



The **Opportunity** Agenda

*Building the National Will
to Expand Opportunity in America*

THE OPPORTUNITY AGENDA'S
CREATIVE CHANGE
2014:
A RETREAT AT
SUNDANCE
AT THE
INTERSECTION OF
ARTS, ACTIVISM, AND
SOCIAL JUSTICE

Monday, July 21 – Friday, July 25, 2014

The Opportunity Agenda is pleased to recognize the generous support of the Booth Ferris Foundation, Chorus Foundation, Compton Foundation, Ford Foundation, JPB Foundation, Lambent Foundation, The Libra Foundation, Nathan Cummings Foundation, Robert Rauschenberg Foundation, Surdna Foundation and Unbound Philanthropy for this year's work.

Welcome to The Opportunity Agenda's 2014 Creative Change Retreat!

On behalf of all of us at The Opportunity Agenda, we offer you a heartfelt welcome to our sixth Creative Change Retreat. We're delighted you've made the journey to Sundance, a stunning place committed to artists, social justice and the natural world. We ask that over the next four days, you free yourself from your established roles and step forward into a place of connection, creativity and collaboration. Don't forget that no matter what perspectives you bring, your ideas, inspiration and stories are vital to making this retreat a success.

Our belief that cultural change is essential to sustainable social transformation is the reason for Creative Change. We've gathered an amazing array of folks from the diverse worlds of the arts, advocacy, organizing, philanthropy and entertainment to participate in this year's retreat. We hope it will provide you time for reflection and create conditions for connections and renewal. Most importantly, we're here this week not only to connect one on one, but to use our multiple connections and collective talents across fields, issues, mediums, communities and geographies to help move hearts and minds toward greater and more equal opportunity in America.

An annual highlight of our time together at Sundance is a bird release, held mid-week on the mountain that has come to embody our collective visions for a better and more just future. Like the late Dr. Maya Angelou wrote, "a bird doesn't sing because it has an answer, it sings because it has a song." Let's take the time and space to listen to and harmonize with each of our songs, stories and dreams so we can envision a better world and take steps together to make real.

Thank you for spending these next days with us. We look forward to creating an open and respectful space that honors your contribution to it!

Best regards,



Alan Jenkins
Executive Director



Betsy Richards
Senior Creative Fellow

AT YOUR ASSISTANCE

While you are at Sundance, do not hesitate to call upon members of the resort staff for assistance about your room, hotel facilities and services, or getting around the property.

Arrival at Salt Lake City Airport and Transport to Sundance

Private transportation has been arranged for you from Salt Lake City airport to Sundance upon your arrival through *All Resort Group Transportation*. **Note: Please alert Jennifer Weiser at events@opportunityagenda.org to any change in your travel plans prior to the retreat.** If you need to reach someone immediately while you are in the process of traveling, please contact *All Resort Group Transportation*, and, if an agent is not available, please contact a member of our staff.

All Resort Group Transportation: 435.649.3999, #2

Jennifer Weiser, Creative Change Consultant/Logistics Support: 917.284.1684

Sundance Concierge: 801.223.6000

For All Other Matters

Members of The Opportunity Agenda staff are also available for assistance before and throughout the retreat, including:

Presentation or Session Questions: Betsy Richards 973.767.7889

Audio/Visual or Set-Up Questions Related to Your Presentation: Jean Little 860.304.3349

Transportation and Lodging Arrangements: Jennifer Weiser: 917.284.1684

Excursion Questions including Hiking and Barbecue: Ross Mudrick 608.628.6978

General Questions or Anything Else on Your Mind: Betsy Richards 973.767.7889

Departure Information

Please check with The Opportunity Agenda staff the day before your departure to confirm departure time from the reception/lobby area. Generally, you should plan to leave Sundance from the reception lobby approximately 2½ hours before your flight.

Jennifer Weiser, Creative Change Consultant/Logistics Support: 917.284.1684

All Resort Group Transportation: 435.649.3999, #2

Sundance Concierge: 801.223.6000

Wireless and Computers

The Sundance Resort provides high-speed wireless internet access in your hotel room. Select “Sundance Wireless” for your user connection. Your password will be your reservation number that will be given to you upon check-in. We recommend that participants bring personal laptops, and those with Macs should bring a VGA adapter to project images and video. In common areas such as the Redford Conference Center, please use “Sundance Dayguest.” The password is **CC2014**.

Social Media and Privacy

For participants who choose to share their Creative Change experience online, the retreat’s hashtag is **#CreativeChange14**. Design Teams are also encouraged to create and use their own hashtags to document and continue their conversations on specific issues or ideas. In addition, The Opportunity Agenda’s Creative Change runs a private Facebook group (which you will be invited to join) in order to connect its attendees and alumni during the retreat and beyond.

