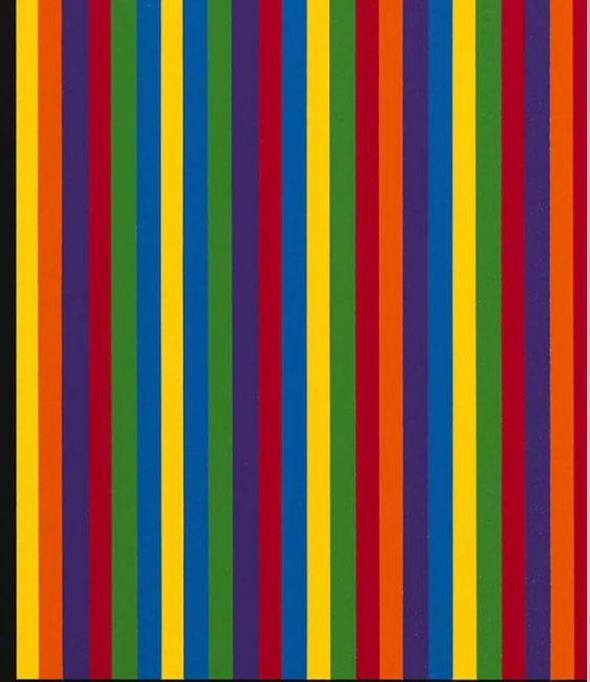
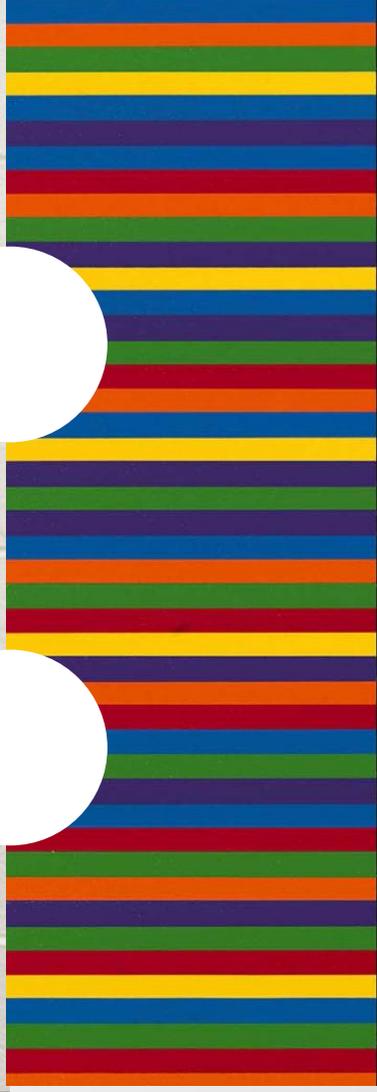




# LAUNCH OF THE STRATEGIC PLANNING PROCESS



KCAL & co. collective

Cầm Tú Nguyễn  
evergreen  
hand dyed silk

# We believe the best organizations are built **on purpose.**



We help teams  
**define and align**  
**on a core purpose.**



And work with them  
to galvanize action to  
**drive transformation.**

## Business + Brand

Helping teams build their business and brand on purpose

- Purpose definition
- Brand and business strategy
- Brand architecture
- Research + insights
- Innovation pathways

A holistic approach to  
purpose-led  
transformation

## Experience Design

Designing the world your purpose makes possible

- Purpose activation
- Visual identity
- Experience design
- Service design
- Creative activation

## Org + Culture

Helping people turn purpose into practice inside organizations

- Purpose activation
- Org design + transformation
- Organizational health assessment
- Employer brand definition
- Future of work

**ACLU**

**amazon**

Amplify.

**ASPCA**

BILL & MELINDA GATES foundation

**Capital One**

*charles* SCHWAB

**chewy**

**CSBS**



DRESS FOR SUCCESS



**Genexa**

**Goldman Sachs**



GOODS FOR THE GREATER GOOD

Google



**IBM**



INFINITI.

**LinkedIn**

THE LOWER EASTSIDE GIRLS CLUB



**MoMA**

**NETFLIX**

The New York Times

**ojo**



**Pearson**

**She Runs It.**

**TIME**



**WaterAid**

**wbur**

**Whittle**  
SCHOOL & STUDIOS

**YouTube**

## The work

**Co-create a living vision for the future trajectory of KCAI with your community.**

Engage **every layer of the community** in deeply collaborative and creative processes to **build a dynamic north star** to guide you as you grow and evolve as an institution.



KCAI & co. collective

**Eva Llarena**  
*Phluid*  
Monk's cloth, acrylic and wool yarn,...

# Inspiration

## Sol LeWitt

When we think about our approach, we want the work we create together to be both beautiful and strategic in approach as it is in outcome. With that in mind we looked to the art world and as inspiration and were inspired by Sol LeWitt's approach to creation. LeWitt wrote in *Sentences on Conceptual Art*, **“Ideas can be works of art; they are in a chain of development that may eventually find some form.”**

We want to use this sentiment as a guide for our approach. We think of our collaboration as pulse of activations that culminate in series of expressions that answer the questions:

“How can we bring communities and institutions together to create a strategy that is a true co-creation of intent and outcome?”, and, “Could we design a scope that is profound and interactive in process which results in an outcome that lives, breathes, and functions as a mirror for the community that created it?”



