

THE KANSAS CREATIVE ARTS INDUSTRIES COMMISSION  
LATINO ARTS AND CULTURE ROUNDTABLE

November 14, 2017





**VAMOS HACER CONOCIMIENTO/LET'S GET ACQUAINTED**

NAME/AFFILIATION

One phrase or sentence that answers the question...

***"What Does Latino Art and Culture Mean to You?"***

## POP: PURPOSE OUTCOME PROCESS

### PURPOSE

- **Assess** the Kansas Latino arts and culture ecosystem; and
- **Determine the existing needs and possible opportunities** for Latino arts and culture producers and participants

### OUTCOME

- **Gain recommendations** on how to better engage Kansas communities and serve Latino arts and culture presenters, producers, and audiences

### PROCESS

- **Define Latino arts and culture experience** in Kansas;
- **Establish SWOT analysis of Kansas Latino Arts and Culture;** and
- **Explore vision and strategies** for effective local and regional network and partnership building.

## **CULTURAL CONTEXT**

- Kansas Demographics
- Kansas Latino Demographics
- Regional Arts and Culture
- Regional Latino Arts and Culture Key Characteristics
- Latino Arts and Culture Participation Recent Findings

# STATE OF KANSAS DEMOGRAPHICS

Source: US Census Estimates as of July 2016

## Total Population

2,907,289

## Gender

Female: 50.2%

Male: 49.8%

## Education

90.2% Graduated HS

31% Bachelors+

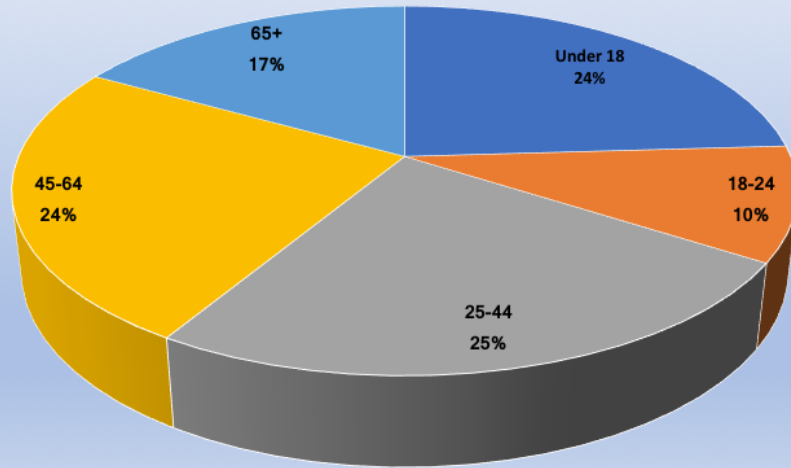
## Median Income

\$52,205

## Poverty Rate

13.6%

## Age



- Largest age group is 25-44
- 45-64 individuals and under 18 following close at 24%

## LATINOS IN STATE OF KANSAS

Source: Pew Research Center, 2014 Data

**Total Population 329,000**  
11% of State Population  
.6% of Total US Latino Population

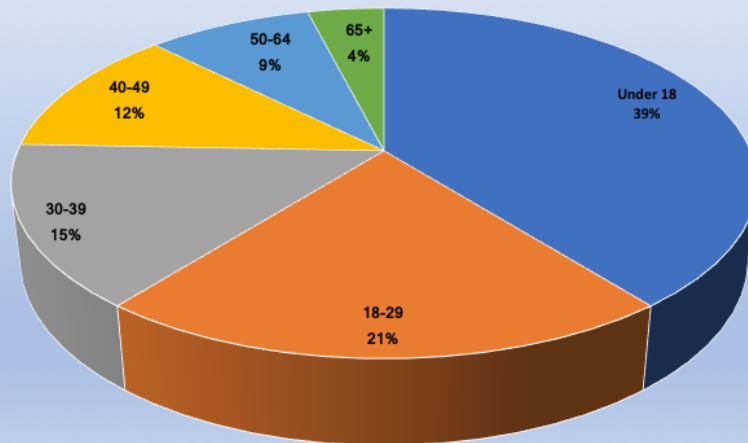
**Gender**  
Female: 49.2%  
Male: 50.8%

