

# Fine Arts Extension Programming Impacts and Implications for Creative Placemaking in Cooperative Extension Service

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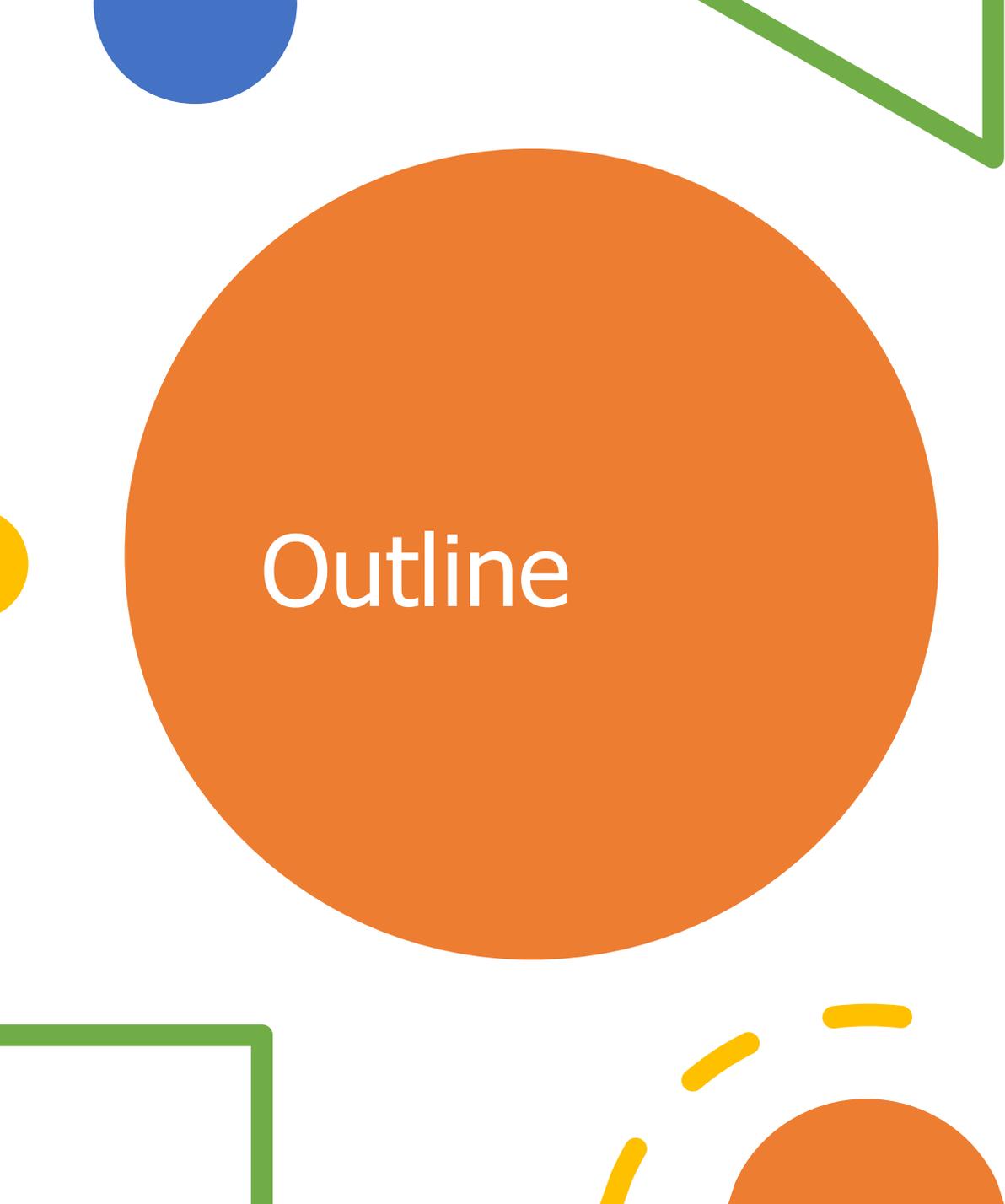
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# Acknowledgement

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- The arts and placemaking core of the Community and Economic Development Initiative of Kentucky (CEDIK) at the University of Kentucky is partnering with NACDEP.





