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MASSCREATIVE'S CREATIVE ADVOCACY INSTITUTE

#CAI2024
#CreateTheVote
#CreativeMA

**Movement Building: Learning,
Organizing, and Realizing a Creative
Massachusetts for All.**

The Creative Advocacy Institute is part of the Create the Vote program and made possible by the Barr Foundation. Thank you to our event sponsor Steward Cultural Development Group for supporting the Creative Advocacy Institute.

MAY 17, 2024 | LOWELL, MA



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WELCOME!

Dear friends and fellow arts advocates,

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Welcome to MASSCreative's first Creative Advocacy Institute! We're grateful that you are joining us for this inaugural event and for your ongoing commitment to building a stronger and more equitable creative sector in Massachusetts. As a statewide organization, we strive to have a presence in communities across the state and are pleased to hold this event in the City of Lowell, whose motto is "Art is the Handmaid of Human Good."

For the last 10 years, MASSCreative has had the privilege of working with organizers across the state through our Create the Vote program. Create the Vote is a nonpartisan organizing effort to elevate the impact of the creative community during election seasons, acquaint candidates running for office with members of the creative sector, and increase voter registration and participation. After a decade of running successful Create the Vote campaigns, we decided it was time to convene regional organizers for a day of learning, training, networking, and coalition-building to grow our impact. We know that 2024 is a big election year and it's a significant opportunity for our sector to talk with candidates for office about arts and culture policies and promote civic engagement.

The theme of this year's Institute is "Movement Building: Learning, Organizing, and Realizing a Creative Massachusetts for All." Throughout the Institute, you will hear from artists, creatives, elected officials, cultural policy thought leaders, educators, arts administrators, and activists about their advocacy and organizing experiences. Our hope in organizing the Institute is that you will leave today feeling inspired and empowered to apply this knowledge to the work you're doing through your personal creative endeavors and within your creative community.

We're hosting this event because of support from Merrimack Repertory Theatre, UTEC, Cobblestones of Lowell, Mosaic Lowell, Greater Lowell Community Foundation, Steward Cultural Development Group, and the Barr Foundation. Thank you to all of our speakers and presenters for sharing your insights with us and supporting this movement. Finally, thank you to the volunteers for donating your time to ensure the program is enjoyable for all.

As we move into the next decade of MASSCreative, we are excited to find new ways to partner with you and lead towards our shared vision of a Commonwealth where arts, culture, and creativity are an expected, well-funded and valued part of everyday life. Thank you for bringing your vibrancy to this cause.

Sincerely,

Richeline Cadet, Kelsey Rode, and Emily Ruddock
Team MASSCreative

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PROGRAM

9:30 AM - 10 AM

Registration and Breakfast

LOCATION: NANCY L. DONAHUE THEATRE LOBBY

10 AM - 10:30 AM

Welcome from MASSCreative, Lt. Gov. Driscoll, Rep. Vanna Howard, and Courtney Sale (Artistic Director, Merrimack Repertory Theatre)

LOCATION: NANCY L. DONAHUE THEATRE

10:45 AM - 11:30 AM

SESSION 1

Create the Vote Training #1: How Nonprofits Can Engage in Elections

Led by Luke Blackadar, Arts & Business Council of Greater Boston

LOCATION: MRT REHEARSAL HALL

Mindful Advocacy: Nurturing Creatives' Mental Health

Led by Jeurys Santiago, Minds With Purpose

LOCATION: UTEC DANCE STUDIO

Advocacy Lessons: Perspectives from Other Sectors

Led by Kelsey Rode, Hiba Senhaj (Field First), Chrystal Murrieta (Massachusetts Teachers Association), Kassie Infante (Abundant Housing), and Lizzy Agbedun (Project Bread)

LOCATION: UTEC CATALYST CENTER

11:45 AM - 12:30 PM

SESSION 2

What State House Staffers Want You to Know

Led by Kelsey Rode, Bethann Steiner (Mass Cultural Council), Emily Kibbe (AFL-CIO), Ravi Simon (House Staffer), and Sasha Severino (House Staffer)

