

Engagement Committee Charge  
October 18, 2018

**Purpose:**

The focus of the Engagement Committee is to reach out to various stakeholders -- including civic groups, commissions, and organizations – for meaningful conversations about how arts and culture can enhance their work and strengthen our community. The Committee will coordinate engagement with stakeholders to further the understanding and implementation of *Enriching Lives: Arlington Arts and Culture Strategy*.

**Scope:**

Pursuant to this goal, the Engagement Committee will:

- Convene listening sessions and use other engagement methods to enhance stakeholder and community interest in arts and culture to further learn about opportunities for implementing specific Enriching Lives strategies.
- Leverage online platforms and social media to strengthen Commission engagement in the goals and strategies of Enriching Lives and to foster additional Commission-community connections.
- Propose activities and interactions that link Enriching Lives and its goals and strategies to important events and on-going initiatives throughout the community.
- Meet with various stakeholders in the County, including leadership of other Board-appointed commissions, staff and board members of Arlington arts and culture groups, and other civic and business leaders and officials, to keep Enriching Lives top of mind and evolving.
- Continuously explore its links to and alignment with other County goals and initiatives, and solicit advice and input for implementing the Strategy.

**Membership:**

The Committee shall be comprised of members of the Arts Commission.

**Staff Resources:**

Staff support for the Committee will be coordinated by the Arts Commission Staff Liaison.

**Schedule:**

Ongoing. Meetings will be held quarterly or more frequently if deemed necessary by the Committee Chair.

**Deliverables:**

Quarterly report to the Commission summarizing Committee activities and outcomes.

## Engagement Committee- Testimonial Template

### **Objective**

To create written testimonials to help bring greater visibility to the arts in Arlington.

We will be starting with testimonials from the Engagement Committee and then requesting everyone on the commission participate. Once we refine the process and make any desired adjustments we will invite other art organizations and community members to participate.

These will be published on Arlington Arts Facebook page in the first instance and as the process evolves so will the areas we would like these seen.

### **Task**

Answer the question ‘Why did you join the commission?’

Please find additional prompt questions which may highlight a contributing moment to why you joined the commission. We will use these more when approaching other community members but you may find them helpful. You are also certainly welcome to answer these to create more written content to share.

- What is an unexpected way the arts has impacted you?
- What do you wish people knew about the arts?
- How have you seen the arts change lives?
- What is the coolest art experience you’ve had?
- What is an unexpected encounter you have had with the arts?

### **Format**

100-200 words

Include a catchy title or lead sentence to your testimonial which will be eye catching and make people want to read it

Image of you. We would also like a picture of you to post along with your testimonial. It doesn’t have to be a serious headshot and if there is an image of you engaged in art in some way then all the better.

## **Timeline**

Sign up for one of the available slots to create your testimonial.

We are asking each commissioner to read their testimonial at the commission meeting the month before publishing. This will allow for any constructive feedback from the commission and help in the editing process.

Send your testimonial to Andres to edit no later than the 1<sup>st</sup> Monday of the month (or last Monday of the month depending on how the calendar falls with our commission meetings.) Andres will work with you on final edits and please then share with Jim Byers to publish on Arlington Arts.

We will publish one testimonial on the 1<sup>st</sup> and 3<sup>rd</sup> Friday of the month.

## **Work flow**

Sign up for available testimonial spot on the calendar.

Write testimonial.

Share at commission meeting the month prior to publishing.  
-Receive feedback and make any desired revisions.

Sent to Andres to edit.  
-Andres will work with you directly on edits.

Send to Jim to publish on Arlington Arts.  
-Please CC the engagement committee on this correspondence.

## **Contacts**

Editor: Andres Dietz-Chavez ([andresrdc@mailbolt.com](mailto:andresrdc@mailbolt.com))

Publisher: Jim Byers ([Jbyers@arlingtonva.us](mailto:Jbyers@arlingtonva.us))

Engagement Committee: Susannah Haworth Dunn ([Susannah.haworth@gmail.com](mailto:Susannah.haworth@gmail.com)),  
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Commissioner testimonial sign up

Please sign up for one slot on the sheet.

Important dates

-Testimonial will be read by the writer at the meeting prior to the month of publishing.

-The testimonial will be due to Andres to edit on the 1st Monday of the month and will be published on the 1st and 3rd Friday of the month.

**January**

Read at Engagement Committee meeting on 1/8. Publish on 1/18.

David Carslon

Marsha Semmel

**February**

Read at ACA meeting on 1/23. Send to Andres by 1/28. Publish on 2/1 and 2/15.

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**March**

Read at ACA meeting on 2/27. Send to Andres by 2/25. Publish on 3/1 and 3/15.

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**April**

Read at ACA meeting on 3/27. Send to Andres by 4/1. Publish on 4/5 and 4/19.

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**May**

Read at ACA meeting on 5/1. Send to Andres by 4/29. Publish on 5/3 and 5/17.

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**June**

Read at ACA meeting on 5/22. Send to Andres by 6/3. Publish on 6/7 and 6/21.

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**July**

Read at ACA meeting on 6/26. Send to Andres by 7/1. Publish on 7/5 and 7/19.

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**August**

Read at ACA July meeting (date TBD.) Send to Andres by 7/29. Publish on 8/2.

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