

CREATIVE GENERATION:

An Overview



Creative Generation

Dedicated to the development of thriving communities and a more just world, Creative Generation works to inspire, connect, and amplify the work of young creatives who catalyze social change, and those who are committed to cultivating their creativity.



During this presentation, I will...

- Provide an overview of the foundational research underpinning the work of the organization;
- Review the organization's mission, vision, goals, and programs; and
- Describe the organizational structure, principles, and how we work.



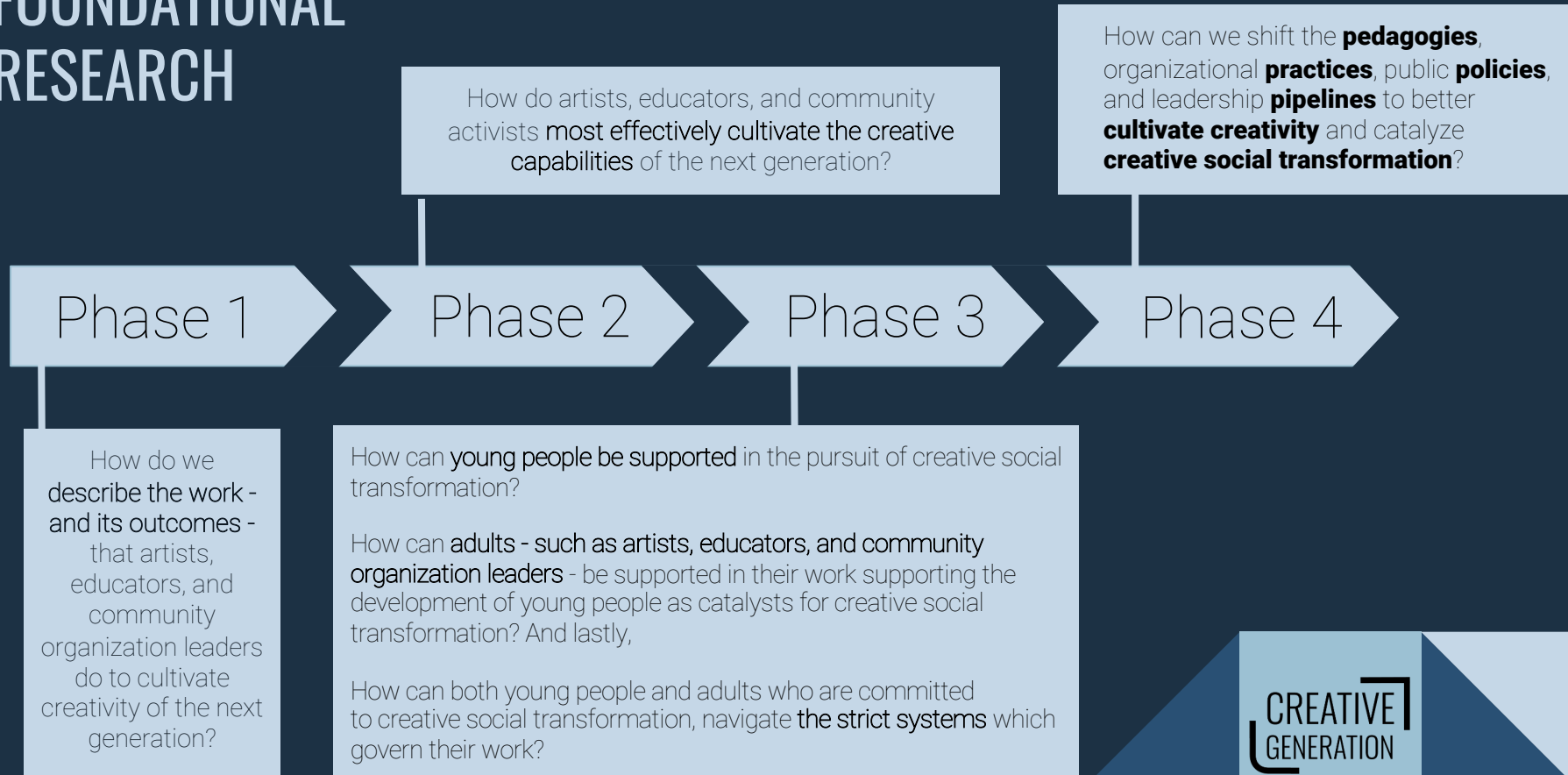
UNDERPINNING RESEARCH





March 24, 2018 – Washington, D.C.