LOCATION: NANCY L. DONAHUE THEATRE

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PROGRAM

Art, Propaganda, Artist, and Changemaker Importance in Movement Building

Led by Artemis Akchoti Shahbazi, Kurosh ValaNejad and Nelly Kate

LOCATION: MRT REHEARSAL HALL

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Create the Vote Training #2: How to Run a Campaign

Led by Richeline Cadet

LOCATION: UTEC DANCE STUDIO

Learning from NY State's Artist Employment and Guaranteed Income Programs

Led by Bella Desai (Creatives Rebuild New York) and Danya Sherman (Congruence Cultural Strategies)

LOCATION: UTEC CATALYST CENTER

12:45 PM - 1:45 PM

Lunch and Networking

LOCATION: NANCY L. DONAHUE THEATRE LOBBY AND PATIO

2 PM - 2:45 PM

SESSION 3

Create the Vote Training #3: How to Run a Voter Registration Drive

Led by Kendra Paterson and Lyanie Oscar of Mass Voter Table

LOCATION: NANCY L. DONAHUE THEATRE

Coalition Building: Berkshire/Columbia Counties Pay Equity Project

Led by Kristen van Ginhoven and Aron Goldman of Berkshires/Columbia County Pay Equity Project

LOCATION: MRT REHEARSAL HALL

Zines for the People: Using Art to Spill the Tea in Local Politics

Led by Anastaci Pacella, C. R. Florence, Ella Sampou, Tamora Israel, and Tara Vargas

Wallace of The Cordial Eye

LOCATION: UTEC DANCE STUDIO

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PROGRAM

How Cities and Towns Can Support More Creativity

Led by Annis Sengupta and Abbey Judd of Metropolitan Area Planning Council
LOCATION: UTEC CATALYST CENTER

3 PM - 3:45 PM

SESSION 4

Building and Sustaining a Coalition for Advocacy Wins

Led by Julie Wake (Arts Foundation of Cape Cod) and Molly Demeulenaere (Cultural Center of Cape Cod)
LOCATION: NANCY L. DONAHUE THEATRE

Create the Vote Training #4: How Cultural Organizations Can Support Voter Education

Led by Emily Ruddock, Karthik Subramanian (Company One Theatre) and Maggie Scott (Museum of Fine Arts, Boston)
LOCATION: MRT REHEARSAL HALL

Bridging the Gap: Innovation through Intersectional Inclusion

Led by Muhammad Burhan
LOCATION: UTEC DANCE STUDIO

Fear & Money: Addressing Financial Anxiety in the Creative Economy

Led by Sara Hartmann, Massachusetts College of Art and Design
LOCATION: UTEC CATALYST CENTER

4 PM - 5 PM

Keynote Speaker: Quanice G. Floyd

LOCATION: NANCY L. DONAHUE THEATRE

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PROGRAM

5 PM

Closing

5:30 PM - 7 PM

Reception

LOCATION: COBBLESTONES OF LOWELL

LOCATION ADDRESSES

Nancy L. Donahue Theatre

50 E Merrimack Street, Lowell

Merrimack Repertory Theatre Rehearsal Hall

132 Warren Street, Lowell

UTEC Dance Studio

Second Floor

35 Warren Street, Lowell

UTEC Catalyst Center

Third Floor

17 Warren Street, Lowell

Cobblestones of Lowell

91 Dutton Street, Lowell

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SESSION DESCRIPTIONS

Create the Vote Training #1: How Nonprofits Can Engage in Elections

Led by Luke Blackadar of Arts & Business Council of Greater Boston. Nonprofit 501(c)3 organizations are limited in lobbying activities, but they aren't limited to non-partisan election efforts and advocacy! Learn how your nonprofit can lead in advocating for the creative sector and support voter education efforts as a 501(c)3.

Mindful Advocacy: Nurturing Creatives' Mental Health

Led by Jeurys Santiago, Minds With Purpose. This session explores how mental health intersects with advocacy in the creative sector, offering practical strategies for managing stress and building resilience. Minds With Purpose, dedicated to empowering creatives, shares insights to promote mental wellness.

