# **Community Celebration Strategy**

Below are the instructions and some of the resources needed for this project

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## Introduction

This is a team project that your team works on over the duration of the course. By using the Arts Now Tool Kit document, each team (minimum four members) will design and develop a community celebration strategy for a new community event.

The objectives of this assignment are to enable you and your team members to work through the entire process of devising and developing all aspects of a community celebration. Each aspect of your teams’ celebration event plan must demonstrate a rationale for the choices your team makes regarding your community celebration.

Your goals as a team are to share the information you learn about your community event planning process and to support each other in completing the assignment. As part of the final project paper, your team will include a summary of your discussions, and the insights and lessons you learned about your “team experience.”

## Instructions

The goal of this assignment is to examine the concept of community and culture. The purpose of this project is to give you an opportunity to consider these elements in action by devising your own community celebration.

### **Assignment Steps**

* + 1. Read through the whole assignment.
		2. Contact your team members and make the following decisions:
			- Who will be the team leader/facilitator to start?
			- What are the roles of each team member? Following are the leadership roles that your team will need to allocate:
				* Artistic Direction
				* General Manager/Finance
				* Marketing and Communication
				* Technical Director Logistics/Site Supervision/Volunteers
		3. Your team leader will help your team to decide how you will communicate. Today, many students already are using computer‐mediated or social networking tools such as Facebook, Google chat, and Skype, as well as document sharing applications such as Google Docs or wikis. If your group members are able, feel free to use these electronic tools to communicate with your group synchronously, i.e., at the same time on a pre‐determined time and date. If your teammates are unable to meet at a set time, you can choose to communicate by using your course email, text messaging, and/or request your own course discussion board.
		4. Now that you have made decisions about your team roles, methods of communication, and set some timelines, you can get started.

#### Read through the entire Arts Now Toolkit document provided.

* + - * As a group, discuss this document and talk about what kind of event you would like to create.
			* Then, as a group, discuss the location, scale, and type of community event for which your team would like to develop a plan.
			* Divide the team into the four previously mentioned supervisory areas: Artistic Direction; General Manager/Finance; Marketing and Communication; and Technical Director Logistics/Site Supervision/Volunteers.
			* Each member, working with their team guidelines for a community event, will develop individual outlines for their assigned area and regularly report back to the team for discussion and comment according to the rules of the Team Charter.

A piece of advice: KEEP IT SMALL, KEEP IT SIMPLE.

### **Case Study Final Report**

Write an evaluative report (approximately 12–14 pages/3000–3500 words) that explores the planning and delivery of the community celebration strategy for a new community event. The report should include:

* + 1. A general description of the new event, its purpose, goals, target audience profile, and key stakeholders and their anticipated return on investment.
		2. A discussion of the rationale why you chose to develop the community celebration, and why you chose this particular community. This section should include:
			- a rationale for the potential success of the event
			- an outline of the event: dates, times, places, audience
			- an outline of the proposed community engagement strategy
		3. Separate sections (four in total) prepared by each team member.
		4. An overall strategy for implementation.
		5. A summary of the key “lessons learnt” from your teams’ overall experience. This would be the conclusion of the report.
		6. A typed document in standard essay format that uses American Psychological Association (APA) documentation style guidelines and is grammatically correct, clear, and well organized.

Be sure to support your report with specific examples from your experience and include information from both your course text and research sources.

**Note:** It is expected that you will use APA style for all your assignments in this course.