# Outline

- Overall Project Goal and Objectives
    - Background
  - Research | UK Extension Fine Arts (Phase 1)
    - Goals
    - Method
    - Results
    - Conclusion/Implications
  - Toolkit Development (Phase 2)
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# Overall Project Goal and Objectives

## Goal:

- To integrate Creative Placemaking into Cooperative Extension programming and disseminate knowledge
- To enhance Cooperative Extension's capacity to support community investments that strengthen livability through creative placemaking.

## Objectives:

- Develop a Creative Placemaking Extension toolkit supported by research of Extension arts and placemaking impacts in Kentucky
  - Expand Kentucky's Extension arts and placemaking programming practices across the country
  - Share knowledge of creative placemaking through NACDEP, then later through eXtension.org
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# Creative Placemaking

- "...*animates* public and private spaces, *rejuvenates* structures and streetscapes, *improves* local business viability and public safety, and *brings* diverse people *together* to celebrate, inspire, and be inspired."

(Markusen & Gadwa, 2010, 3)

*" is any artistic or creative effort to make a particular community stronger."*

(Spire + Base, 2016)

- Benefits Examples
  - Foster entrepreneurs and cultural industries
  - Train next generation of cultural workforce

(Markusen & Gadwa, 2010)

# Background

- The Fine Arts Extension at the University of Kentucky has delivered arts programming to communities for the past 15 years.
- This project studied fine arts extension programs and their impacts on communities in Kentucky, particularly in relation to their potential roles in community development relevant to creative placemaking.

# Kentucky Extension Fine Arts Program

## Mission

The mission of the Extension Fine Arts Program is to create and support opportunities in the arts for citizens that will stimulate creativity, promote participation, and recognize artists, arts educators, and arts supporters at all levels and mediums.

## Vision Statements

- *GOAL 1: Arts Development*
- *GOAL 2: Arts Education*
- *GOAL 3: Arts Programming*
- *GOAL 4: Arts Venues and Facilities*