FOUNDATIONAL RESEARCH



CREATIVE
GENERATION

A NEW APPROACH TO DEFINING “THE WORK” & OUTCOMES

Social transformation refers to the process of change in institutionalized relationships, norms, values, and hierarchies over time. It is the process by which individuals, communities, and societies changes due to active efforts of reform from within.

Creative Social Transformation refers the active efforts of reform grounded in creativity.

But, what is “**Creative**”?



AN ENRICHED VOCABULARY – Creative Generation

The **Creative Generation** – or **Gen C** for short – is a term taken from consumer marketing, used to describe an intergenerational group of people share common creative capabilities:

- creative thinking,
- cultural consciousness,
- connectivity, and
- concern for community.

They employ their creative capabilities to catalyze social transformation.



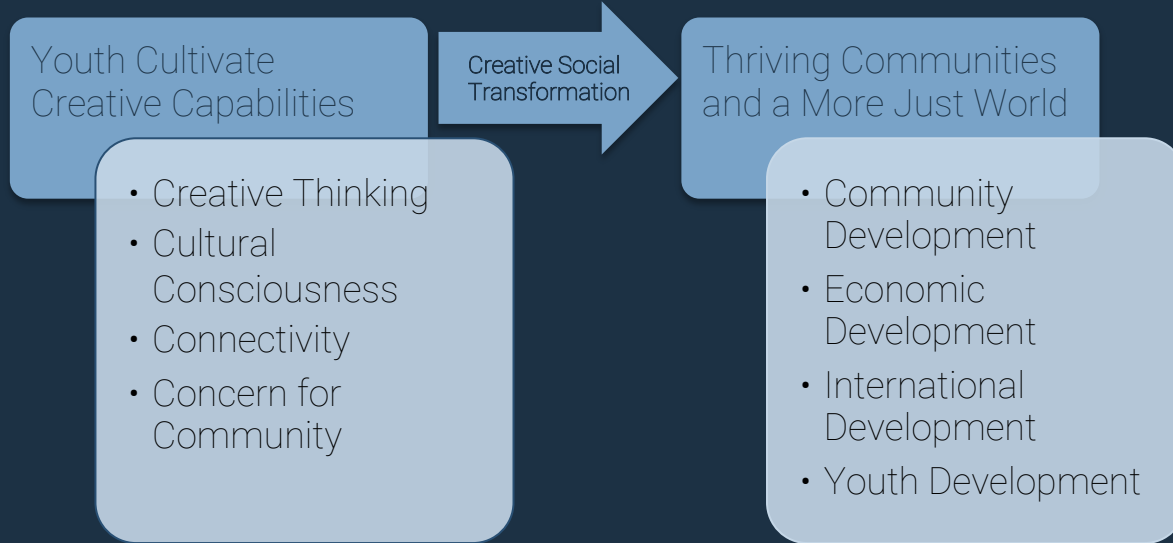
AN ENRICHED VOCABULARY – Creative Capabilities

- **Creative Thinking:** the ability to identify challenges, and employ creativity to envision solutions;
- **Cultural Consciousness:** the process of understanding of one's own cultural identity and a developing a respect for, and often participation within, other diverse cultures;
- **Connectivity:** a commitment to remaining engaged with peer or social groups regardless of time or location, through virtual and interpersonal means; and
- **Concern for Community:** acting as a servant leader, regardless of means, to strengthen the communities to which one belongs.



A FIELDWIDE THEORY OF CHANGE

We believe that the Creative Generation, or Gen C, is uniquely positioned to cultivate their creative capabilities to catalyze social transformation for thriving communities and a more just world.



ORGANIZATIONAL OVERVIEW



MISSION

Creative Generation works to inspire, connect, and amplify the work of young creatives who catalyze social change and those committed to cultivating their creativity.



VISION

A world where young creatives are central to thriving communities and just societies.



GOALS

- Amplifying the voices and stories of young creatives and those committed to the cultivation of creativity.
- Connecting and activating efforts of creative social transformation.
- Documenting and disseminating promising practices to elevate the field.
- Expanding definitions and pipelines to leadership.