However, we ask that all participants be respectful of the privacy of other participants and the sensitive nature of conversations that occur at the retreat with regard to using social media and posting pictures during or after the event. Social media users are asked to not discuss participants by name or to tag others in photos without first securing their permission. Additionally, social media participation should respectfully be reserved for breaks and free time, not during presentations or discussions—this is particularly true given that program sessions are considered “no-phone zones.”

WHAT YOU NEED TO KNOW ABOUT SUNDANCE

Created by Robert Redford, Sundance is a haven for discovery and inspiration that offers diverse mountain recreation experiences year round. Sundance is situated at the base of 12,000-foot Mt. Timpanogos on 5,000 acres of preserved wilderness, and is committed to the balance of art, nature, and recreation. Here are some tips for your visit:

- ▶ Temperatures fluctuate and a 30-degree temperature swing in one day is not unusual. While daytime highs can reach 90 degrees, nighttime lows sink to the mid 50s.
- ▶ Dress in layers: August at Sundance is hot and sunny with fairly low humidity and cooler evenings. Nevertheless, the occasional brief afternoon thunderstorm is not unusual. Come prepared for possible rainfall.
- ▶ Please bring a warm hat and a wind resistant/fleece-style jacket or other similar cover-up. We will be doing an evening barbeque and bird release, and by the time the sun goes down it will be very cool.
- ▶ Apply and re-apply sunscreen and lip balm to exposed areas.
- ▶ A brimmed hat and sunglasses are recommended to protect your eyes from the glare.
- ▶ Please bring a water bottle — they will not be provided.
- ▶ Drinking extra water and minimizing your alcohol intake can help you adapt to the altitude.
- ▶ Please bring sneakers or trail shoes for low- to medium-impact walking and hiking.
- ▶ There is NO town within walking distance of the property. There is a small shop in the main building with toiletries, but if you need prescriptions, specific foods, or other items, you will have to get a taxi to the nearest town. This will be very inconvenient for you, so we recommend that you pack well!

GETTING AROUND SUNDANCE BY SHUTTLE

Sundance offers free shuttle access around the property. For shuttles from the lodging rooms, guests can touch the operator or front desk button or call ext. 4020 or ext. 0 to place their request. We recommend calling the front desk to request a shuttle at least 15 minutes prior to your desired departure time.

PROGRAM

MONDAY, JULY 21

- All day **Participants Arrive at Salt Lake City airport**
- 11:00am – 6:00pm **Registration Table Open** (*Sundance Reception Area*)
- 7:00pm – 9:00pm **Welcome Reception with Food and Drink** featuring **Remarks by Alan Jenkins** and **Betsy Richards** (*Redford Conference Center*)

TUESDAY, JULY 22

- 7:30am – 9:00am **Breakfast** (*Redford Conference Center and Lawn*)
- 9:00am – 10:00am **Opening, Introductions, and Speed Meeting** (*Redford Conference Center*)
- 10:00am – 11:15am **Sharing Our Stories: Art & Activism** (*Redford Conference Center*)

Artists, culture bearers and activists have been changing the world through powerful stories for millennia. The making and sharing of stories is rapidly evolving and increasing — creating many new opportunities and barriers for culture makers and social justice organizers who care about the state of opportunity in America. **Tracy Van Slyke** moderates a discussion with **Sandra de Castro Buffington, Jordan Estevao, Grace Lee** and **Michael Premo** that looks at the current social justice landscape and how different artistic and culture-shifting practices are imagining and planning for the future.
- 11:30am – 12:30pm **Sharing Our Stories: Work from the Field** (*Redford Conference Center*)

Highlighting some examples of the role that storytelling in its myriad forms plays in social change, the morning and afternoon will include a range of work to inspire our engagement for the remainder of the retreat. Framed by **Stephanie McKee**, this session includes presentations by **Robin Blotnick & Rachel Lears, Brandan Odums, Eve Mosher & Heidi Quante, Mary Kathryn Nagle, Sharmila Venkatasubban, Nick Szuberla** and **Moe Angelos.**
- 12:30pm – 1:30pm **Lunch** (*Redford Conference Center and Lawn*)
- 1:30pm – 2:30pm **Sharing Our Stories: Work from the Field** (continued) (*Redford Conference Center*)

This afternoon's session will feature **Caledonia Curry (Swoon) & Bryan Welch, Zoey Martinson, Christopher Morgan, John Sellers, Sylvia Ryerson, Armando Minjarez** and **Heather Henson.**

2:30pm – 3:00pm	Seeding the Network: Collaboration and Connection Participants will briefly explore possibilities for collaboration and connection within the retreat – seeding our Design Team process that begins the next morning.
3:00pm – 3:15pm	Announcements and Close
3:15pm – 5:30pm	Free Time
3:15pm – 4:15pm	Staff and Advisory Team Debrief <i>(Redford Conference Center)</i>
5:30pm – 7:30pm	Buffet Dinner <i>(Redford Conference Center and Lawn)</i>
8:00pm – 9:15pm	The Mix Up <i>(Creekside)</i> Andrew Boyd will host an informal evening of clips, conversation, comedy, spoken word, stories, visual art and music. Featuring Dragonfly, Andrew Slack, Ebony Noelle Golden, Mik Moore, Emily Johnson, Lizz Winstead, Martín Perna, Josh Healy and Chaka Mkali/I-Self Divine . Beer, wine and soft drinks will be served.

