Report: Greater Together Creative Industry Brainstorm 2.0

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10

Question 1: **How would you like OnRamp to evolve for you to participate? What questions need to be answered in your mind for OnRamp to be a successful program?**

Theme: Developing an effective marketing and network strategy.

- Need to develop marketing strategies (brainstorming) on how to develop relationship between potential companies that would be involved in OnRamp program.
- Grow OnRamp through networking non-creative community leads… Corporations, Law firms, schools, medical engineering… all use creative in their business so they have connections that can be leads or generate buzz

Theme: Clear objectives and outcomes.

- Objectives have to be clear, must produce access (to industry), and have skills empathy, 'that's what I will need.
- BUILD strong roster of professionals by inviting companies in…wide range of professionals, so that students can EXPRESS their creative energies that can possibly lead to JOBS!
- Sees OnRamp program as something that would affect Milwaukee creatively! Could act as a 'mentor'…providing 'Footsteps or Pathways' to redefine 'what SUCCESS is!' Mentorship builds relationships!
- Internships to help build curriculum. In school visits. What defines success and how will we know we are making a difference.
- Awareness of how the kids would engage in the program and what their status is during the program.
- Awareness and clear mission of program. Ensuring that business owners know who's available for internships. Selecting Ambassadors for the program.

Theme: Logistical support should be build into the overall budget, in particular transportation, information and website with comprehensive FAQ's

- Websites to define OnRamp. Having a central location and knowing what agencies will be involved.
- Logistics - how to get students to the workspace. Partner with Uber for cars
- How will students have access to these programs transportation is very important.
- What age groups will be targeted for this program is important.

- Finding funding to bring kids to these businesses.
- Provide infrastructure: transportation costs covered in the initial and ongoing budget

Theme: The utilization of all aspects of "Social Media"

- Greater exposure to opportunities via social media or any aspect, so recommendations can be given.
- Creating buzz around program giving students reasons to want to participate in program.
- Social media presence – Facebook, Twitter, Snapchat!
- Online collaboration space to stimulate and foster dialog
- Social media will always be around and it work, it can spread fast
- Easy access to comprehensive resources whether the website (comprehensive FAQ's)

Question 2: How should OnRamp evolve for businesses & organizations to support it?

Theme: Seeking alignment with business and companies whose core values, mission, and vision reflect those of Creative Industries.

- Companies can look at their Mission Statements & see how they can line-up with the Mission Statement of OnRamp. Future youth will be working towards (through mentoring) ending up with CAREERS at their prospective workplace.
- "Tricky", said one individual, 'getting them to see the value' of cultivating CREATIVITY! Moral Appeal…DOING THE RIGHT THING! Must NOT be seen as charitable? Something that must be done or youth will be left behind.
- BENEFITS of companies being involved in OnRamp program Companies love to show that they are helping they can say 'We're involved!' Involved in building communities & neighborhoods.
- Making sure legal and safety concerns are addressed, ensuring that program guidelines are clear and that businesses are safe from barriers.
- Partnering with Uber to give kids free rides to and from businesses or organizations.·
- Linking up with credible businesses or businesses already partners or working within communities.
- By offering internships such as production assistance.
- MUST have an immediate presence – maybe a video that's designed well that business and companies can view and have an impact, comprehensive, and showing participants and management as authentic
- Market research to find out: what (partnering) companies would need to commit to engage.
- Hook up with design firms and sell the skills as a technical skill as well as a creative skill
- Sell companies on the kids as new, untapped talent and future employees
- What are some ways we can reach out to companies to get their commitment? We also need showed interest from the schools. The companies need to be committed to youth and it also should be a community investment
- Project Budgets with focus on collaboration and mutual buy-in with all stakeholders throughout the project.

- Business aspect – programs need to develop marketing research, maybe a commercial with air time
- Grow OnRamp through networking non-creative community leads… Corporations, Law firms, schools, medical engineering… all use creative in their business so they have connections that can be leads or generate buzz
- A company has to be able to show its committed

Theme: Developing a future plan for the program.

- Having more STRONG voices & ideas 'at the table' for the future. Planting SEEDS that will grow!
- Find sponsorships for creative; just like sports programs
- Sell corporations with retention, community, and economics
- Find a real way to nurture talent within the business environment

Question 3: How would OnRamp need to evolve for teachers and educators to support it?

