



The **Opportunity** Agenda

*Building the National Will  
to Expand Opportunity in America*

**CREATIVE  
CHANGE  
2011:  
A RETREAT AT  
SUNDANCE  
AT THE  
INTERSECTION OF  
ARTS, ACTIVISM, AND  
SOCIAL JUSTICE**

August 15 - 19, 2011

Sponsored with the support of the Compton Foundation, Ford Foundation, Lambent Foundation, Nathan Cummings Foundation, Open Society Foundations, Surdna Foundation, Time Warner Foundation, Unbound Philanthropy, and anonymous donors.

# Welcome to CREATIVE CHANGE 2011!

Thank you for giving your time and creative energies to this exploration of advocacy, cultural organizing, and the arts. We at The Opportunity Agenda are excited to be a part of such a large and vibrant gathering of artists, culture bearers, activists, funders, and leaders in the social justice community. Your diverse gifts and perspectives only serve to strengthen the movements that are so important to all of us, and we are excited to see and hear what you have to share.

Creative Change is an interactive retreat, not a conference. We encourage you all to take this time to reflect and recharge as you engage in the conversations and new connections happening each day. Our intent is to foster an open, respectful, and collaborative space for new insights and creations.

This year, two themes have emerged that will serve as an initial frame for our discussions: Immigrants and Opportunity and Economic Opportunity. Although these topics will be woven throughout our time together, they are not our exclusive focus. We want to encourage dialogue and inquiry beyond those boundaries, driven by participants' activities and interests in a broad, social justice vision.

While Creative Change is intended to fill you with ideas and introduce you to others in and out of your field, we ask that you be respectful of the "no solicitation" spirit of the retreat. Please save inquiries to funders or producers for a later date, and focus on sharing, exploring and building bridges to a more inclusive future. Although members of The Opportunity Agenda staff will be taking notes on the ideas generated during the sessions, we also want to underscore that individual comments and conversations are off the record and completely confidential.

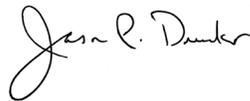
Sundance, our host site for this year's retreat, has become synonymous with a commitment to the arts and the natural world. We hope you will find the legacy and inherent beauty of this setting to be an inspiring backdrop for our time together sharing, creating and looking forward.

We look forward to sharing the next several days with all of you!

Best regards,



Alan Jenkins  
Executive Director



Jason P. Drucker  
Dir. of Development & Operations



Betsy Richards  
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 area.

## **On Arrival**

Private transportation has been arranged for you from Salt Lake City airport to Sundance upon your arrival. Please alert us to any change in your initial travel plans. If you need to reach someone immediately, please contact:

Cindy Lou Cuesta: 201.918.0410  
Jason P. Drucker: 917.658.8800  
Front Desk: 801.223.6000

## **For All Other Matters**

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

Presentation or Session Questions:	Betsy Richards (973.767.7889)
Audio Visual Questions:	Robert Valencia (305.457.7938)
Transportation and General Questions:	Cindy Lou Cuesta (201.918.0410)
Excursion Questions:	Ross Mudrick (608.628.6978)
General Questions:	Jason P. Drucker (917.658.8800)

## **Departure Information**

Please check with the front desk or The Opportunity Agenda staff the day before your departure to confirm departure time from the reception area.

Sundance Front Desk: 801.223.6000  
Cindy Lou Cuesta: 201.918.0410

## **Wireless and Computers**

Sundance provides high-speed wireless internet access in your hotel room. However, in common areas such as the Redford Conference Center, please use.

User Name: SUNDANCE  
Password: 226202

# 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.
- ▶ Apply and re-apply sunscreen and lip balm to exposed areas.
- ▶ A hat and sunglasses are recommended to protect your eyes from the glare.
- ▶ Drinking extra water can help you adapt to the altitude.
- ▶ Please bring sneakers for low-impact hiking and walking, and Teva shoes or flip-flops for our float trip (no rapids).