**Education**  
19% Less than HS  
12% HS Diploma  
11% 2 Year/Some College  
6% Bachelors Degree+

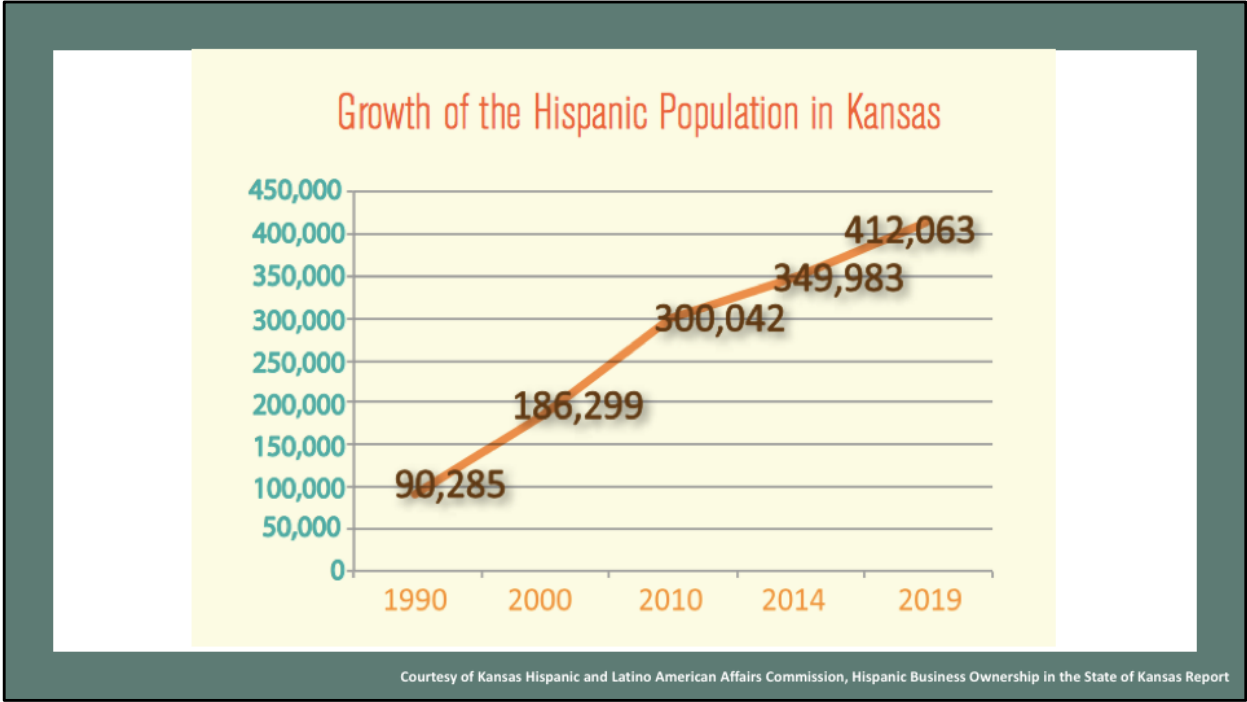
**Median Income**  
\$22,000

**Poverty Rate**  
34% 17 and Under  
24% 18-64

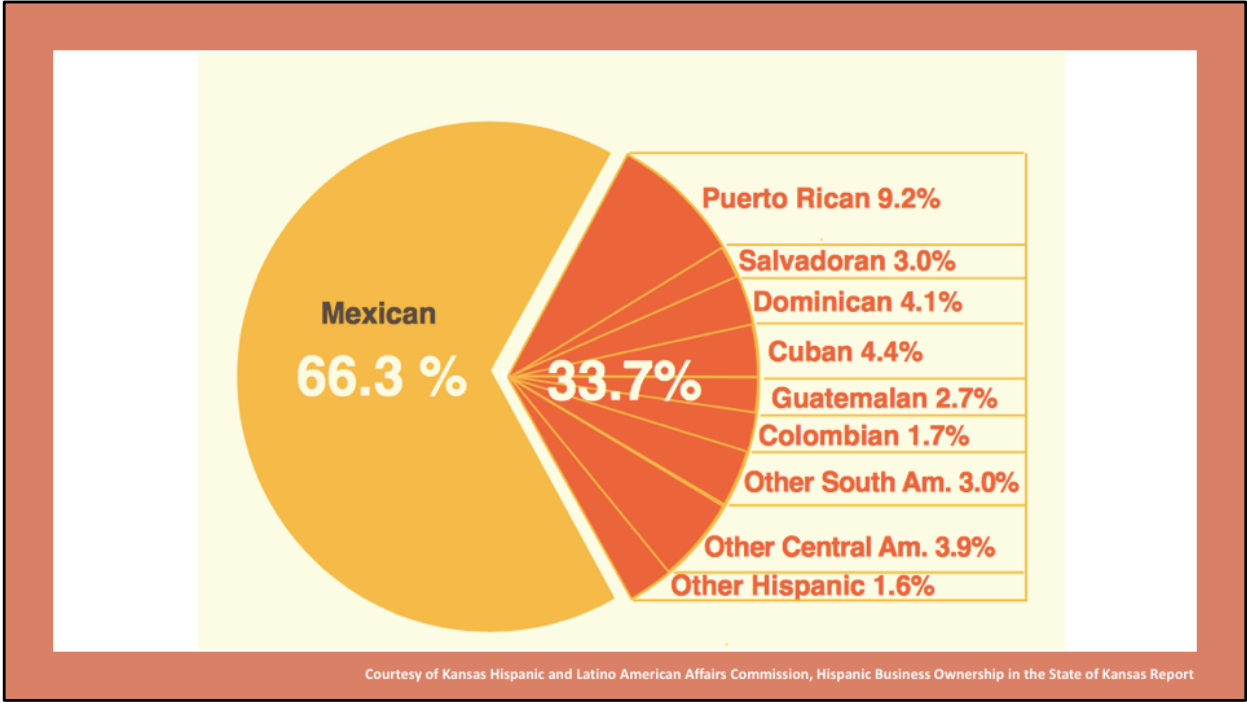
Latino Age



- About 329,000 Hispanics reside in Kansas, 0.6% of all Hispanics in the United States.
- Age distribution here is very different from total KS age demographic--39% of the total Latino population in KS is under the age of 18 years and 21% of our community at 18-29 years old.
- We have a very young Latino community in Kansas



- The Latino Population in Kansas will increase 20% by 2020--only 2 years from now, and like most US States, will surpass Census projections.



- Kansas' Latino community is far more diverse than its Southwest counterparts, with 33.7% of our community self identifying as other than Mexican.