# Fine Arts Extension in KY Timeline



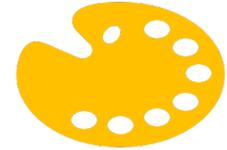
**2005**

Pike County  
Theatre



**2007**

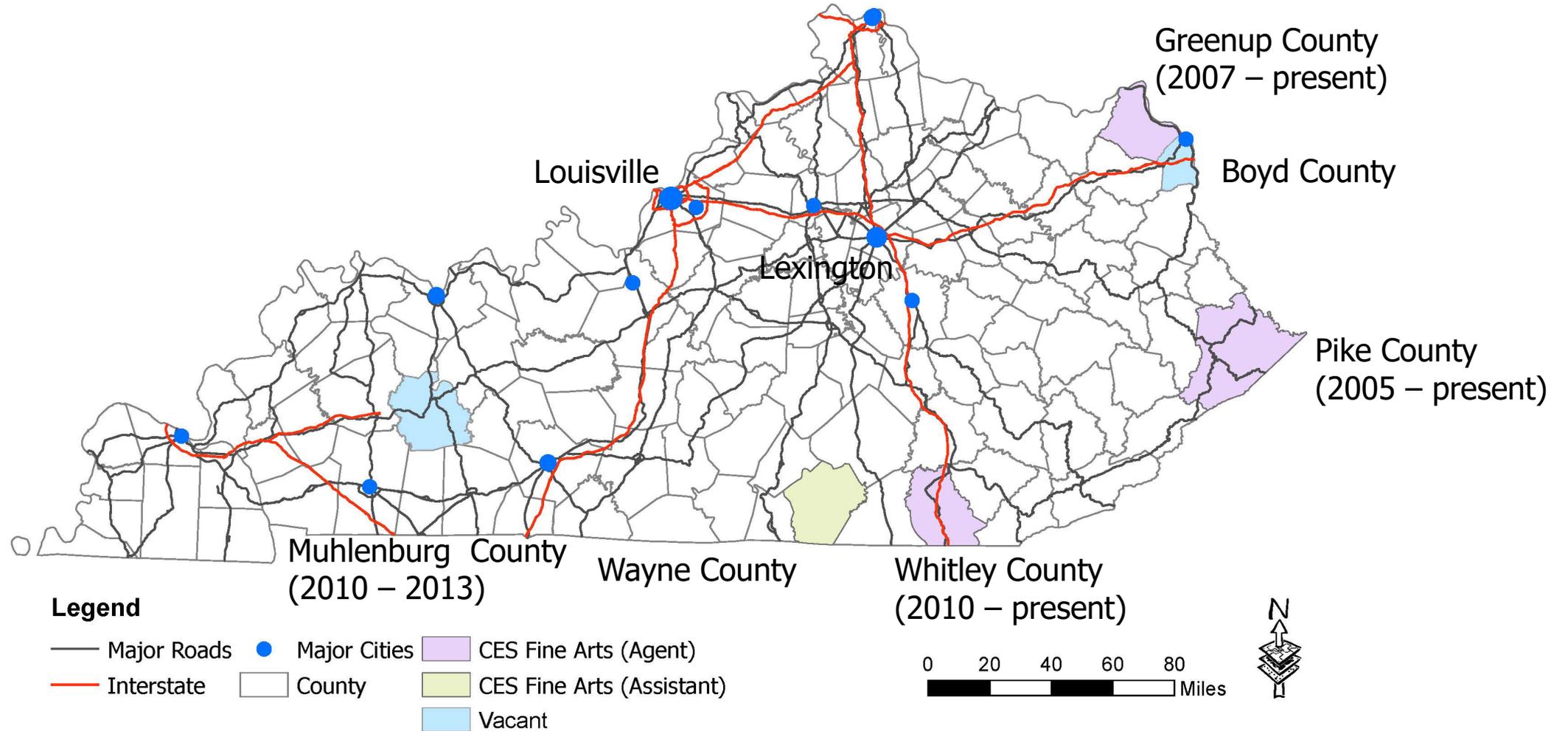
Greenup County  
Music



**2010**

Whitley County  
Literary Arts, Visual Arts

# Fine Arts Extension in KY



# Logic Model 2016: Arts & Creativity | Community and Economic Development

## Inputs

<p>CEDIK Faculty &amp; Staff (Koo, Bond, Swanson) KY Arts Council KY Humanities Council College of Fine Arts Faculty EFA Agents Artists Main Street Programs Teaching Artists Chamber/Merchant Associations Arts Institutions Libraries Educational Institutions</p>
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## Outputs

<u>Activities</u>	<u>Participation</u>
<p>Extension Fine Arts Program Youth Engagement Leadership Program Arts in Healthcare Community Design Creative Asset Inventory Mapping Creative Placemaking Agent professional development and trainings Teacher professional development trainings</p>	<p>Integration Across Program Areas: 4-H, FCS, FA, CED, ANR  Action Team Members: M. Bond A. Stephens A. York S. Richards J. Tackett C. Moses  Non-Extension Partners</p>

## Outcomes – Impact

<u>Initial Outcomes (KOSA)</u>	<u>Intermediate Outcomes (Practice Change)</u>	<u>Long Term Outcomes (SEEC)</u>
<p>Increase awareness of existing arts initiatives, agents understand creative placemaking and apply to their local communities; artisan entrepreneurs develop enhanced business practices  Evaluation resources: Community forums, listening sessions, surveys, formation of arts councils and community arts organizations with extension involvement; agents reporting under strategic initiative</p>	<p>Creative placemaking is incorporated within economic development strategies; arts are identified in more county plan-of-work reports; Kentucky communities engage in creative asset mapping; communities develop pride in local culture; communities collectively increase skill-set within the arts</p>	<p>Communities are more diverse and resilient due to arts inclusion and creative placemaking, extension agents are confident in arts-related community development practices, communities entice arts entrepreneurs; communities are designated as Cultural Districts</p>

### Situation

Enhancing creative capacity for Kentucky's communities; encourage and support the inclusion of creative placemaking as an economic development strategy.

### *Assumptions/Resources*

**State Led:** Extension Fine Arts, Creative Placemaking, Community Design, Creative Asset Mapping, Artisan Entrepreneurial Development

**Agent training:** 4H Visual Arts, Engaging Extension councils creatively, YELP, Creative asset inventories, Identifying community artisans

### *National Indicators and Agent Metrics*

- Number of arts/creative placemaking projects completed
- Number of artisans participating in program
- Number of artisans who report increased income
- Number of participants involved in community art projects
- Number of attendees

# Kentucky Extension Fine Arts Program

## Creative Placemaking



## Arts Engagement





# Research UK Extension Fine Arts

Phase 1

# Research Goals

- To systematically analyze the impact of the Kentucky Fine Arts Extension programs.
- To share findings from the Kentucky model with community and economic development Extension professionals throughout the nation
- To share information applicable for creative placemaking endeavors that can be integrated into Extension programming in other states.