# PROGRAM

## SUNDAY, AUGUST 14

- All day Facilitation team and The Opportunity Agenda staff arrive
- 6:00pm Staff meeting and dinner (*Foundry Grill*)

## MONDAY, AUGUST 15

- All day Participants arrive at Salt Lake City airport. Private transportation will be provided to Sundance.
- 8:00am - 9:30am Breakfast for The Opportunity Agenda staff (*Redford Conference Center*)
- 9:30am - 12:00pm The Opportunity Agenda staff team meeting (*Redford Conference Center*)
- 12:00pm - 6:30pm **Registration table opens** (*Sundance Reception Area*)
- 7:00pm - 9:00pm **Welcome reception** with food & drink, photos, and remarks by **Alan Jenkins, Betsy Richards, Jason Drucker** and **local hosts, including Northern Ute Tribal Representative** and **former Salt Lake City Mayor Rocky Anderson** (*Rehearsal Hall*)

## TUESDAY, AUGUST 16

- 7:00am - 8:00am **Yoga** (*Creekside*)
- 7:30am - 9:00am **Breakfast** (*Redford Conference Center Lobby and Lawn*)
- 9:00am - 10:00am **Interconnectedness: What Are Your Strengths in Creating Social Change?** (*Redford Conference Center*)

**Betsy Richards** and **Ann Beeson** lead an interactive opening activity that will connect us and creatively map our strengths.

- 10:00am - 11:00am **Sharing Our Stories: Art & Activism Conversation** (*Redford Conference Center*)

**Ken Foster** leads a discussion with **Lani Guinier, Theaster Gates,** and **Jeff Chang** on the changing social justice landscape and the role of art and culture in affecting positive social change. From folk music to the AIDS Quilt to hip hop theater (to name only a few), the arts have played a significant role in creating social change in the United States. Panelists will discuss their views of: 1) the state of equal opportunity in the United States today, especially for people of color, immigrants, and other communities; 2) artistic practices (their own and others) that are making a difference in the current environment; and, 3) the real and potential role for art, creativity, and cultural organizing in moving hearts, minds, and policy around an opportunity agenda.

- 11:15am - 12:30pm **Sharing our Stories: Immigrant Opportunity** (*Redford Conference Center*)

Highlighting some of the exciting cultural activism models that have emerged around the immigration policy reform debate, this discussion will explore how work in this area can be enhanced, coordinated, and supported. This session includes presentations by **Favianna Rodriguez, Gaby Pacheco, Michael John Garces,** and **Cassandra Medley.** Facilitators at each table will serve as conversation catalysts between presentations.

- 12:30pm - 1:30pm **Lunch** (*Redford Conference Center and Lawn*)

1:30pm – 3:00pm

**Sharing Our Stories: Economic Opportunity**  
(Redford Conference Center)

The sharing continues and shifts its focus to economic opportunity. **Kelly Creedon, Rashad Robinson, Rha Goddess,** and **Gan Golan** present on their work at the intersection of arts, culture, and economic opportunity including reflection on access to quality jobs, housing opportunity, the foreclosure crisis, and transportation equity.

3:30pm – 5:30pm

**Sundance Hike** (Meet in lobby of Redford Conference Center)

Team leaders from the resort host a low-impact hike around Sundance's most picturesque trails. Meet in the lobby of the Redford Conference Center. *Please note that due to the full schedule, we make every effort to leave promptly on time for all events. Please arrive a few minutes before the scheduled departure times. Bottled water will be available.*

6:00pm

**Staff and Design Team Debrief** (Redford Conference Center)

6:30pm – 8:30pm

**Buffet Dinner with Margarita Bar** (Rehearsal Hall)

8:30pm – 10:00pm

**Screening Our Stories** (Screening Room)

**Cara Mertes** hosts a conversation with **Carlos Sandoval, Catherine Tambini, Ellen Schneider, Alex Rivera,** and **Shalini Kantayya.** The conversation from earlier today about immigrant justice and economic justice continues. Highlighting a variety of current clips, this discussion will explore the opportunities posed by different forms of media including current documentary film, activist video, new media, experimental film forms and genres, new mediums and platforms to distribute media, and models for outreach and engagement.

10:00pm

**Owl Bar**

## WEDNESDAY, AUGUST 17

7:00am – 8:00am

**Yoga** (Creekside)

7:30am – 9:00am

**Breakfast** (Redford Conference Center Lobby and Lawn)

9:00am – 9:15am

**Overview of the Day: Design Teams for Cultural Interventions**  
(Redford Conference Center)

Our second day will be spent working together in small groups to incubate new and link existing creative change projects. Although many of the groups include a focus on either immigrants and opportunity or economic justice, we anticipate that many further connections will be made to topics including: environmental issues, racial justice, gender, cultural rights and criminal justice. Not only are we interested in how arts and cultural organizing can move forward a social justice agenda, but how organizing can affect aesthetic practice.

9:15am – 10:15am

**Interactive Sessions**

Participants break into smaller groups based on issues, projects, and goals. Ten Creative Leads will pose a question that they are grappling with. Each question will relate to an action, project, or context that demands creative intervention.