## MODELING AN ARTS AND CULTURE ECOSYSTEM

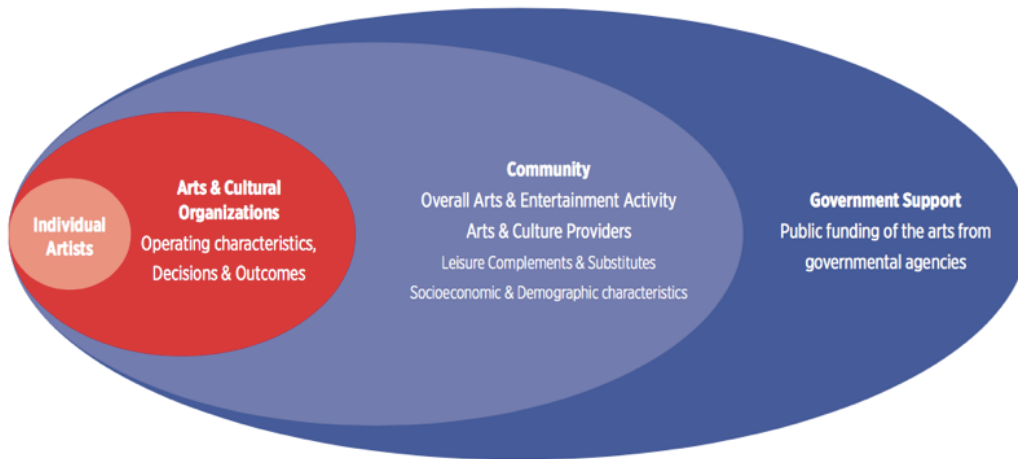


Image Courtesy of National Center for Arts Research

- Southern Methodist University’s National Center for Arts Research defines an arts and culture ecosystem as a complex and interdependent set of relationships among:
- **Artists**—the nucleus of our arts and culture ecosystem
- **Arts and Cultural Organizations** operate in a variety of ways including producing, presenting and serving the arts and culture field
- **Community** is broad and can include arts and entertainment—festivals, concerts, backyard performances, folklorico troupes, volunteers, arts and culture audiences and participants
- **Government Support** is the public investment and support committed to the arts and culture ecosystem—grants, capital projects, training, support and other resources

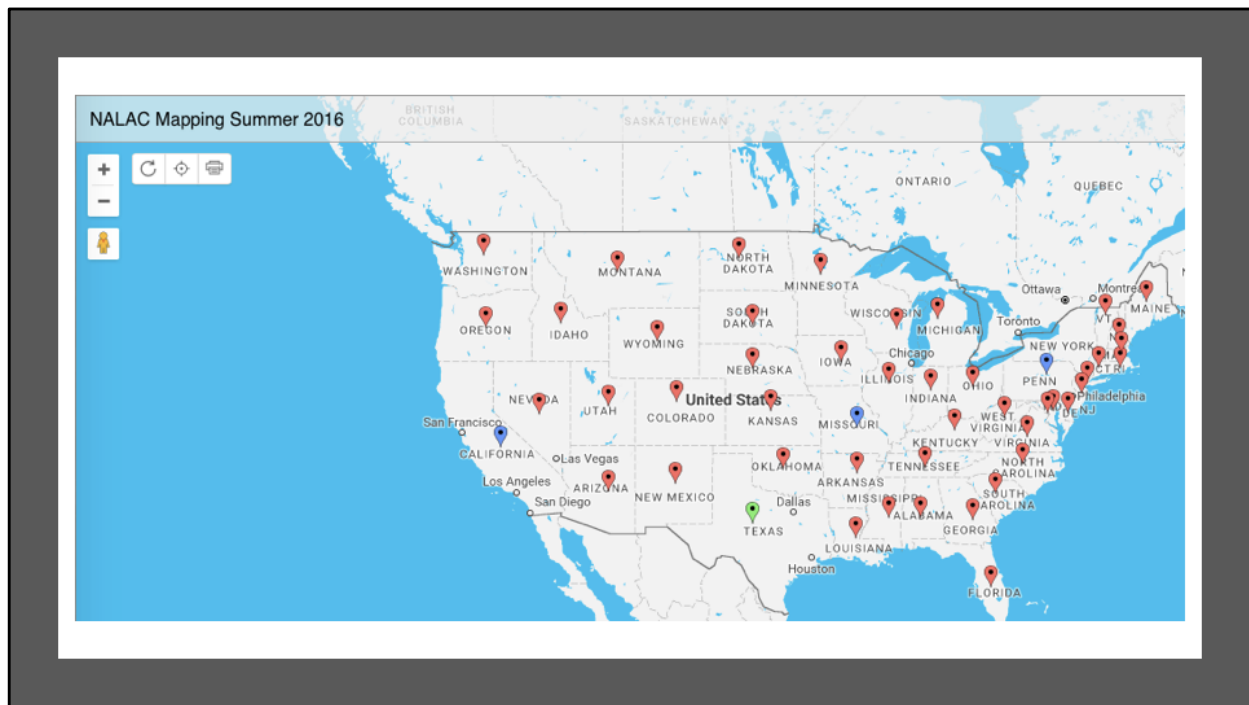
## How Arts Vibrant Are America's Cities? Here's Every County Ranked in an Interactive Map

Apr, 25 2017 / In [interactive map](#), [heat map](#), [Arts Vibrancy](#), [arts vibrancy index](#) / by nrallo