# Research Method

- Compiled program plans/plan of works and impact statements/success stories from the past 14 years related to Fine Arts Extension programming in Kentucky
- Systematically structured and analyzed the qualitative data from those plans and matched it with impact statements/success stories to identify findings relevant to creative placemaking efforts that can be replicable in other communities

# Method (Cont.)

- In the earlier years, the program plans were categorized under topics such as community and economic development, tourism and arts, and health or nutrition and wellness.
- The “Arts in the Community” was a featured program between 2011 to 2016.
- Overtime, the Kentucky Extension Reporting System has widened the Major Area Program (MAP)/ title categories to include a range of arts-related titles from community arts engagement, performance arts, tourism, and economic development to healthy lifestyle choices.

# Method (Cont.)

- To measure the success of the program plans, the data was analyzed through a fixed-effect model.
- The data was aggregated to MAP/title level by year and organized as cross-sectional time-series panel data based on county over the 2006-2019 timeframe.
- The final data excluded plans with no success stories and success stories without direct correspondence with a plan.
- The model includes demographics on number of participants by gender (percent male and female) and age group (percent adult and youth) as reported in the KERS system.

# Program Plan-Success Story (Example)

Whitley County	ID	Code	MAP/Title	Program Plan	PAC 1	PAC 2	PAC 3	PAC 4	Actual Year	Success Story Title	PAC 1
2016	201600745	A	Promote Community and Economic Development	Communities improve/enhance economic situations	250	331	332	337	July 1, 2015 - June 30, 2016	Appalachian Winter Market	337
										Earth Week Celebration	330
	201600746	F	Enhance Leadership Development	Volunteer leaders identify needs and conduct programs	311	312	440	442	July 1, 2015 - June 30, 2016		
	201600749	H	Encourage Personal Growth and Development	Youth, adults, families make informed, effective decisions	200	400	430	480	July 1, 2015 - June 30, 2016	After School Art Classes - Fostering Art in Whitley County	337
2017	201700601	J	Community Arts Engagement	Arts and Creativity	3031	3032	3034	3041	July 1, 2016 - June 30, 2017	After School Art Classes - Series	3034
										Art in the Garden Workshop Series	3034
										Colonial Heritage Day	3034
										Open Pottery	3034
	201700611	L	Promote Community and Economic Development	Encourage Vibrant Communities and support Economic Development	3001	3021	3003	3032	July 1, 2016 - June 30, 2017		
	201700386	P	Personal Growth and Leadership Development	Youth, adults, & families	4001	4021	4051	4071	July 1, 2016 - June 30, 2017	Colonial Heritage Day	3034
2018		P	Personal Growth and Leadership Development	Youth, Adults, & Families					July 1, 2017 - June 30, 2018	Volunteer Development of the Arts	N/A
		J	Community Arts Engagement	Arts and Creativity					July 1, 2017 - June 30, 2018	Open Pottery Summer Session	N/A
	4H Arts Opportunities									N/A	
		L	Promote Community and Economic Development	Encourage Vibrant Communities and support Economic Development					July 1, 2017 - June 30, 2018	20 Decades of Whitley County Art Exhibit	N/A
2019		L	Promote Community and Economic Development	Encourage Vibrant Communities and support Economic Development					July 1, 2018 - June 30, 2019	Christmas Trees from Around the World	N/A
	Carrying on Traditions									3034	
		J	Community Arts Engagement	Arts and Creativity					July 1, 2018 - June 30, 2019	Color Wheel Community Art Project	N/A
	Artist of the Month									N/A	
	P	Personal Growth and Leadership Development	Youth, Adults, & Families					July 1, 2018 - June 30, 2019	Carrying on Traditions	3034	