1. **David Lubell:** How can we use cultural and artistic practices to humanize the immigrant experience and make it cool to be welcoming?
2. **Joan Blades:** What cultural interventions can we use to transform the workplace so that workers' responsibilities (both at and outside of work) are respected and dignity becomes the norm for American workers?
3. **Tania Bruguera:** How can we use art and performance to mobilize immigrant and non-immigrant communities?
4. **Javier Gonzalez:** What role can mobilizing artists play in moving legislation and policy?
5. **Ken Chen:** How can creative campaigns effectively humanize immigrants and ethically represent the communities for which they speak?

6. **Michelle Miller:** How can we use cultural and artistic practices to move forward an economic opportunity agenda?
7. **Damon Rich:** What role does creativity and design play in revitalizing communities and spaces?
8. **Inez Gonzalez:** Media has the ability to form people's perceptions about the world and to influence their opinion on policy issues. How do we mobilize artists and celebrities to fight misinformation in the media?
9. **Rinku Sen:** How can communities of color and youth use cultural organizing to move an agenda forward that is economically vital, as well as affirmative for immigrant communities?
10. **Adrienne Maree Brown:** How do we engage communities to work on an economic opportunity agenda?

10:30am – 12:30pm      **Small Group Work – Cultural Interventions** (*sites throughout Sundance*)

After self-selecting into groups of no more than eight persons, teams, led by a Creative Lead and a Process Lead, will focus on designing and incubating a creative cultural intervention around their line of inquiry. Each design team has the same “creative constraints” for presenting its intervention to the group. Process Leads include: **Michelle Coffey, Tim Dorsey, Andrea Assaf, Jose Serrano-McCain, Beth Jansen, Molly Sturges, Alan Jenkins, Juhu Thukral, Julie Rowe, Jason Drucker, and Betsy Richards.**

12:30pm – 1:30pm      **Lunch** (*Redford Conference Center Lobby and Lawn*)

1:30pm – 3:00pm      **Sharing Our Work** (*Redford Conference Center*)

Groups present the compelling ideas that emerged from our Cultural Interventions working sessions.

4:00pm – 6:00pm      **Float Trip** (*Leaves from Redford Conference Center*)

Take a rafting trip down one of Utah’s “postcard” canyons, flanked by 12,000-foot Mount Timpanogos and Big Cascade Mountain. You’ll enjoy the unbelievable scenery in Provo Canyon, abundant birds and river wildlife, and exciting trips under historic train bridges. Guests should consider bringing: 1) sunglasses; 2) camera or video-camera with a case; 3) comfortable clothes that can get wet (swimsuits or quick-drying shorts and T-shirts); 4) hat with fastener; 5) long pants and long-sleeve shirt (if you need protection from the sun); 6) shoes that can get wet (Chaco and Teva-type sandals or flip-flops that fasten securely on your feet are the best option). There are very few biting insects on the river and repellent usually isn’t necessary. Bottled water will be available.

6:30pm – 8:30pm      **Dinner at Elk Meadows**

Meet at Creekside Deck on Ray’s Lawn, with shuttle service until 7:15pm.

8:45pm – 10:15pm      **The Mix Up** (*Creekside*)

**Liz Manne** and **Negin Farsad** introduce their work and then host an informal conversation using a selection of video, performance, and visual art including: documentary, spoken word, comic, and popular culture clips. Presenters will include: **Jason Aragón, Andrew Boyd, Steve Colman, Invincible,** and **Stephen Brackett.**

10:15pm      **Owl Bar**

## THURSDAY, AUGUST 18

7:00am – 8:00am      **Yoga** (*Creekside*)

7:30am – 9:00am      **Breakfast** (*Redford Conference Center Lobby and Lawn*)

9:00am – 10:30am      **What’s the Impact? Evaluating Cultural Strategy and Social Change** (*Redford Conference Center*)

**Alexis McGill Johnson** hosts a conversation with **Maria Rosario Jackson, John Bare,** and **Eleanor Cleverly** that will highlight ideas about effective models for evaluating work at the intersection of art, activism, and social justice. How do we understand the impact of artistic work and cultural

organizing and how they educate, inspire, engage, and mobilize support for social justice values, practices, and policies?

10:30am - 12:00pm **Field Conversations: What's Next?**

The facilitator will introduce our field conversations focused on looking forward. Participants will self-organize according to interest.

