

Launch of the strategic plan

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

Experience Design

Designing the world your purpose makes possible

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



A holistic approach to
purpose-led
transformation

Org + Culture

Helping people turn purpose into practice inside organizations

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

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.



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

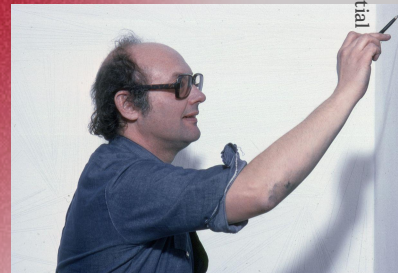
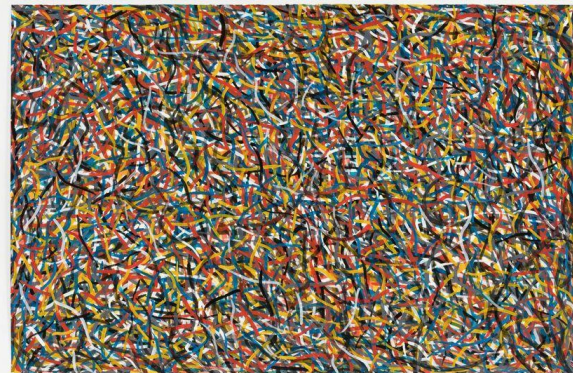
Inspiration

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.**



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.

confidential

KCAI & co: collective



Natalie Blue
Fragmented Clavicle
Bronze

Steering committee

Faculty Representatives:

Kevin Demery, Assistant Professor,
Foundation

Marie McNerney, Associate
Professor, Fiber

Staff Representatives:

Evonne Briones, Director of
Admissions Technology &
Operations

Cory Imig, Alumni and Professional
Practice Center Manager

Board Representatives:

Kim Newton, Co-Chair

Tracie Tempel, Co-Chair

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

Student Representatives:

Kevin Hopkins, '23 Painting & Art History
Major

Lula Edwards, '24 Ceramics Major,
Social Practice Minor

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

Sample of up to 150 community members

Qualitative interviews

External field experts

Workshops

Faculty, staff, leadership and core team

Approach

Foundations

3 Weeks

Research

Community Engagement

Design + Strategy

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Week 1

Activities

- + Field 18 student diaries
- + Field 18 alumni diaries
- + Community survey on perceptions, aspirations and challenges
- + 6-9 interviews
- + 5 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
- + Host 2 faculty salons (9-12 members)
- + 1 half-day workshop with faculty and staff to bring external perspectives in
- + 1 workshop with faculty, staff and leadership to review insights
- + 1 workshop with leadership and core team to begin to draft vision and values

Deliverables

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

Week 3

Activities

- + 1 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 core team

Interactive survey

Sample of up to 150 community members

Workshops

Core team and leadership

Approach