Courtesy of National Center for Arts Research

- Kansas Citizens for the Arts tells us that 50 Arts and Culture Organizations exist within the State of Kansas. Kansas's Creative Arts Industries Commission lists 78 touring artists, musicians, ensembles, actors and writers.
- NCAR provided scores for **every U.S. county** based on measures of arts dollars, arts providers, government support, and socio-economic and other leisure characteristics. You can find the map and report here: <http://mcs.smu.edu/artsresearch2014/articles/blog-white-papers/how-arts-vibrant-are-americas-cities-heres-every-county-ranked>
- Americans for the Arts' Arts and Economic Prosperity 5 study, scored Wichita as the most lucrative nonprofit arts industry in the state. You can the interactive map here: <http://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-5/use/map-of-study-partners>



- The National Association of Latino Arts and Culture has also mapped programs and services through the years through an interactive google GEO map here: <https://batchgeo.com/map/6f716ab1ef8225130c3934d5354d0152>
- Kansas shows 7 memberships through the years. Unlike neighboring states, however, no Leadership Institute or Advocacy Leadership participation is shown, both of which have been important in laying the groundwork among individual artists, organizations, and institutions in other states.

## CULTURALLY SPECIFIC ORGANIZATIONS

### Finding 1

- LOWER BUDGET SIZE

### Finding 2

- SIMILAR SIZE BUDGETS AND FACILITIES AS MAINSTREAM COMPS

### Finding 3

- SPEND LESS ON MARKETING
- EARN LESS FROM SUBSCRIBERS/MEMBERS
- LOWER BOARD GIVING
- MORE GOVERNMENT SUPPORT

### Finding 4

- CULTURALLY SPECIFIC ORGANIZATIONS HAVE DISTINGUISHING FEATURES AMONG EACH OTHER

- In 2016 NCAR published a report, “Does ‘Strong and Effective’ Look Different for Culturally Specific Organizations?” <http://mcs.smu.edu/artsresearch2014/NCARDiversityPaper>
- The report examined culturally specific arts organizations around two questions:
  - Do culturally specific organizations have different operating characteristics than mainstream organizations and, if so, what are those differences? and
  - All else being equal, do culturally specific organizations tend to perform differently than their mainstream counterparts and, if so, how?

**Finding 1:** Culturally specific organizations are more prevalent in arts and culture sectors that have lower average budget size (e.g., Community-based, Arts Education, Multidisciplinary Performing Arts) and less prevalent in sectors that have larger average budgets (e.g., Museums, Opera Companies, Performing Arts Centers, Orchestras).

**Finding 2:** After controlling for sector differences and organizational age, culturally specific organizations have similar- sized budgets and physical facilities as mainstream organizations.

**Finding 3:** Culturally specific organizations share some performance characteristics that distinguish them from mainstream equivalents, Culturally specific organizations spend less on marketing, earn less from subscribers and members, have lower trustee giving, and attract higher support from government sources.

**Finding 4:** Organizations that primarily serve African Americans, Asian Americans and Latinos have distinguishing performance characteristics setting them apart from each other

## LATINO ARTS AND CULTURE ORGANIZATIONS

### HIGHER



- Programmatic offerings
- Number of full-time employees
- Development/fundraising expenses
- Higher overall contributed support from corporations and foundations

### LOWER



- Lower program revenue
- Lower individual giving

## WHAT LATINOS NEED FROM ARTS AND CULTURE

- We want to connect with our own heritage;
- We want to educate ourselves, our family and children;
- We want to strengthen family unity, including covering the needs of multiple people in the family (multi-generational activities;)
- We want to be stimulated: Alone time, reflection, entertainment;
- We want to nurture ourselves and be creative; and
- We want to relate to others.