# Program Plans by Year and County

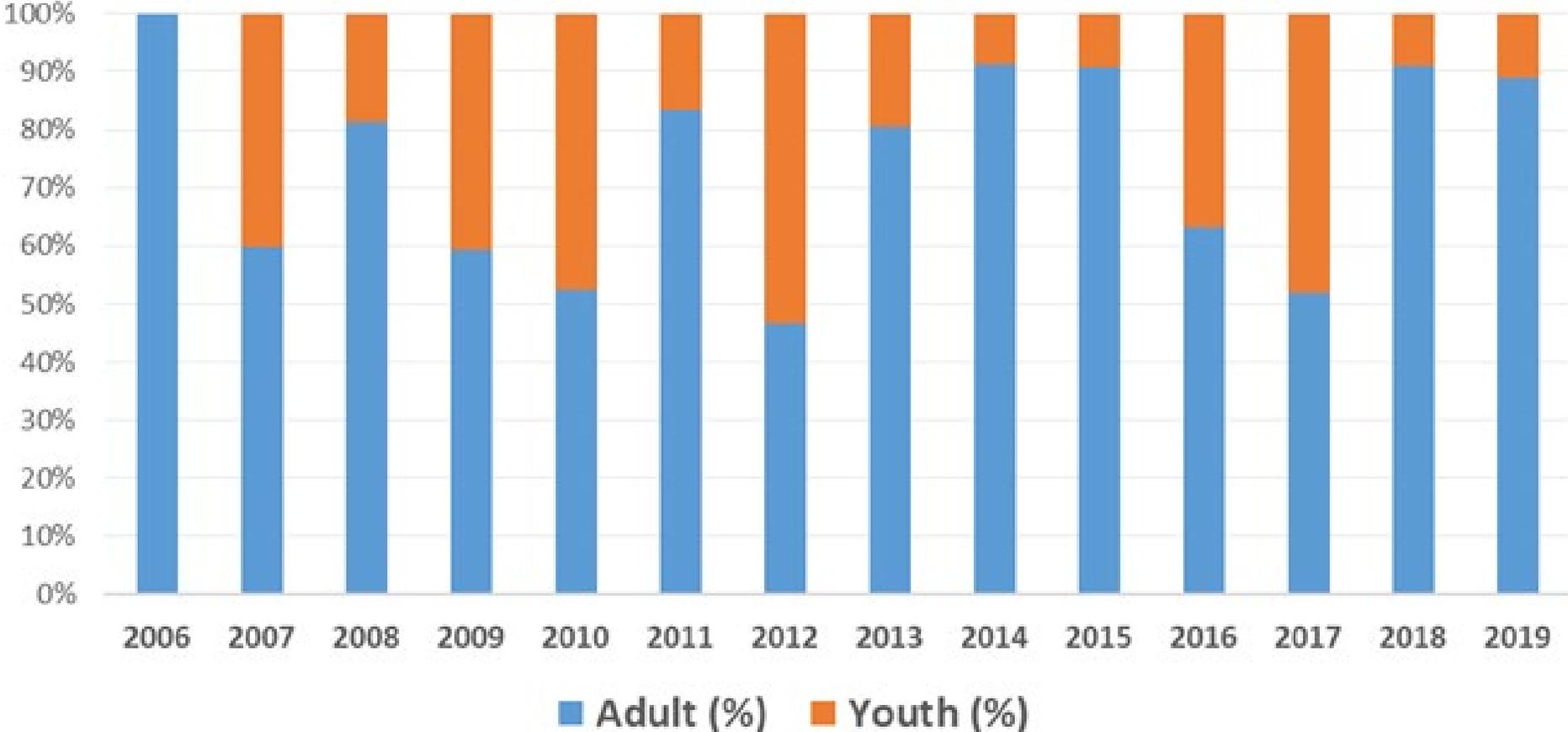
Year	Greenup	Muhlenberg	Pike	Whitley	Total
2006			1		1
2007			1		1
2008	3		1		4
2009	3		2		5
2010	1		2		3
2011		3	1	4	8
2012		2	2	3	7
2013	1	2	2	3	8
2014	2		2	6	10
2015	3		2	4	9
2016	2		2	4	8
2017	1		2	3	6
2018	3		5	4	12
2019	3		2	5	10
<b>Total</b>	<b>22</b>	<b>7</b>	<b>27</b>	<b>36</b>	<b>92</b>

# Success Stories by Year and County

Year	Greenup	Muhlenberg	Pike	Whitley	Total
2006			11		11
2007			5		5
2008	5		6		11
2009	5		9		14
2010	2		9		11
2011		6	5	5	16
2012		13	8	6	27
2013	5	3	7	6	21
2014	4		11	8	23
2015	5		7	5	17
2016	5		10	5	20
2017	5		3	6	14
2018	5		7	5	17
2019	5		4	7	16
<b>Total</b>	<b>46</b>	<b>22</b>	<b>102</b>	<b>53</b>	<b>223</b>