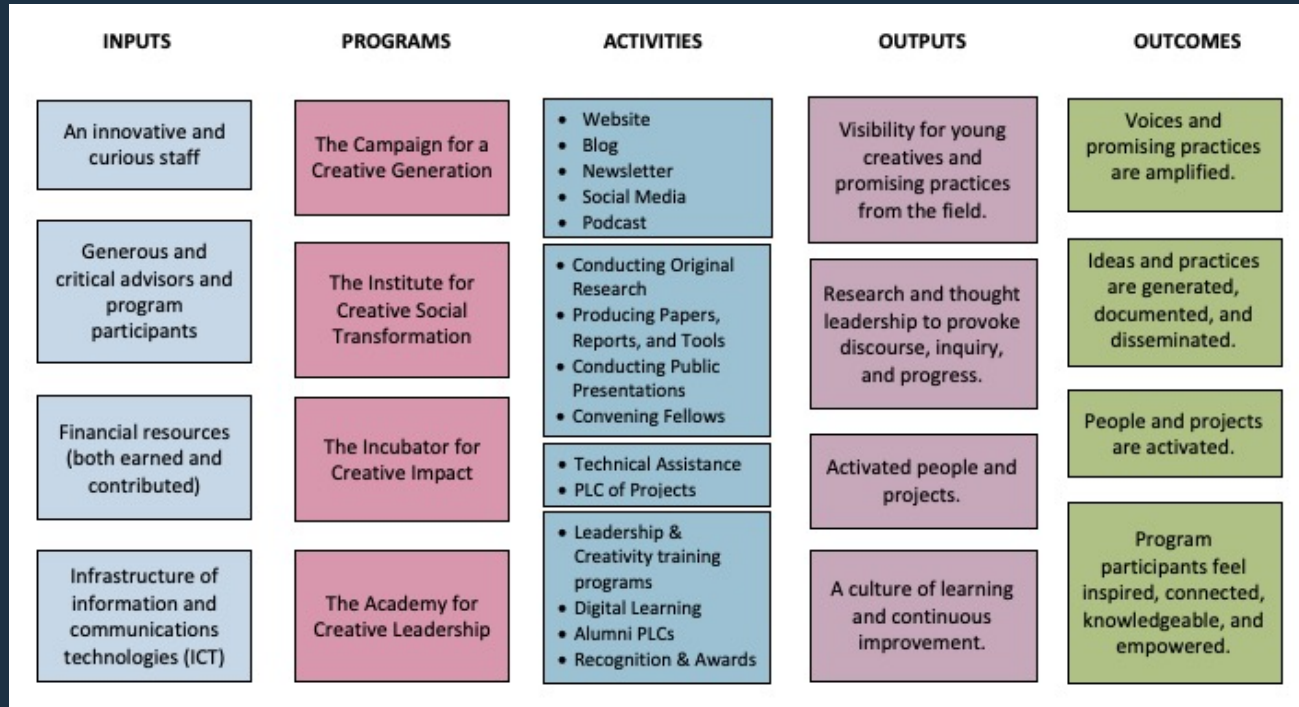


THEORY OF CHANGE - Assumptions

- All young people have inherent creative capabilities.
- Arts and culture are robust strategies for education and youth development, and is recognized as a fundamental, civil, and human right enshrined in international doctrine and public policies.
- Young people are connected to caring adults and local youth-serving community organizations that cultivate their creative capabilities.
- Artists, educators, and community organizations practice critical reflection continuously improving their work in arts and cultural education and youth development.
- Creatives catalyze social transformation in ways which contribute to thriving communities and justice in societies.



THEORY OF CHANGE – Logic Model



TARGET AUDIENCES

- Young creatives (primarily ages 13-35)
- Those committed to cultivating their creativity:
 - Arts and cultural educators
 - Youth serving community organizations
 - Funders, NGOs, and public agencies





CAMPAIGN FOR A CREATIVE GENERATION

PROGRAMS - Campaign

- The **Campaign for a Creative Generation** is dedicated to inspiring, connecting, and amplifying the work of young creatives and those dedicated to their creative development.
- By utilizing practices of explanatory journalism, the various communications vehicles explore the “how?” and the “so, what?” regarding efforts of creative social transformation led by young people and promising practices of their adult counterparts.