**Moving Forward: Harnessing Popular Culture and Cultural Organizing for Social Change**  
(Redford Conference Center)

Creative leaders and cultural organizers will talk about what can happen when harnessing popular culture—music, magazines, branding, commercial partnerships, film, graphic art, television, comedy, etc. What roles can creativity and cultural organizing play in engaging communities and activating citizenship? What are the big ideas that will enter the public and media discourse in 2012? What roles can popular culture and cultural organizing play in educating, inspiring, and mobilizing support for a broad opportunity agenda, social justice values, and progressive policies?

**Group 1:** Conversation starters include **Yosi Sergant, Tayyib Smith, Raymond Roker,** and **Ian Inaba** focused on how different aspects of popular culture can engage social justice movements. **Erin Potts:** Process Lead

**Group 2:** Conversation starters include **Billy Wimsatt, Biko Baker, Jayson Jackson,** and **Eddy Morales** focused on the role popular culture can play in civic engagement. **Juhu Thukral:** Process Lead

**Moving Forward: Supporting Artists Making Social Change** (Creekside)

With a lens toward fortifying relationships between artists and social justice organizations, these conversations will explore ways to expand and strengthen relationships between these entities. What more is needed to embed art and cultural practices within social justice organizations? What are the conditions that make these relationships valuable to both parties? How can we better support individual artists as change makers? What training, space and capacity-building is needed to help artists and social justice organizations to work together more effectively for change? How can we make the field more responsive, coordinated and sustainable?

**Group 1:** Conversation starters include **Ann Beeson** and **Anne Pasternak** focused on field-building and artist support. **Betsy Richards:** Process Lead

**Group 2:** Conversation starters include **Andy Shallal** and **Todd Lester** focused on intellectual and physical space for creativity and social change. **Julie Rowe:** Process Lead

12:15pm - 1:00pm **Morning Wrap-Up** with evaluation, announcements, music, and reflections by **Toshi Reagon** (Redford Conference Center)

1:00pm - 2:00pm **Lunch** (Redford Conference Center Lobby and Lawn)

2:00pm - 6:30pm **Optional Arts Sessions or Free Time**

2:00pm **Reserve bicycles** (limited number) with **Ross Mudrick** (Creekside Mountain Outfitters at Guest Reception)

2:00pm - 3:30pm **Paper Politics: Experiments in Linoleum Block Printing with Favianna Rodriguez** (Creekside)

In this workshop, participants will learn the historical context of printmaking as a tool for social justice. Participants will learn basic techniques to produce linoleum block prints without studio facilities or expensive specialized equipment. This workshop has an emphasis on hand printing and students are encouraged to improvise using different textures of paper and printing styles. (Limited to 15)

2:00pm – 3:30pm      **Hula as Resistance with Kumu Hula Vicky Holt Takamine**  
(Redford Conference Center)

This workshop will introduce participants to the practice of hula and will link the form's history and continuity to community voice and resistance.

2:00pm– 3:30pm      **Storytelling and Community Dialogue with Molly Sturges**  
(Screening Room)

Molly Sturges will lead an interactive community storytelling workshop based on the restorative and generative practices of her New Mexico-based arts and civic engagement organization Littlelobe. This session is experiential and participants can contribute in ways that feel comfortable to them.

6:30pm – 10:00pm      **Cocktail Reception followed by Closing Dinner and Performances**  
**hosted by Elon James White** (Rehearsal Hall)