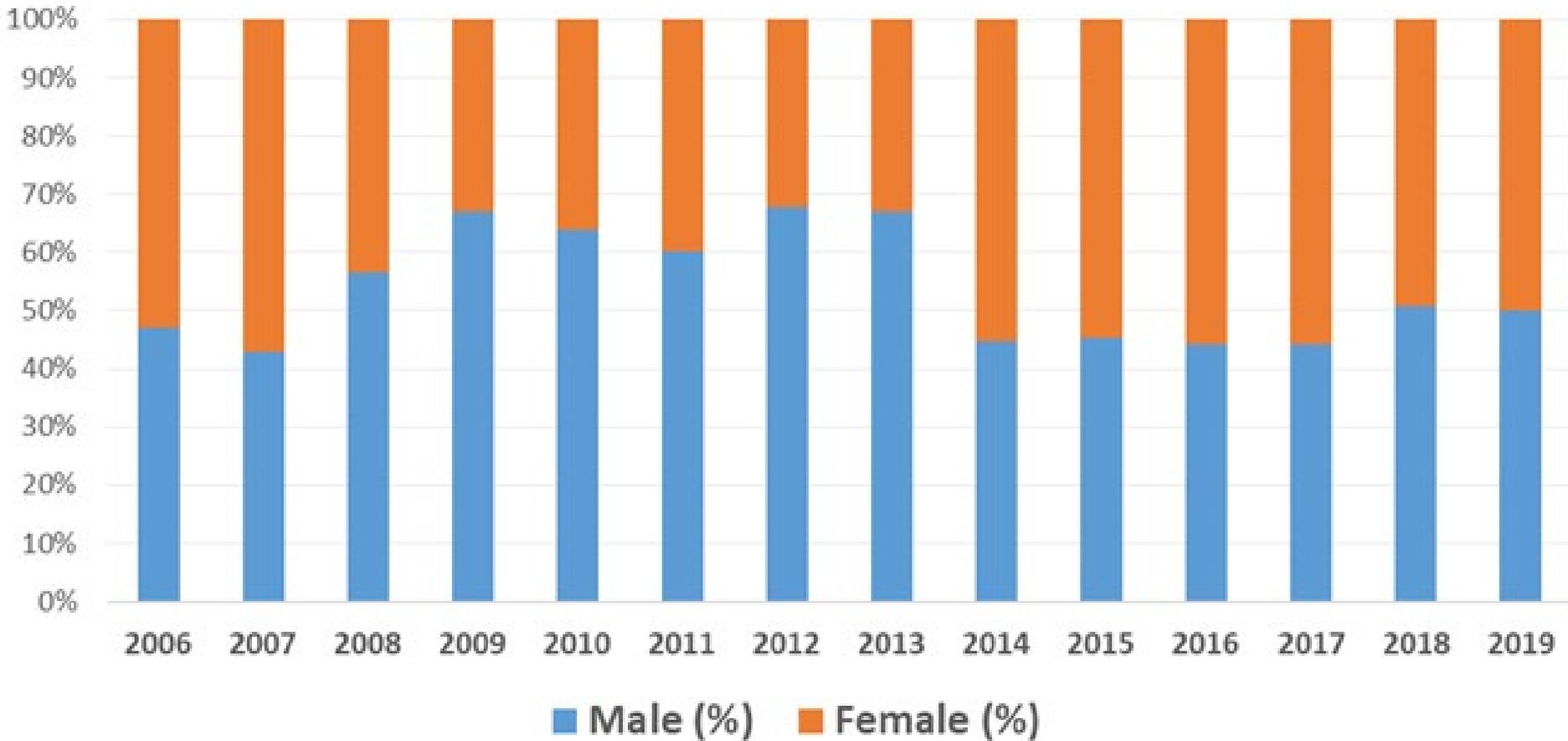
# Adults vs Youth

Percent Participants by Age Group and Year



# Gender Distribution

Percent Participants by Gender and Year



# Results

- In aggregate, the results show that most program plans fall under performing arts/performing and visual arts, followed by community and economic development, tourism and economic development.
- Unsurprisingly, as the number of Fine Arts Extension agents and programming titles grew over the years, the number of program plans also increased, for example, from 1 program plan in 2006 to 12 in 2018.

# Results (Cont.)

- Fixed effect regression:
  - Dependent variable: MAP title
  - Independent variables: # of success stories, percent male, percent female, percent adults, percent youth
  - Fixed effect: county and year
- Preliminary results:
  - percent female was the only variable with a significant (negative) impact on the type of MAP title.
- Limitation and next steps:
  - The demographic characteristics are based on agents' self-reported numbers through KERS for the county.
  - The success stories can be linked to participants' demographics based on sign-in sheets. These will be scanned in the computer and applied to the research model in the coming months.

