2013 Creative Placemaking

Modules and Schedule

The Creative Placemaking 2013 program runs from August 2013 to May 2014.

Deep Learning Modules

The 2013-2014 Deep Learning Module schedule with descriptions is below.

<table>
<thead>
<tr>
<th>Week of August 20, 2013</th>
<th>Orientation</th>
<th>Two-hour orientation. Anyone who cannot attend in person may join by videoconference.</th>
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| 8/26 - 9/21 2013       | Building Creative Communities | This foundational course explores the connections between arts and the well-being of communities. Learners will explore initiatives and studies that address such issues as civic engagement, youth development, and community building. Through this class, you can:  
  • Get a deeper understanding of the various social benefits creative placemaking provides to communities  
  • Build skills in asset-based community development, and how to apply them to creative placemaking  
  • Analyze opportunities and challenges for achieving social benefits  
  • Learn how to effectively build a shared will to action |
| (exam week: 9/22 - 9/28) |                         | Required text for this course: The Creative Community Builder's Handbook, by Tom Borrup. Other readings will be provided in the Carmen on-line classroom space. See the syllabus |
| 9/30 - 10/26 2013      | Sustainable Creative Economies | This foundational course explores the connections between arts and prosperity in communities. Learners will explore initiatives and studies that address such issues as cultural tourism, job creation, and connections between creative industries and other economic sectors. Through this class, you can:  
  • Get a deeper understanding of the various economic benefits creative placemaking provides to communities  
  • Analyze opportunities and challenges for achieving economic benefits  
  • Develop implementable ideas for community-oriented economic development strategies |
| (exam week: 10/28 - 11/2) |                         | Required text for this course: The Creative Community Builder's Handbook, by Tom Borrup. Other readings will be provided in the classroom. See the syllabus |
Certification Candidates must select their Creative Placemaking project for individual study by this time. Program faculty will be available to help candidates select suitable projects.

Analysis for Creative Placemaking

What information do creative placemakers need? How do they get it? This course explores methods of quantitative and qualitative analysis that are most relevant for creative placemaking. Students will be introduced to commonly used sources of statistical information, such as County Business Patterns; develop their ability to critique planning and land use documents; and explore the benefits and limitations of qualitative analysis such as focus groups, surveys, and image-related content analysis.

By the end of this course, students should be able to:

- Identify and demonstrate the use of quantitative data sources
- Assess planning and regulatory documents to determine the extent to which they promote or inhibit creative placemaking
- Identify and select methods of qualitative analysis

Building Capacity for Creative Placemaking

Great ideas for creative placemaking in a community are useless if leaders there are unable to implement them. This course explores how creative placemakers can build leadership to achieve a shared vision, prioritize values, and move from idea to action.

By the end of this course, students should be able to:

- Explain how groups become teams
- Explain the importance of a shared vision, hierarchies of values and clear missions to creative placemaking
- Describe processes that communities can use to explore, select and implement ideas

Making Spaces for Culture

This course explores ways to enhance public and private space for arts and cultural uses. Students will be introduced to various forms and types of locations for public art and their roles in enhancing community, cultural and economic development goals. The course will also explore site planning issues in developing cultural facilities -- both within and around sites.

By the end of this course, students should be able to:

- Explain the connections between physical development and the elements of creative placemaking
- Discuss various forms of public art and their connections to urban design
- Explain the factors that affect how creative professionals and organizations select sites for their facilities
- Identify the variety of facility demands by different types of creative professionals
Destination Development and Marketing
One of the reasons that elected officials and economic development professionals are interested in arts and culture is their ability to attract tourism dollars to communities. This course explores issues in cultural tourism and introduces students to key considerations for developing cultural tourism plans.

By the end of this course, students should be able to:
- Discuss theories of place marketing and concept marketing
- Describe opportunities and challenges that cultural tourism generates for economic, community and cultural development
- Identify key issues to be explored in cultural tourism planning

Creative Placemaking Studio
Each Certification Candidate works on a creative placemaking issue or goal in a community of his or her choice under the guidance of the program director. Each student’s final product will be a persuasive paper of 10-20 pages that will include, at minimum:
- A discussion of key economic and cultural development challenges faced by the community;
- Enough relevant background information to help the reader make well-informed decisions;
- A discussion of the goal(s) and rationale for the selection of the goal(s);
- A discussion of the variety of arts and culture-related strategies that could be used to address the challenges and further the goals;
- A justification of final strategy selections;
- A discussion of key questions and challenges that the reader would face if he or she were to pursue the strategies.

Entrepreneurial Leadership Sessions
One-hour sessions will be conducted by videoconference. The exact dates and times will be announced soon.

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<thead>
<tr>
<th>Date</th>
<th>Session Topic</th>
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<tbody>
<tr>
<td>August 2013</td>
<td>Leading from the Middle</td>
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<td>September 2013</td>
<td>Group Power Dynamics</td>
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<td>October 2013</td>
<td>Strategic Communications and the Anatomy of Persuasion</td>
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<td>November 2013</td>
<td>Values-based Planning</td>
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<td>December 2013</td>
<td>Making Meetings Better</td>
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<td>January 2014</td>
<td>Building Strong Partnerships</td>
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<td>February 2014</td>
<td>Leading Successful Groups</td>
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<td>March 2014</td>
<td>Managing Resistance</td>
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<tr>
<td>April 2014</td>
<td>Culturally Competent Practice</td>
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<td>May 2014</td>
<td>Cost Effective Evaluation</td>
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