iteratively and critically to your own business is the way to thrive equitably in a digital age

THANK YOU!

ArtsPond.com | @ArtsPond8
hello@artspond.com