Advocacy Lessons: Perspectives from Other Sectors

Led by Kelsey Rode, Hiba Senhaj (Field First), Chrystal Murrieta, Kassie Infante (Abundant Housing), and Lizzy Agbedun (Project Bread). In the last four years, coalitions have achieved major policy wins in Massachusetts: passing universal school meals, driver's licenses for undocumented immigrants, and advancing affordable housing policies are the result of years of strategic and disciplined organizing efforts. The creative sector can learn from these movements to put our own plans into motion and pass major cultural policies. Join organizers from the Feed Kids Coalition, Driving Families Forward Coalition, and Abundant Housing to take lessons from successful advocacy and organizing campaigns in Massachusetts.

What State House Staffers Want You to Know

Led by Kelsey Rode, Bethann Steiner (Mass Cultural Council), Emily Kibbe (AFL-CIO), and Ravi Simon (House Staffer). Massachusetts State House staff perform many functions on behalf of their offices, including drafting legislation, building insider support for bills, constituent casework, and communications. Staff are often the eyes and ears for legislators and can be key allies for advocates. We'll ask a panel of current and former staffers what effective advocacy looks like from the inside and what they want advocates to know.

Art, Propaganda, Artist, Changemaker Importance in Movement Building

Led by Artemis Akchoti Shahbazi, Kurosh ValaNejad and Nelly Kate. An exploration of what is art in relation to propaganda and what is the artist in relation to the changemaker in the context of movement building.

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SESSION DESCRIPTIONS

Create the Vote Training #2: How to Run a Campaign

Led by Richeline Cadet. A reflective conversation-style presentation on this crucial initiative that MASSCreative started in 2013, and an in-depth look on the 2024 election season and what the results can hold for the creative sector in Massachusetts.

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Learning from NY State's Artist Employment and Guaranteed Income Programs

Led by Bella Desai (Creatives Rebuild New York) and Danya Sherman (Congruence Cultural Strategies). Creatives Rebuild New York runs guaranteed income and artist employment programs for 2,700 artists, and is building stronger movements to address root causes of artist financial instability. Come learn and then dream and scheme about how we can build on this work in Massachusetts.

Create the Vote Training #3: How to Run a Voter Registration Drive

Led by Kendra Paterson and Layanie Oscar of Mass Voter Table. Learn how to run a voter registration drive and increase voter participation in Massachusetts.

Coalition Building: Berkshire/Columbia Counties Pay Equity Project

Led by Kristen van Ginhoven and Aron Goldman of the Berkshire/Columbia Counties Pay Equity Project. Passion doesn't pay the rent. Hear how one movement, which now includes 17 arts and culture employers in the Berkshire County area, published a report and is moving forward with implementing recommendations and turning the dial on pay equity.

Zines for the People: Using Art to Spill the Tea in Local Politics

Led by Anastaci Pacella, C. R. Florence, Ella Sampou, Tamora Israel, and Tara Vargas Wallace of The Cordial Eye. Local politics impact our everyday lives, yet due to systemic barriers, it can be difficult to get folks most impacted by policies to town meetings to share their opinions and advocate for their needs. In this hands-on workshop, artists and organizers on Cape Cod share how they have been using the arts to break down barriers between policymakers and the people they serve.

How Cities and Towns Can Support More Creativity

Led by Annis Sengupta and Abbey Judd, Metropolitan Area Planning Council. Cities and towns in Massachusetts can support artists and cultural groups in a variety of ways. Learn how you can work with local officials to advance policy and programs for a stronger creative community in your town.

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SESSION DESCRIPTIONS

Building and Sustaining a Coalition for

Led by Julie Wake (Arts Foundation of Cape Cod) and Molly Demeulenaere (Cultural Center of Cape Cod). In 2017, arts leaders in the Cape came together for a Create the Vote campaign. Seven years later, these leaders continue to work together in coalition for advocacy wins. Hear how this coalition supports each other and built strong working relationships with lawmakers.

Create the Vote Training #4: How Cultural Organizations Can Support Voter Education

Led by Karthik Subramanian (Company One Theatre) and Maggie Scott (Museum of Fine Arts Boston). Learn how arts groups have supported voter education and turnout efforts through programing and creative uses of their spaces.

Bridging the Gap: Innovation Through Intersectional Inclusion

Led by Muhammad Burhan. Explore intersectionality's role in social movements and overcoming barriers like algorithm bias. Learn how creatives empower communities and advocate for LGBTQ+ rights through activism.