Variables	Coefficient (Std. Error)
# of Success Stories	-.172 (.274)
Percent Male	.122 (3.931)
Percent Female	<b>-.229*</b> (4.070)
Percent Youth	-.019 (2.069)
Intercept	10.271 (3.685)

\* Significant at 10% confidence level  
Percent adults dropped

## Implications & Recommendations for Practice

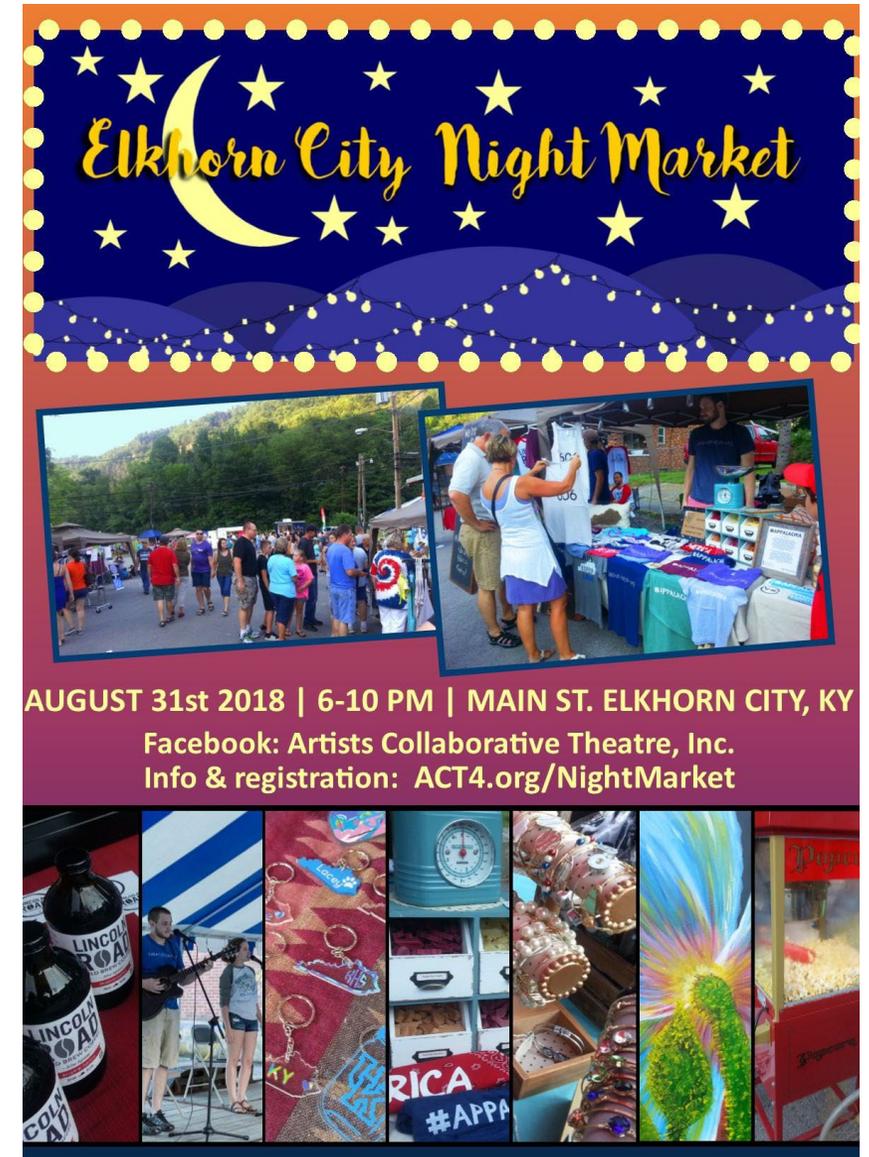
- This study has found that although Extension agents may be trained in a narrowly defined fine arts subcategory, with time, interest, effort, and collaboration, the agents have expanded and extended their areas of expertise to include creative placemaking efforts in their communities.



Jewelry Class in Whitley County

# Implications & Recommendations for Practice (Cont.)

- As a collective, the University of Kentucky Fine Arts Extension team has grown in size and expanded their knowledge of arts programming delivery and expertise.
- Additionally, all Fine Arts Extension agents and staff are increasingly applying creative placemaking efforts in their program plans.