Theme: Clear objectives and outcomes

- Recognize that Teachers & Educators want to see how it impacts achievement? Will program participation add extra burdens to already heavy workloads? Teachers already overwhelmed! What type of extra-curricular activities are involved?
- Knowing the status of the program, proven methods, efficiency, and real life opportunities.
- Immediate need may be with charter/private schools
- Start with private school because there is less red tape
- Make meaningful outcomes for Mentors, Students, Teachers and School Administrators Specific goals, milestones and deadlines… all tangible and achievable
- The Schools are important. It's about what schools do you plan to go to. There should be a list of schools and what programs they have.
- School board, vision team – understand that it is a process to change resistance. If we do this, there is going to be people who just won't go for it because it's a change.
- Identify the barriers for schools and classrooms to participate (tools and materials)

Theme: Instructor/Teacher Education is crucial

- Incorporate their (creative artists) work into Teacher's curriculum.
- Educating Teachers/Instructors on what is a "Creative" and what to look for in potential student candidates for the On Ramp program.
- Present artistic careers as viable options, because educators may not be aware of opportunities in Creative Arts fields?
- Recruiting principals to be on board. Explaining what the program is doing. Ensuring that teachers don't become obligated to take on more responsibility or having to stay after school due to program.
- Use the teachers as a resource to find the creative kids

- What's the time commitment? What's the liability? How do you get the school's permission and buy in? Don't add extra work to teachers plate. Maintain high student   numbers Private session with teachers… pitch the teachers… to get buy-in event(s) have to fit with their class structure and lesson plans. Need trust.
- Dialogue has to happen at all levels of the program
- Sell teachers that this is going to ease their workloads; make as easy as possible for   them
- Create a visionary team specifically tasked to create change within public schools with a goal of 5-6 years to create a fingerprint
- Make it an easy commitment for mentors 30hrs over 30 days… so they can manage it onto existing workloads.
- The less work Teachers and Instructors have to invest the better

Theme: Build incentives that will enhance interest and participation.

- Have an incentive – after-school meal
- Something cool for a work environment – something that the kids will find exciting and fun
- Fieldtrips Hands-on - Should be project-based and tied to current curriculum.
- Partner with local healthy food place for PR treats
- But you have to remember that you are still dealing with a school system that Is broken. Teachers don't care because the students really don't care. There are so many problems

Theme: Youth must buy into programming and be educated on career pathways and possibilities.

- Must present programming that is relevant to the youth—and they must buy into the ideas?
- Finding out what will make students commit themselves to this program.
- Product designs, MATC/MPS/TV Channels, writing music, construction of design club.
- Ensuring realism making sure the students know that this program cares about them.
- Show the ability to connect with teens
- what (partnering) schools would need to commit, what the community would need to commit to engage with this program
- Advertising (TV commercial) aimed at both parents and students public access cable PSA.
- Full background checks will be necessary for the people entering schools so that parents and guardians also; feel safe and confident.
- Work with existing MPS schools that have art programs in place
- Cultivate city talent that can be retained to avoid "Brain Drain" to other regions or states
- It should find talent and reach kids at a younger age, preferably in elementary school
- Real "Bridge Building" "Relationship Development" not lip service
- Want to know there is buy-in at all levels… leadership, teachers, kids, mentors
- Lead to a real world outcome… scholarship, job, apprenticeship
- There definitely needs to be incentives, food, giving things, and that can come from the company commitment

Theme: Curriculum Strategies

- Emulate how sports and hip-hop has engraved itself into urban culture; split gym into half, one half is used for exercise and movement and the other is a creative space
- A design program for visibility for designers. The need to see a building that they are attracted to
- Introducing the kids that have never been exposed to a work environment or suit and tie space.
- Advanced art classes for students to have and to discover the availability of graphic editing.
- Look at other programs that exist within the US as a model
- Drive home that these are relatable skills
- Tie into urban agriculture, which is directly related to design
- Connect with local colleges
- Include both youth-oriented and teacher-oriented programming
- Have a destination for kids to visit, a base station, preferably at an MPS school.
- Find a way to emphasize arts in the same way people do sports; make irreplaceable
- Internships - direct contact with students making real world decisions that hold them accountable.
- How can independent artists engage?
- Hire a manager to coordinate entire program for consistency, buy-in and excellence. (strong character with full/part salary)
- Pilot Program within the creative community then expansion within all areas creatives work. Channeling creativity in kids into all aspects of community
- Engage with museums and organizations, councils, film society AIGA
- Apply the same principles of sports to the development process for youth in design
- But Talent is talent, though and creativity is a way of thinking
- Developing a structure and or curriculum that will demonstrate growth and development, with true outcomes.
- The structure / Curriculum should reflect the mission and vision.
- Real world interaction in the workplace
- Mentoring and stewardship an imperative
- Community activities to enhance in house, workplace, internship experiences
- Creating a networking and marketing strategy campaign to get the word out
- Monitoring of the network to be aware of feedback both positive and negative

Theme: Educators partnering with business and community based orgs

- Teachers or Educators can help get kids college credit for internships.
- Hooking up with MIAD. Showing students their direction, could be first tour or look at colleges.
- There has to be visibility within the served communities including intermediate, high schools, etc.