# Inspiration

## Nick Cave

Cave's work inspires us because it sits at the intersection of community, culture, and hope. We see in his art the placement of the individual in the context of their culture moving through the world. He says, "My practice revolves around uplifting and reifying otherwise distressed bodies, which is the core purpose of the Soundsuit."

His work evokes the realities of how people move through their surroundings as expressive individuals filled with complexity and optimism. This inspires us to ask the question of how we might evoke the same in our design output.

Our deliverable should illustrate the living spirit of the people in your community.

**This work should sing with a unique voice that works in harmony with all those around them while maintaining a personal quality that is a mirror of who your community is today and who they aspire to be tomorrow.**



Nick Cave  
Soundsuit

Together we will  
build...

a strategic vision for the future  
that's co-created in a  
fundamentally inclusive way  
following a creative process  
that will be expressive of  
KCAI's community.



Natalie Blue  
Fragmented Clavicle  
Bronze

# Steering Committee

## **Board Representatives:**

Kim Newton, Co-Chair

Tracie Tempel, Co-Chair

## **Student Representatives:**

Kevin Hopkins, '23 Painting & Art History Major

Bella Grace Cordero, '24 Filmmaking Major, Sound Minor

## **Community Representatives:**

Michael Fields, Community Volunteer, Richard J. Stern Foundation for the Arts

Margaret Silva, Former Board, '85 Sculpture

## **Alumni Representatives:**

Edwing Mendez, '14 Graphic Design

Holly Hayden, '03, Illustration

## **Faculty Representatives:**

Kevin Demery, Assistant Professor, Foundation

Marie McInerney, Associate Professor, Fiber

## **Staff Representatives:**

Evonne Briones, Director of Admissions Technology & Operations

Cory Imig, Alumni and Professional Practice Center Manager

# Approach

## Activation 1

Defining values with Faculty,  
Students, & Alumni, and  
setting our vision for the arts  
education landscape

Uncovering what uniquely defines the Kansas  
City Arts Institute experience.

Discovering what ideals and aspirations faculty  
and students share for their impact in the world.

Understanding the broader landscape of arts  
and education locally, nationally and globally.

## Activation 2

Exploring opportunity areas to seed  
our ambition and continuously  
engage with KCAI and our extended  
community as we evolve

Interrogate the outer limits of our vision and  
ambition for the future

Design frameworks and guides to aide our  
community in meeting our ambition, both, as  
individuals and as a community

Approach

# Activation One

# Approach

Foundations

We aim to discover the ambition that students, faculty and alumni have for the impact of their work in art, design and education

## Diary studies

Students, alumni

## Interactive survey

Community members

## Qualitative interviews

External field experts

## Workshops

Faculty, staff, leadership and steering committee

# Approach

## Foundations

3 Weeks

Research

Community Engagement

Design + Strategy



### Week 1

#### Activities

- + Field student diaries
- + Field alumni diaries
- + Community survey on perceptions, aspirations and challenges
- + Interviews
- + Synthesis sessions
- + Planning session for week 2 workshops

#### Deliverables

- + Preliminary insights & themes
- + Creative brief for week two

### Week 2 (in KC)

#### Activities

- + Kick off workshop
- + Faculty round-tables
- + Workshops with staff
- + Workshops with faculty, staff and leadership to review insights
- + Workshops with leadership and steering committee members to begin to draft vision and values

#### Deliverables

- + Themes & insights
- + Values & vision draft (hypothesis)

### Week 3

#### Activities

- + Alignment workshop with core team
- + 1 hour review session to draft working plan for Activation 2

#### Deliverables

- + Draft strategic priorities, values & vision
- + Brief & research guide for Activation 2

Approach

# Activation Two

# Approach

Futures

We aim to uncover the opportunity areas our vision and values make possible for the community of KCAI and the world

## Co-creation moments

Students, faculty, alumni and steering committee

## Interactive survey

Community members

## Workshops

Board, Cabinet, Steering Committee and leadership

# Approach

**Futures**  
*2 Weeks*

Socialization ( ~2 weeks)

Community Engagement

Design + Strategy



**Week 1 (in KC)**

*Activities*

- + Brief studio teams, inclusive of students, faculty and alumni to partner to design and build from our foundations
- + Prototype exhibition with leadership and community
- + Community survey on observations
- + Synthesis workshop with core team

*Deliverables*

- + Prototype exhibition
- + Themes & insights

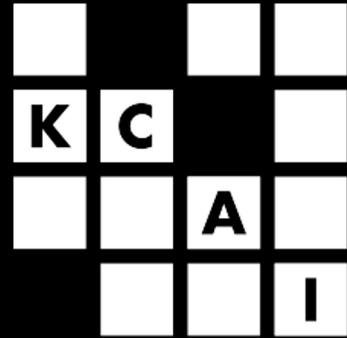
**Week 2**

*Activities*

- + Alignment workshop with core team

*Deliverables*

- + Values & vision draft (refined)
- + Vision blueprint & toolkit
- + Working model/framework of your vision and values



**Kansas City  
Art Institute**