Elkhorn Market in Pike County

# Implications & Recommendations for Practice (Cont.)

- Such efforts can be replicated in Cooperative Extension Service programs in other states through direct hiring as well as collaborations with arts educators, artists, or volunteers with arts backgrounds.
- Creative placemaking has the potential to be integrated into other states' Extension efforts through the application of Fine Arts Extension programming while also bolstering their community and economic development efforts.

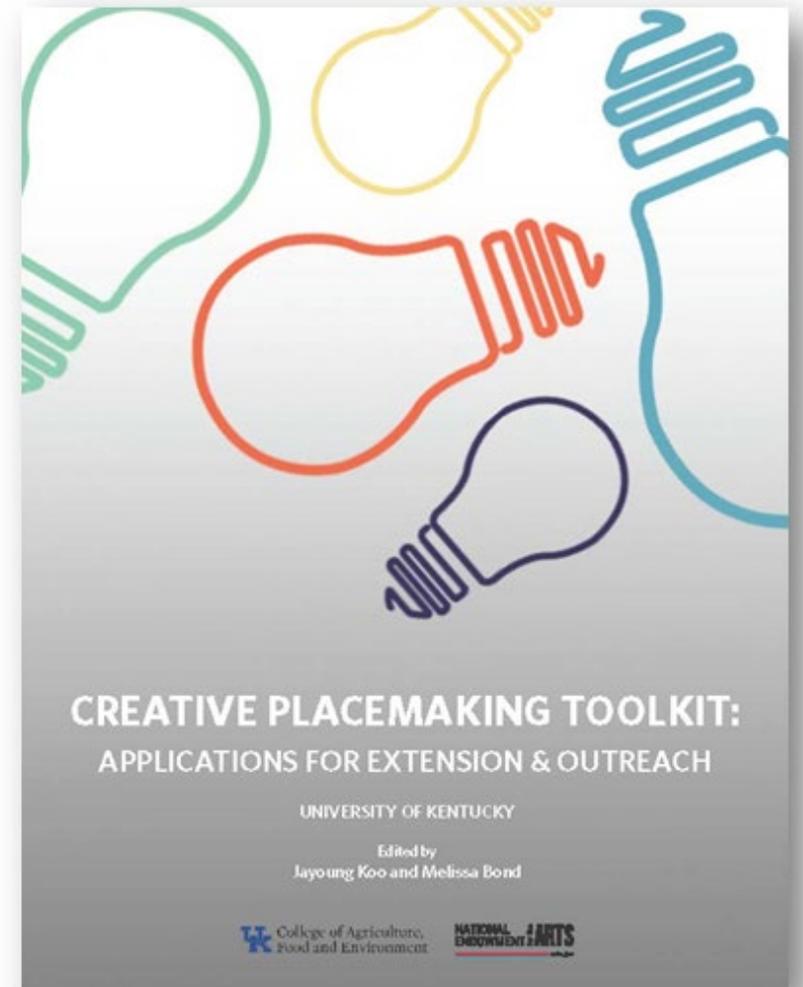
# Toolkit Development

Phase 2



# Progress: Toolkit Development

- Evidence-based: Integrated existing arts, community design and placemaking program activities
- Comprehensive toolkit that can be utilized to educate, train and support extension agents, local leaders and volunteers across the nation in leading creative placemaking efforts
- Community-empowering, arts and design-focused planning process based on engaging communities, capturing dialogues, and expressing creativity
- Series of arts/placemaking activities, evaluation frameworks, criteria for artwork selection and budgets, implementation of arts activities and considerations for local policies such as infrastructure, health, and commerce





# Exchange Knowledge: Webinar

- NACDEP Webinar Fall 2020

## “Arts Extension Toolkit: Combining Placemaking, Arts, and Community Design in Extension Programming”

- Lead: Melissa Bond
  - Co-leaders: Jayoung Koo, Stephanie Richards, Anne Stephens, Cortney Moses, Kristy Porter, & Ryan Sandwick
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# Q&A

Thank You!

If you are interested in a hardcopy of the toolkit, please reach out to [jayoung.koo@uky.edu](mailto:jayoung.koo@uky.edu) or [melissa.bond@uky.edu](mailto:melissa.bond@uky.edu)



# Reference

- Center for Community Development Investments. (2014). Creative Placemaking. *Community Development Investment Review* 10 (2). Available at <https://www.frbsf.org/community-development/publications/community-development-investment-review/2014/december/creative-placemaking/>
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