- Expand OnRamp offerings within the firms to Schools Marketing, Writing, Client Relations, Archiving, Sales and IT… Let the kids learn what they are interested in while seeing how an agency really works
- Partner with Urban Milwaukee, Shepherd or MJS
- If you're talking about marketing research, you would need surveys, and to target the thing kids to, a video or a presentation with design in it with schools as the target.
- design a shirt… promote OnRamp to schools and specific schools in particular
- You have to find a way to relieve the teachers too, get them involved by treating them too, or maybe take over for them for a little while to help them take a break or catch up on things – bring in On-Ramp to the class
- Train and develop scouts, teachers, youth organizational front / line staff to help identify the youth that would be referred to the program.
- Teachers in MPS should be trained or be able to work with the organizational paid staff person to identify students in their class(es)

Question 4: Do you have a better name for OnRamp?

Alternative Name Suggestions:
- Creative Jobs
- Creative Image
- Future Design
- Design Trak
- Paint Brush
- Design "U"
- Accelerator
- Opening Doors Portal
- Incubators
- Creative-Design-Ramp
- One person did like the name
- Ascension?
- It can be an acronym
- The names won't mean anything until you start doing something
- I love the shortness of the name but not the name
- I would give it a 6 out of 10
- On-Ramp can sound like a direction you are moving in
- Something more art related
- It needs to be something that fosters the creative industry.
- Elevate
- Escalate
- Creativity Worx
- Full Spectrum
- Use "Greater Together" somehow within the name for Branding
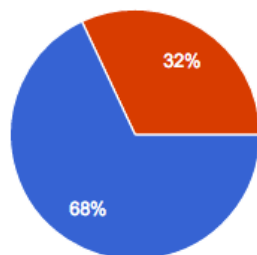- "Marrying" all the vision and mission statements to create an acronym.
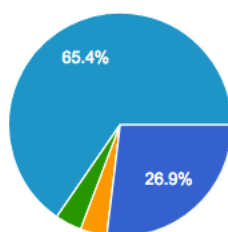
Participant Feedback Forms

Age range
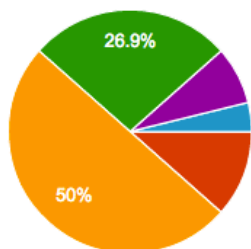
12-17	**0**	0%
18-24	**3**	11.5%
25-34	**13**	50%
35-44	**7**	26.9%
45-54	**2**	7.7%
55-64	**1**	3.8%
65-74	**0**	0%
75+	**0**	0%

Gender

M	**17**	68%
F	**8**	32%
Other	**0**	0%

Race and Ethnicity

African-American or Black	**7**	26.9%
American Indian or Alaska Native	**0**	0%
Asian	**1**	3.8%
Latino or Hispanic	**1**	3.8%
Native Hawaiian or Pacific Islander	**0**	0%
White / Caucasian	**17**	65.4%
Other	**0**	0%

Did this brainstorm achieve the established goals?
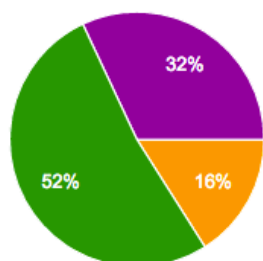
Nope	**0**	0%
Not so much	**0**	0%
Somewhat	**4**	16%
Yeah	**13**	52%
Absolutely!	**8**	32%
N/A	**0**	0%

Why or why not?

It was nicely focused
Good ideas came out. Wish some educators were here.
Appreciative of all the beautiful souls dedicated more.
Keep it up! Question were good, but a little more attention to problem solving areas were pointed out.
Great Group. . . .loved the process
Great Conversations!
I have waiting for a network like this to be in our city
Would be better discussion if groups, organizers were in conversation...there has to be follow through.
Reinforced program as a sound idea, just needs to be fleshed out.
I think it is hard to create, organically, a program without first really gathering a glimpse of the youth's experience. This program ultimately has to have relevance to the individual.
It helped give form to the disjointed thoughts and define what was a vague concept.
It is just a model and a great first step for now.
I feel that there were very good ideas thrown around and lots of originality
Everyone was able to respect each other's thoughts and them bringing their ideas to the table.
I was not aware we were would be talking about a specific, already created program.
In our group, we had some great discussions. We felt as though we offered some applicable solutions.
Good work within the time scheduled. Very organized.

