

As part of the NEA's 50th anniversary, the agency has launched the leadership initiative, Creativity Connects*. This initiative will show how the arts contribute to the nation's creative ecosystem, investigate the ways in which the support systems for the artists are changing, and explore how the arts can connect with other sectors that want and utilize creativity.

Creativity Connects has three components:

- an **infrastructure report** that will provide an overview of the types of artistic practices and how they're expanding, and the key resources that artists need in order to produce their best work. The report will outline ways to help strengthen the sector through six areas currently identified as important to the infrastructure that supports creatives—material supports, validation, markets, networks, training, and information.
- an **interactive digital systems graphic** that shows the elements of the arts-based creative ecosystem in the United States. This component is like a systems mapping project, in that it focuses on how the arts connect with non-arts sectors. This graphic will show examples of who's out there doing good work in the arts and how the creativity that exists in the arts is of use to other sectors. The objective of this component is ultimately to connect the arts sector, and its ability to create, to other sectors that also want and use creativity.
- a **pilot grant opportunity** in the Art Works category to support partnerships between arts organizations and organizations from non-arts sectors. In order to ensure that the arts are connecting to other sectors in a way that both benefits the arts and helps the non-arts sectors understand the value of the arts, the grants in this pilot grant program will require a partnership between a nonprofit arts organization and an organization from a non-arts sector. Grant application guidelines will post in mid-December 2015.

Creativity Connects will provide the framework for the NEA to investigate the conditions and trends affecting, shaping, and promoting creativity in the U.S., and examine the ways in which the arts sector, government, for-profit sector, and philanthropic community can collaborate to support the arts, grow our nation's creative economy, and enhance the contributions of creative workers to our society.

* Creativity Connects™ is used with permission from Crayola, LLC.



CREATIVITY CONNECTS PROCESS

Leading up to a June 2016 release of the infrastructure report and a first draft of the interactive graphic, the following activities will collect information:

- 40 national interviews with experts
- A convening of 20-30 experts
- Interactive online outreach to solicit feedback from the general public
- Ten roundtables of 10-12 people doing innovative work in the arts, hosted by state arts agencies, in Santa Fe, NM; Des Moines, IA; Los Angeles, CA; Omaha, NE; Minneapolis, MN; Boston, MA; Atlanta, GA; Pittsburgh, PA; Lexington, KY; and Helena, MT—roundtables began in October 2015 and end by March 2016

INFRASTRUCTURE REPORT

In partnership with the Center for Cultural Innovation, the NEA will publish a contemporary overview of changing artistic practices and the emerging landscape of support for artists and creatives. The purpose of this report is to update the findings of the Urban Institute's 2003 study, *Investing in Creativity*, which identified support systems necessary for artists, including material supports, validation, markets, networks, training, and information. While the framework outlined in that report remains useful, it is clear that many aspects of the environment and market for artists' work have changed profoundly in the past decade, including developments in technologies, public perceptions of creative workers, marketplace opportunities, demographics, and aesthetic practices. The report will be published in summer 2016.

MAPPING CREATIVITY

Creativity can happen in so many settings. The arts sector embodies creativity, but there are other sectors which also use arts-based creativity: sectors such as science, technology start-ups, business schools, and many more. As a part of Creativity Connects, the NEA will launch an interactive digital systems graphic showing how the arts fit into the larger creativity ecosystem. For example, a person working in science might come to the map and see an example of a project showing where their discipline connects to the creativity in design, or a business person might learn that dance can teach one how to understand people's body language in meetings. This graphic will help the public visualize what types of projects are happening in the intersection of arts and other sectors in the 21st century and show to non-arts sectors the usefulness of engaging with the arts. This phase of the initiative will build out during 2016.

ART WORKS: CREATIVITY CONNECTS GRANTS

The NEA is launching a pilot grant opportunity in the Art Works category to support partnerships between arts organizations and organizations from non-arts sectors that include, but are not limited to, business, education, environment, faith, finance, food, health, law, science, and technology. Grants awarded through this pilot grant program, called Art Works: Creativity Connects grants, are intended to demonstrate the value of the arts when they're working with non-arts sectors and support the infrastructure components for artists, so that they will be able to work in new ways with other sectors. It is also designed to connect—to build bridges that create new relationships and constituencies between the arts and other sectors and support creating innovative projects that advance the arts when they're connected to other non-arts fields. The pilot grant program will require a partnership between a nonprofit arts organization and an organization from a non-arts sector. Also, a nonprofit arts organization must serve as the official applicant and have a specific non-arts partner confirmed at the time of application. Grants generally will range from \$20,000 to \$100,000.