CAMPAIGN FOR A CREATIVE GENERATION

PROGRAMS - Campaign

- Annually, the Campaign for a Creative Generation selects a theme to unify its messaging:
 - 2021: Creativity for Good
- Other platforms utilized within the Campaign, include:
 - The website
 - E-newsletter(s)
 - Social media platforms
 - *Why Change?* and other podcast(s)





INSTITUTE FOR CREATIVE SOCIAL TRANSFORMATION

PROGRAMS - Institute

- The **Institute for Creative Social Transformation** works to research, document, and contribute knowledge and understanding to the pedagogy, practices, policies which contribute to cultivating the creative capabilities of the next generation in order to activate efforts of social transformation.
- Through original research and documentation , the Institute provokes discourse and inquiry and published tools and resources.




CREATIVE
GENERATION



PROGRAMS - Institute

- The Institute operates produces several types of resources, which include:
 - *The Creative Generation Journal*
 - Resource Centers
 - Reports & Papers
 - Blogs
 - Podcast series
 - Infographics





INCUBATOR FOR CREATIVE IMPACT

PROGRAMS - Incubator

- The **Incubator for Creative Impact** seeks to activate creative projects catalyzing social transformation by building local capacity through providing customized technical assistance and a professional learning community of artists, educators, and community activists.
- The Incubator engages in ongoing selection, provides customized technical assistance, and produces a professional learning community (PLC) of projects and people around the world.





ACADEMY FOR CREATIVE LEADERSHIP

PROGRAMS - Academy

- The **Academy for Creative Leadership** works to connect and develop the skills of artists, educators, community activists, and young people who are catalysts for creative social transformation through professional learning and communities of practice.





ACADEMY FOR CREATIVE LEADERSHIP

PROGRAMS - Academy

The Academy works with collaborators to produce professional learning events (like conferences and workshop/e-learning series, as well as creating, piloting, and delivering original curricula:

- Leadership for Creative Impact
- Leadership in Arts & Cultural Education
- Social Justice Arts Education
- Cultivating Creative Youth in Community Development
- Centering Youth, Creativity & Joy in Creative Learning Environments
- Creativity Through and For Arts & Cultural Education
- Finding Your Creativity Code
- Making the Case for Arts & Cultural Education



STRUCTURE & OPERATIONS



LEGAL STATUS

Creative Generation, Inc is a Public Benefit Corporation (B-Corp) registered in the District of Columbia. The entity is headquartered and licensed to operate in the State of Maryland.



ACKNOWLEDGEMENT

Creative Generation recognizes the Piscataway and Nacotchtank (Anacostan) nations, on whose territory our office is located, and all indigenous peoples on whose land we host gatherings in the course of our work. We acknowledge and pay respect to these peoples as the past, present, and future caretakers of the land.



APPROACH

Creative Generation is a capacity building and learning organization.

As a capacity builder, we collaborate with individuals, teams, organizations, and collectives to co-create the sustainable capacities needed to achieve their objectives, ultimately making our role redundant.

As learners, we are committed to transparency, documentation, and distribution of how we learn: we believe that insights uncovered from collective work are vital knowledge to enable the communal progress of our field.



ORGANIZATIONAL STRUCTURE – Roles

- The **Managing Director** is responsible for the overall strategic vision of the organization, including the human and financial resources.
- **Directors** are responsible for the development of strategy and implementation of organizational operations.
- **Managers** are responsible for the design, implementation, and delivery of a portfolio of projects and translation to field-building.
- **Associates** are responsible for contributing to organizational operations and project delivery.
- **Specialists, Producers, and Administrators** are responsible for specific, niche contributions to organizational operations and/or project delivery.
- **Residents** are responsible for their growth and development and contributing to organizational operations and project delivery during a summer-long educational experience.