Fear & Money: Addressing Financial Anxiety in the Creative Economy

Led by Sara Hartmann, Massachusetts College of Art and Design. This workshop tackles financial anxiety among creatives, offering tools to understand personal money beliefs, critique biased financial media, and find reliable resources. It aims to destigmatize money talk and foster a supportive environment for addressing financial challenges in artistic pursuits.

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GUEST SPEAKERS



LT. GOV. KIM DRISCOLL

Kim Driscoll is the 73rd Lieutenant Governor of the Commonwealth of Massachusetts. Together, Governor Healey and Lieutenant Governor Driscoll are the first all-women executive team to lead Massachusetts. Since taking office, Lieutenant Governor Driscoll has spearheaded several administration priorities and initiatives, including significant involvement in the state's affordable housing production, economic development, improvements to the public education system, and serving as liaison to cities and towns across Massachusetts. Driscoll also chairs the Governor's Council, the Governor's Council to Address Sexual Assault, Domestic Violence, and Human Trafficking, the Seaport Economic Council, and co-chairs the STEM Advisory Council. Prior to Beacon Hill, Driscoll served for seventeen years as the Mayor of Salem, Massachusetts and is a proud graduate of Salem State University.



QUANICE G. FLOYD

Executive Director, National Guild for Community Arts Education

Quanice G. Floyd (she/her) is the Executive Director of the National Guild for Community Arts Education after serving as the Executive Director at Arts Education in Maryland Schools Alliance, an arts education advocacy and service organization. She is the Co-Founder of the Arts Administrators of Color (AAC), an organization committed to empowering artists and arts administrators by advocating for access, diversity, inclusion, and equity in the arts in the DC and Baltimore metropolitan areas. She also served as a public school music educator, commissioner for the DC Commission for the Arts and Humanities, and is an alumna of Fractured Atlas' Artist Campaign School, the National Guild for Community Arts Education's Leadership Institute (CAELI), ArtEquity's Racial Facilitator Cohort, Baltimore Symphony Orchestra's Music Educators and Arts Administrators Academy, 4.0 Schools' Essentials Program, and the Arts Education Collaborative's Leadership Academy. Quanice is an award-winning arts advocate who received the Americans for the Arts' American Express Emerging Leader Award and the Arts Advocate of the Year Award from the Coalition of African Americans in the Performing Arts.

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USE THE QR CODE TO READ ALL OF
THE SPEAKERS' BIOS



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**JOIN OUR TEAM! WE'RE SEEKING A 2024 CREATE THE VOTE CAMPAIGN MANAGER.
USE THE QR CODE TO SEE THE FULL JOB DESCRIPTION AND HOW TO APPLY.**

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Executive Director

Kelsey Rode
Director of External Relations

Richeline Cadet
Director of Organizing

Marley Belanger
Fundraising and Communications Associate

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Former Vice President of the WGBH Educational Foundation

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Deputy Director and Chief Operating Officer, Jacob's Pillow

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Doneeca Thurston-Chavez
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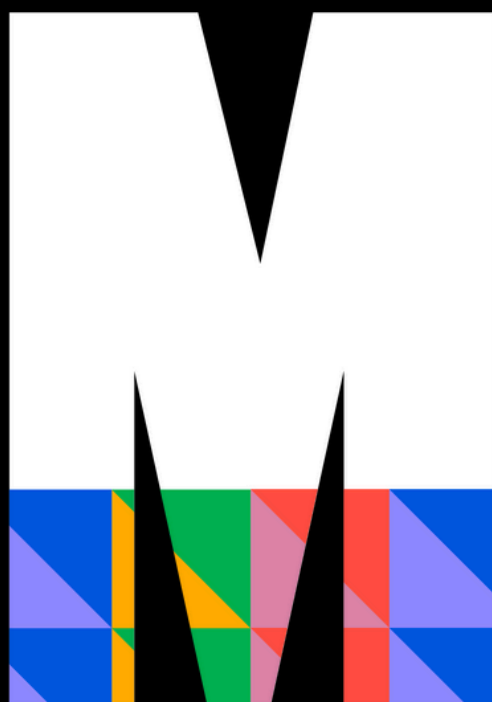
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