- Surprisingly, there is very little published on Latino Arts and Culture organizations or Latino audience participation at a national level. NALAC has recently put together an advisory group of researchers and academics to tackle this much needed research.
- This year, Scansion published the LatinXperience funded by the James Irvine Foundation, which examined how Latinos in California engage and experience arts and culture. The study aims to serve as guiding principals for cultural institutions to better engage Latino audiences. You can find the study here: <https://www.latinxperience.org>

## WHAT LATINOS VALUE ABOUT ARTS AND CULTURE

- Enlightenment/Well-Rounded Experiences/Good Global Citizen
- Beauty/Aesthetic Experience
- Community/Duty/Confianza/Validation
- Freedom/Breaking Free from Everyday Life

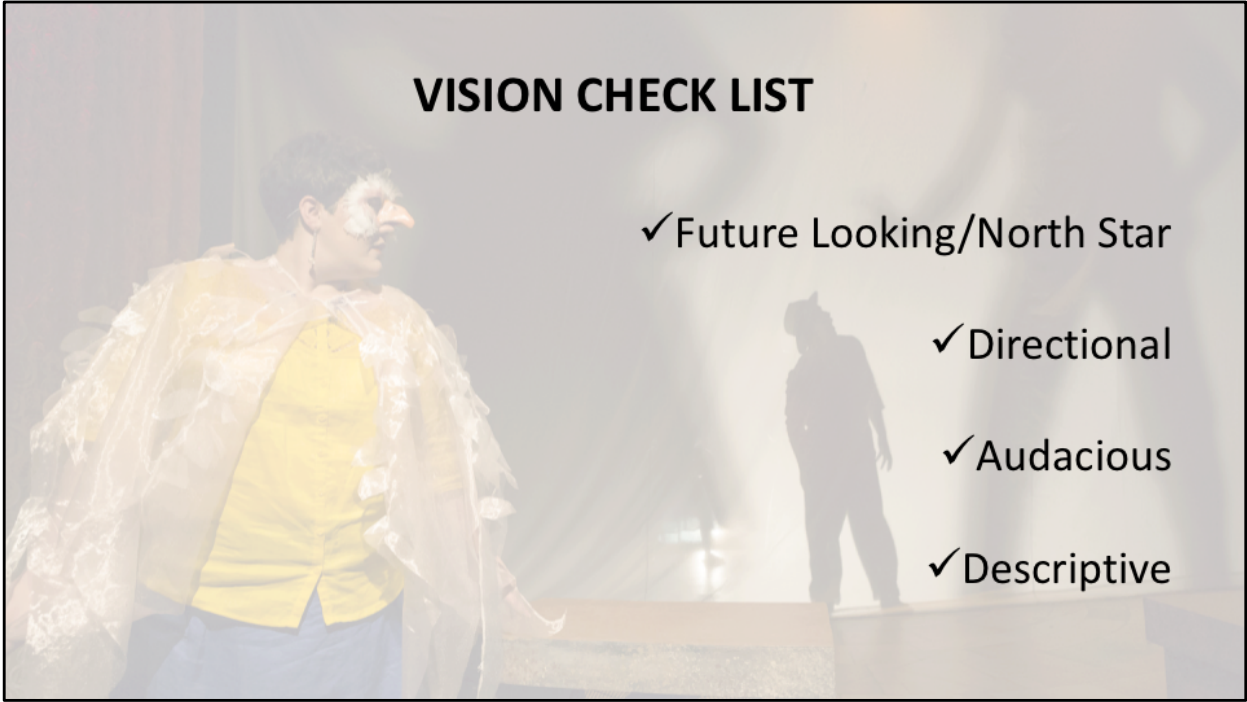
- Dr. Tomas Ybarra Frausto describes 3 key values that inform much of Latino life and culture: Conocimiento, Convivencia, Confianza. These values are inextricable from arts and culture experiences, but in addition to needs, the study found what Latinos value about about arts and culture.





## SAMPLE VISIONS

- **NALAC:** The National Association of Latino Arts and Cultures (NALAC) envisions a cultural landscape that fully values and integrates the essential contributions of an expanding Latino arts field and its dynamic workforce
- **The Committee for Children and Families:** A future where Latino children, youth, and families have equitable access to opportunities to succeed, are empowered to realize their full potential and are affirmed in their culture.
- **National Hispanic Medical Association:** To be the national leader to improve the health of Hispanic populations.



Who:

- Is affected by our work?
- Affects the direction of our work?
- Are our leaders and collaborators?