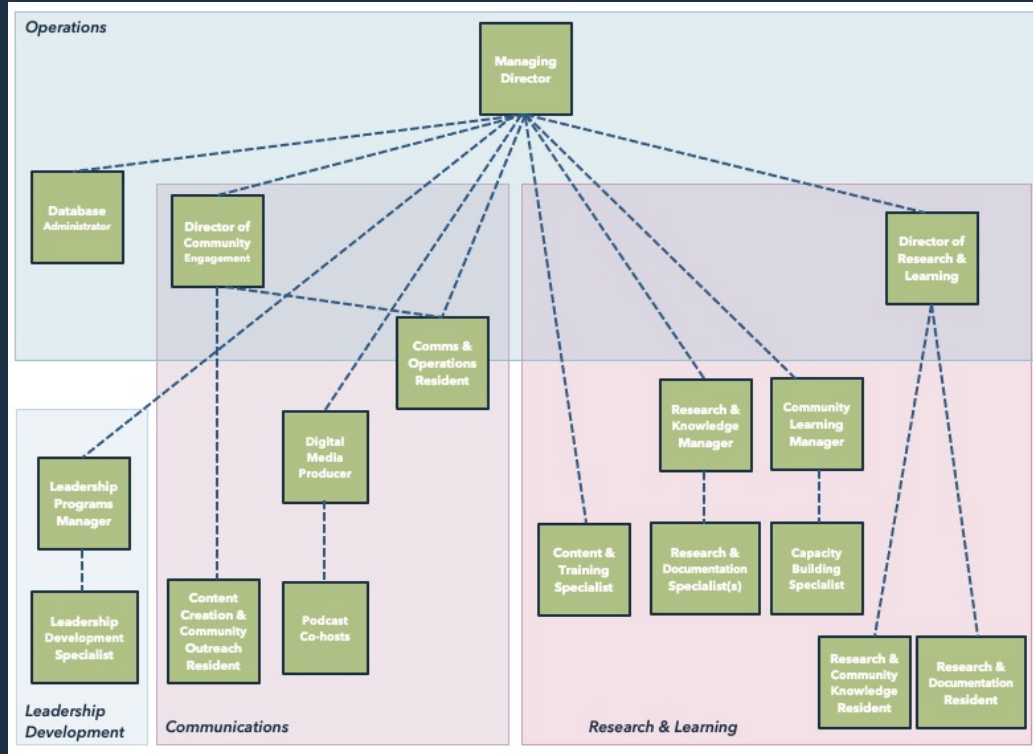


ORGANIZATIONAL STRUCTURE – Teams

- The **Operations** team focuses their collective work on the overall management of the organization ensuring the sustainable development and implementation of strategies and projects towards the mission and vision of the organization.
- The **Research & Learning** team focuses their collective work on the documentation, understanding, and dissemination of community knowledge to elevate the field of practice.
- The **Communications** team focuses their collective work on the amplification of the voices of young creatives and those committed to cultivating their creative capabilities.
- The **Leadership Development** team focuses their collective work in the connection and activation of projects and people leading efforts of creative social transformation.



ORGANIZATIONAL STRUCTURE – Decision-making



ORGANIZATIONAL STRUCTURE – Areas of Focus



PRINCIPLES

- **Pursuing Justice through Creative Social Transformation:** *We adopt a justice-orientation – grounded in anti-racist, indigenous, feminist, queer, and restorative justice approaches – for our work and foster an internal and external environment to compel social transformation through creative processes.*
- **Fostering Intergenerational Collaborations:** *We approach every program and project through an intergenerational lens, evolving meaningful youth/adult partnerships to drive the work.*
- **Empowering Youth Voice & Action:** *We believe that young people are the world's greatest assets and develop narratives and infrastructure that prioritize their voices and work.*
- **Honoring Diversity and Enabling Radical Inclusion:** *We are committed to recognizing the past and taking radical action, both internally and externally, to deconstruct systems of oppression and exclusion.*



OPERATIONAL PRACTICES

- **Information and Communications Technologies (ICT):** Creative Generation utilizes several ICT platforms like G Suite, Google Drive, Slack, Zoom, and others to stay connected and work efficiently with colleagues and collaborators.
- **Creative Time:** In each job description is approximately 20% (or more) unprogrammed and creative time to think, dream, learn, and create.
- **Interdisciplinary Individuals:** No one is full-time at Creative Generation and team members are also artists, educators, entrepreneurs, and more; thus, scheduling is very important.
- **Global Focus:** We work with people and projects around the globe, which sometimes require odd hours and a high level of cultural consciousness.
- **Personal and Professional:** We seek to strike a positive work/life balance and to build professional and interpersonal relationships with our colleagues and collaborators.