WEDNESDAY, JULY 23

7:30am – 9:00am	Breakfast <i>(Redford Conference Center and Lawn)</i>
9:00am – 9:15am	Morning Overview and Announcements <i>(Redford Conference Center)</i>
9:15am – 10:30am	Design Teams: Creative Collaborations for Change What is the change you want to see in the world? Do you have a campaign or change agenda that could benefit from the creative and strategic minds at this retreat? Attendees will have the opportunity to offer a one-minute pitch about their project that will be followed by self-organization into small groups (limit 7 per group). Over the next day and a half, each group will be asked to generate ideas for cultural strategies that amplify the project’s social change intentions.
11:15am – 12:15pm	Small Group Work – Design Teams
12:15pm – 1:15pm	Lunch <i>(Redford Conference Center and Lawn)</i>
1:15pm – 2:45pm	Small Group Work – Design Teams (continued)
2:45pm – 3:00pm	Announcements and Close
3:30pm – 5:30pm	Free Time
5:30pm – 7:00pm	Barbeque <i>(Redford Conference Center and Lawn)</i>

7:00pm – 8:30pm

Bird Release (*Ray's Summit*)

Join us for a ride up the ski lift to picturesque Ray's Summit for a bird release. Please dress warmly and in layers because after the sun goes down it gets chilly.

THURSDAY, JULY 24

7:30am – 9:00am

Breakfast (*Redford Conference Center and Lawn*)

9:00am – 9:30am

Opening Announcements and Activity

9:30am – 11:00am

Small Group Work – Design Teams (continued)

Design Teams return to their process to finalize their work and prepare presentations.

11:15am – 12:30pm

Show and Tell: Design Team Presentations

12:30pm – 1:30pm

Lunch (*Redford Conference Center and Lawn*)

1:30pm – 2:00pm

Announcements and Close

2:00pm – 3:30pm

Open Space Conversations

(*Redford Conference Center and Lawn*)

Attendees have the opportunity to present self-generated conversation topics and convene small group discussions.

3:30pm – 6:30pm

Free Time or Free Conversations

6:30pm – 9:00pm

Closing Reception and Dinner

(*Redford Center and Lawn*)