Where do you see your or your organization participating in OnRamp?

None	4	16%
In-School Visits	20	80%
On-Site Field Trips	13	52%
Internships	15	60%
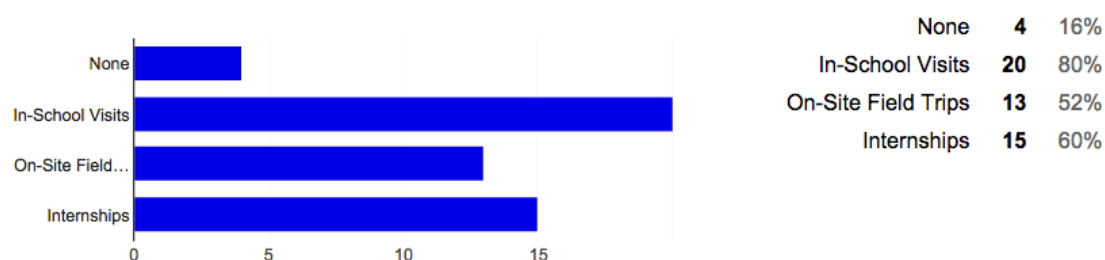
Another way?

Periscope, Google Hangouts. . . workshops, seminars, and trainings.
Excellent mixing it up ..."Well done"
As a participant /contributor
"Dig deeper, more details"
Resource sharing and program support. Where would the help needed to flesh out a network.
Directly speaking with students and setting up 1 on 1's with them.
Part time work, mentorship, and connecting to other leaders and organizations
3-D sculptures & murals are an area I would like to help with the execution of

By helping to tell the stories of talented young people.
Community projects if budgets allow
Well, not being a creative
One leads and builds to another.

What is the most important suggestion you have for upcoming brainstorms? Who should be invited? What topics should be discussed?

Start seeing a more to "action" and not just brainstorming.
Teachers, have a conversation with them specifically
Fostering collaboration and connection between companies, individuals and educational institutions with the purpose of getting young people of color involved in entrepreneurship and the creative industries.
Working with college level educators to show them what college would look like.
Invite teachers and narrow down ideas.
Brainstorming with a group appears to be a waste of time and says you really do not care that much.
Getting students involved in practical work.
Actual upcoming projects
A speaker or motivational speaker
The chance to mix up groups though out the evening.
Infrastructure for apprenticeships and connections between organizations e.g. business, youth, and students.
If retention is a goal and includes Milwaukee in the mission statement
Loved the facilitator, she kept us on our toes and ensured everyone had a voice.
How to fund it and what is going the "nuts and bolts"
The continuum / process journey from student to intern to employee to biz owner. Projects, programs that include a task time line.
Seeing the role of the city of Milwaukee in this project and measuring the impact of this program.
I would love to see more people in my age group (25-34) think it is important that people our age connect with the youth.
There needs to be more detail and action plans. Currently the idea is too abstract to work with.

Regarding the goal and vision: (please share your thoughts)

It was for the most part a very good and productive discussion. I think finding, developing talent and providing opportunities to young people of color in all the creative/entrepreneurship fields is very valuable.

Government and MPS need to be at the table.

I think it is awesome to spread the word to youth in Milwaukee about the creative field and I am open to speaking to youth in the schools.

I would like to see a blog spot for working toward Milwaukee becoming a more artfully saturated city.

Creativity and entrepreneurship creates common ground for a common bond, using our common sense and creativity.

Liability is huge deal. Find the funding to hire people to run a program, facilitate connections.

I think this is an amazing program! It is definitely bound to make a difference with our youth! I love it!

I feel that this program is very needed in our community and that with the right direction the arts will receive a very deep and connections to the community.

GT's identity is becoming more specific and focused. This program sounds very challenging and potentially, with real impact. Will need structure and facilitation.

Has anything happened in your life that makes our mission more or less worthwhile?

Not sure the idea will amount to much.

Although I was pretty focused on what I wanted to do I would have loved to b e a part of this program. I'd definitely want to help with this.

Being that I grew up in the inner city and have always been involved in the arts I fell a deep connection to this mission.

Entrepreneurship experiences as a Caucasian male in the inner city of Milwaukee with friends from other ethnicities showed the power and vision we all can have when we work together.