What

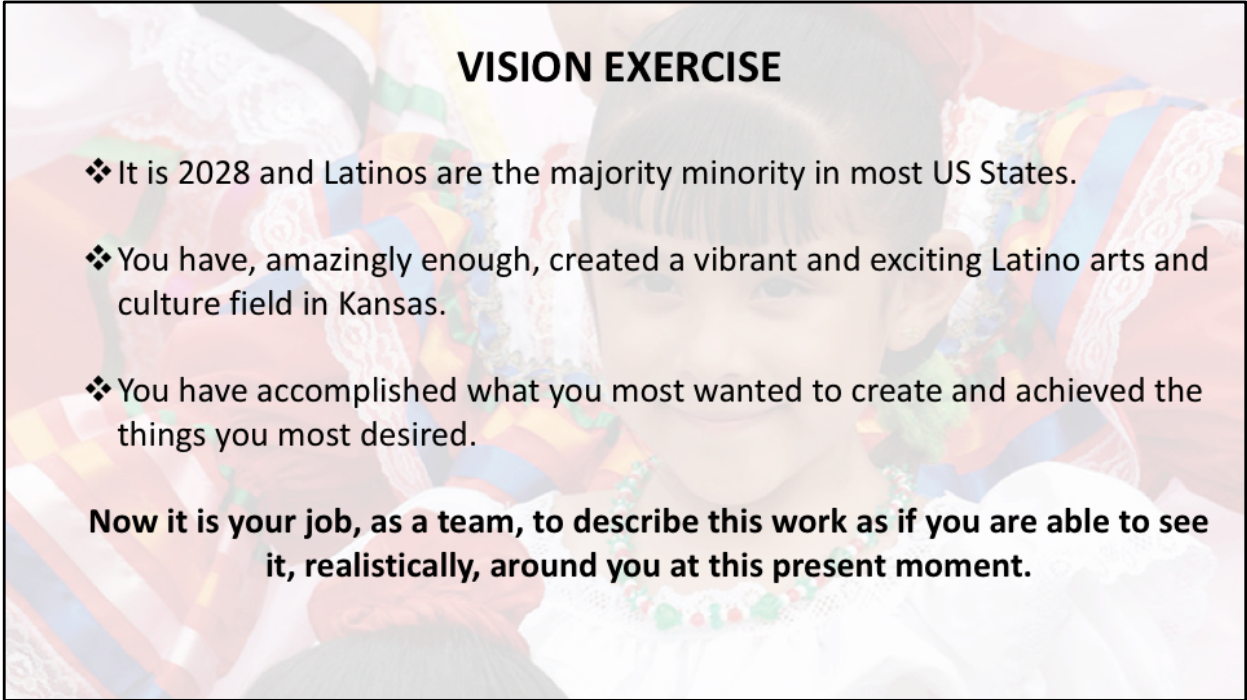
- Is our unique contribution to the world around us?
- How do we handle good times? Stress or hard times?
- What are our values? How do people treat each other? How are people

recognized?

What have we done to ensure or make better each community members'

future?

How about the future of our children or grandchildren?



## VISION EXERCISE

- ❖ It is 2028 and Latinos are the majority minority in most US States.
- ❖ You have, amazingly enough, created a vibrant and exciting Latino arts and culture field in Kansas.
- ❖ You have accomplished what you most wanted to create and achieved the things you most desired.

**Now it is your job, as a team, to describe this work as if you are able to see it, realistically, around you at this present moment.**

The background of the slide features a collage of images. At the top, there are three stylized faces with spiky hair, possibly representing a band or a specific cultural group. Below these, there are silhouettes of people, some holding signs. One sign clearly says "PUEBLO" and another partially visible one says "AGG...". The overall theme is social and cultural activism.

## STRATEGIC THINKING/ACTION IDEAS

What existing/non-existing structures and resources are needed to help serve Latino Arts and Culture presenters, producers and participants?

How do we create a shared strategic framework within Kansas and the region?

Understanding some local and national cultural context, the strengths, weaknesses, opportunities and threats of the field, what actions and strategies would be needed to accomplish the vision ideas we shared?

I will ask you to break out into groups and discuss for about 30 minutes, and then we will regroup and you will have a chance to share your thoughts.