FRIDAY, JULY 25

All day

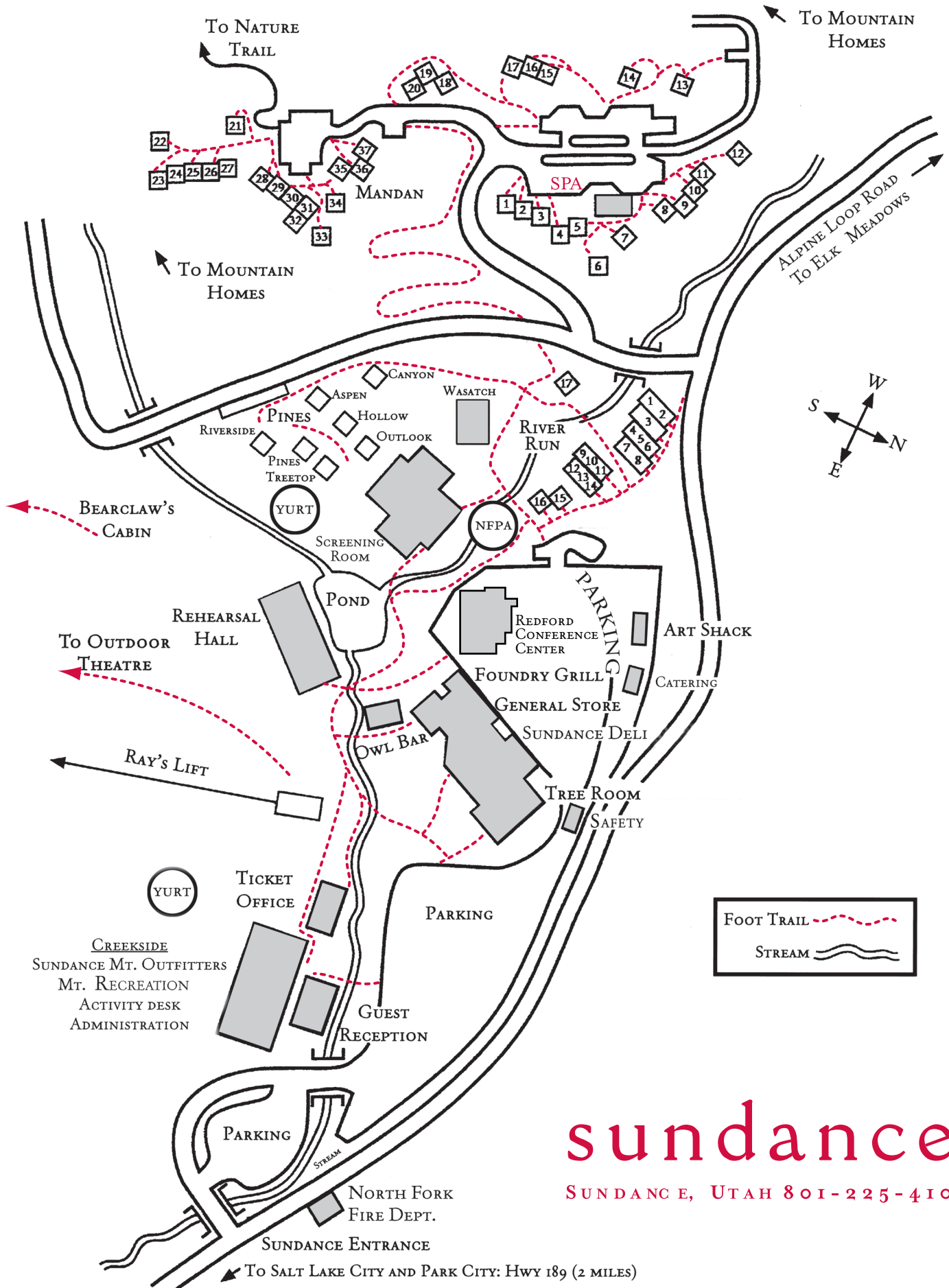
Shuttles to Salt Lake City Airport

Private transportation is being provided for you from Sundance to the airport. Please check in advance for your scheduled departure time. Please be checked out and in the lobby of the hotel with your luggage 10 minutes before your scheduled departure time.

If your departure information is incorrect or you have any questions about your departure, please speak with Jennifer Weiser or staff at the front desk.

7:00am – 10:00am

Breakfast (*Redford Conference Center and Lawn*)



sundance

SUNDANCE, UTAH 801-225-4107

TO SALT LAKE CITY AND PARK CITY: HWY 189 (2 MILES)

ACKNOWLEDGEMENTS

The Opportunity Agenda is particularly grateful to those who have supported this 2014 retreat: **Chorus Foundation, Compton Foundation, Ford Foundation, Lambent Foundation, Nathan Cummings Foundation, Robert Rauschenberg Foundation, Surdna Foundation and Unbound Philanthropy.** We are also thankful for those who support our ongoing Creative Change work: **Booth Ferris Foundation, JPB Foundation and The Libra Foundation.**

Thank you to our 2014 Retreat Advisory Team for their ideas, support, and planning. The team includes **Andrew Boyd, Sandra de Castro Buffington, Michelle Coffey, Michael Premo, Amy Redford, Favianna Rodriguez** and **Shaady Salehi.**

The 2014 Creative Change Retreat was designed and produced by staff from The Opportunity Agenda including a team led by **Betsy Theobald Richards** with the support of **Jennifer Weiser.** Thanks to **Gibrán Rivera** for his facilitation and guidance, **Jean Little** for coordinating technical needs, and for our colleagues **Ellen Braune, Elizabeth Celms, Tadeusz Kroll, Kisha Parks, Tracy Van Slyke** and **Jessica Wells-Hasan.**

Finally, we wish to express our gratitude to The Opportunity Agenda's Steering Committee Members including **Jeff Blattner, Amy Redford, Favianna Rodriguez, Sara Stuart** and **Lizz Winstead** for their support, leadership and active engagement in future planning of Creative Change.

About The Opportunity Agenda

The Opportunity Agenda was launched in 2006 with the mission of building the national will to expand opportunity in America. Focused on moving hearts, minds and policy over time, the organization works closely with social justice organizations, leaders, and movements to advocate for solutions that expand opportunity for everyone. Through active partnerships, The Opportunity Agenda uses communications and media to understand and influence public opinion; synthesizes and translates research on barriers to opportunity and promising solutions; and identifies and advocates for policies that improve people's lives. To learn more about The Opportunity Agenda, go to our website at www.opportunityagenda.org.

The Opportunity Agenda is a project of Tides Center.



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568 Broadway

Suite 302

New York, NY 10012

Tel: 212.334.5977

Fax: 212.334.2656

www.opportunityagenda.org

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