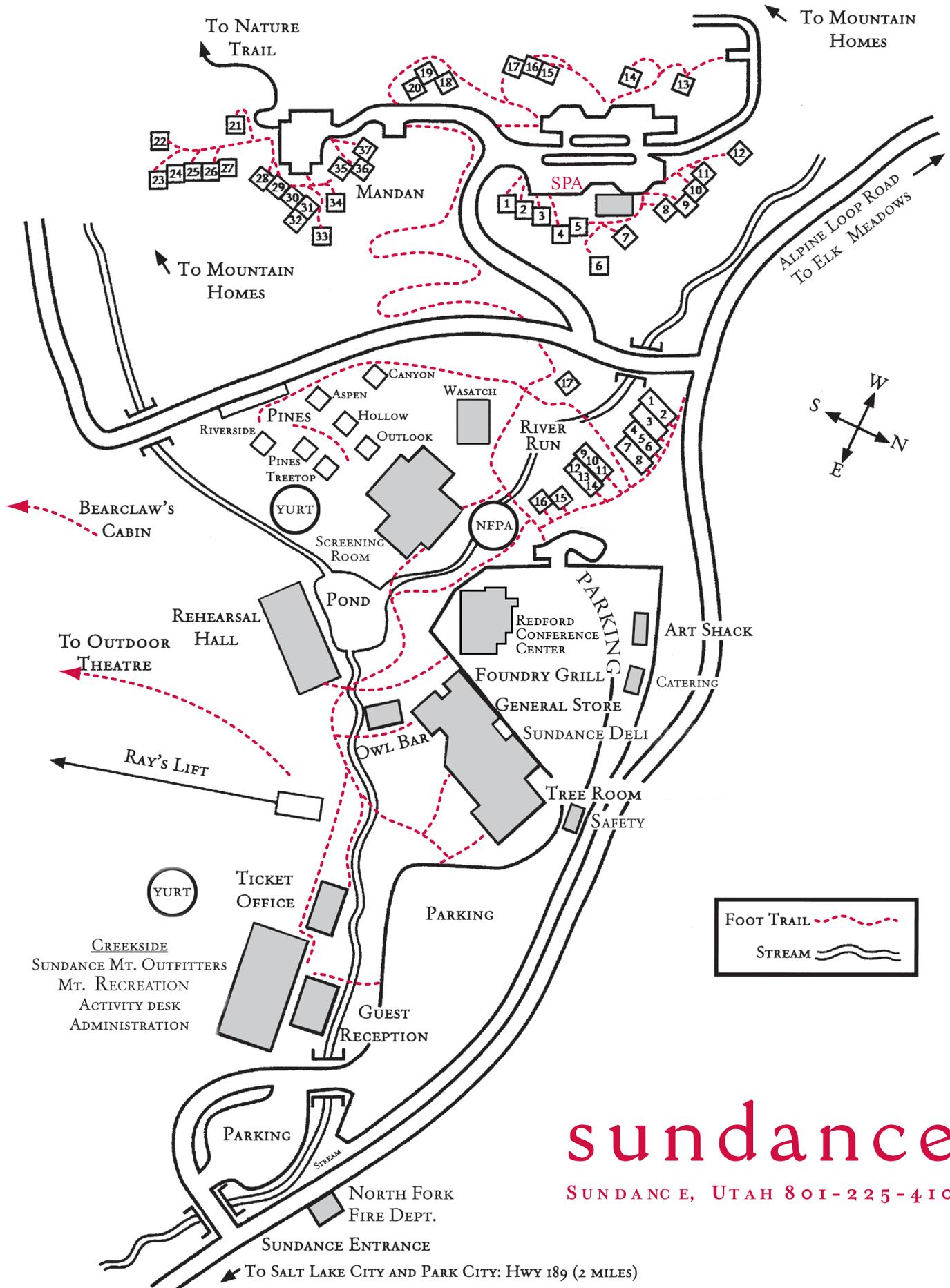
## FRIDAY, AUGUST 19

All Day      Departures to Salt Lake City airports

Private transportation is being provided for you from Sundance. 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 Cindy Lou Cuesta or staff at the front desk.

7:00am – 10:00am      **Breakfast** (Redford Conference Center Lobby and Lawn)



# SPECIAL THANKS

**Creative Change 2011** builds on the success of and learning from the past two retreats in Santa Fe (2010) and Telluride (2009). Therefore, special thanks go out to all who participated in these years, and especially returning alumni. Their participation, artistic energy, and innovative brand of activism provided the inspiration and new ideas for this year's retreat.

Thank you to our 2011 Design Team for their ideas, support, and planning, including **Ann Beeson, Michelle Coffey, Rha Goddess, Alexis McGill Johnson, Liz Manne, Cara Mertes, and Favianna Rodriguez.**

**Gibrán Rivera**, from Interaction Institute for Social Change, led the Design Team process and helped ensure that sessions and group activities were a dynamic and productive experience. Special thanks to **Melinda Weekes**, from the Interaction Institute for Social Change, for stepping in to join our group and facilitate on site.

**Creative Change 2011** was designed and produced by staff from **The Opportunity Agenda** including a team led by **Jason P. Drucker** and **Betsy Theobald Richards** with the support of **Cindy Lou Cuesta, Ross Mudrick, and Robert Valencia.** We also would like to thank our colleagues **Juhu Thukral** and **Julie Rowe** for assistance leading up to and at the retreat.

Finally, we wish to express our thanks to **Cara Mertes**, Sundance Institute, for introducing us to the host location for this year's retreat, as well as key Sundance staff including **Blain Wilkey, Colette Bird, Hilary Green, and Chad Linebaugh.**

## About The Opportunity Agenda

**The Opportunity Agenda** was founded in 2004 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](http://www.opportunityagenda.org).

**The Opportunity Agenda** is a project of Tides Center.



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