



The **Opportunity** Agenda

*Building the National Will
to Expand Opportunity in America*

THE OPPORTUNITY AGENDA'S
CREATIVE CHANGE
2013:
A RETREAT AT
SUNDANCE
AT THE
INTERSECTION OF
ARTS, ACTIVISM, AND
SOCIAL JUSTICE

Monday, August 5 – Friday, August 9, 2013

The Opportunity Agenda is pleased to recognize the generous support of the Akonadi Foundation, The Compton Foundation, Embrey Family Foundation, Ford Foundation, Lambent Foundation, Mott Philanthropic, Nathan Cummings Foundation, the Open Society Foundations, Surdna Foundation, Time Warner Foundation and Unbound Philanthropy for this year's retreat.

Welcome to The Opportunity Agenda's 2013 Creative Change Retreat!

On behalf of all of us at The Opportunity Agenda, we want to offer you a warm welcome to this, our fifth retreat. We are delighted that you've made the journey to Sundance and ask that you take a moment to put aside your organization, campaign, or personal to-do list, step out of your established role and step forward into this fun, thought-provoking, and engaging place of reflection, human connection, and collaboration. Don't forget that your ideas and inspiration are vital to its success.

The coming days are an opportunity to dream big about ways we can work together for positive change at the crossroads of arts and social justice. We've gathered another amazing group of folks drawn from the diverse worlds of arts, advocacy, grassroots organizing, philanthropy and entertainment—some you might know, some you might have heard of and, hopefully, many you might not know at all. We're here not only to connect one-on-one, but also to use our multiple connections across fields, issues, mediums, communities and geographies to plant seeds, cross-pollinate, and harvest cultural transformation.

As we do each year, we have reshaped the design of the retreat in response to alumni feedback. We are once again returning to Sundance, a stunning place committed to artists and the natural world. We will be delving deeper into how our alumni network can empower us all in more sustainable and effective ways and we'll be engaging more "real world" projects as part of our popular Design Team collaborative process. You'll see all of those conversations (and more) reflected in this year's agenda.

And, to use this fifth year as an inflection point, we are finalizing a multi-layered evaluation process examining both the qualitative and quantitative impact of Creative Change. It is our hope that the learning will not only keep the retreat vibrant but also help us evolve The Opportunity Agenda's creative work for the future.

As Dr. Martin Luther King, Jr. said, "our goal is to create a beloved community and this will require a qualitative change in our souls as well as a quantitative change in our lives." Let's open ourselves up to the creative force in all of us that can envision and take active steps to make real a better world.

Thank you for spending these five days with us. We hope to create an open and respectful space that honors your contribution to it!

Best regards,



Alan Jenkins
Executive Director



Betsy Richards
Senior 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 property.

Arrival at Salt Lake City Airport and Transport to Sundance Resort

Private transportation has been arranged for you from Salt Lake City airport to Sundance upon your arrival through *All Resort Premier Transportation*. Please alert Jennifer Weiser at events@opportunityagenda.org to any change in your travel plans prior to the retreat. If you need to reach someone immediately while you are in the process of travelling, please contact *All Resort Premier Transportation*, and if an agent is not available, please contact a member of our staff.

All Resort Premier Transportation: 435.649.3999, #2

Jean Little, Logistics Coordinator: 860.304.3349

Jennifer Weiser, Creative Change Intern/Logistics Support: 917.284.1684

Sundance Concierge: 801.223.6000

For All Other Matters

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

Presentation or Session Questions: Betsy Richards 973.767.7889

Audio/Visual or Set-Up Questions Related to Your Presentation: Jean Little 860.304.3349

Transportation and Lodging Arrangements: Jean Little 860.304.3349

Excursion Questions including Hiking and Barbecue: Ross Mudrick 608.628.6978

General Questions or Anything Else on Your Mind: Betsy Richards 973.767.7889

Departure Information

Please check with The Opportunity Agenda staff the day before your departure to confirm departure time from the reception/lobby area. Generally, you should plan to leave Sundance from the reception lobby approximately 2½ hours before your flight.

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Wireless and Computers

The Sundance Resort provides high-speed wireless internet access in your hotel room. Select “Sundance Wireless” for your user connection. Your password will be your reservation number that will be given to you upon check-in. We recommend that participants bring personal laptops, and those with Macs should bring a VGA adapter to project images and video. In common areas such as the Redford Conference Center, please use “Sundance Dayguest.” The password is **CC2013**.

Social Media and Privacy

Creative Change participants bring varying experience with social media, and the retreat presents an opportunity for sharing of methodology and best practices. For participants who choose to share their Creative Change experience with other participants, as well as those who can't join us, the retreat's Twitter hashtag is **#CreativeChange**. The Design Teams are also encouraged to create and use their own hashtags to continue the conversation on specific issues or ideas.

In using social media throughout the event and posting pictures following the event, please be respectful of the privacy of other participants and the sensitive nature of conversations that occur here. Social media users are asked to not discuss participants by name or to tag others in photos without first securing their permission. Additionally, social media participation should be reserved for breaks and free time, particularly given that program sessions are considered “no phone zones.”

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.
- ▶ Please bring a warm hat and a wind resistant/fleece-style jacket, heavy shawl, or other similar cover-up. We will be doing an outdoor barbecue, and by the time the sun goes down it will be very cold. We would hate for you to leave the event early due to lack of appropriate clothing.
- ▶ Apply and re-apply sunscreen and lip balm to exposed areas.
- ▶ A brimmed hat and sunglasses are recommended to protect your eyes from the glare.
- ▶ Drinking extra water and minimizing your alcohol intake can help you adapt to the altitude.
- ▶ Please bring old sneakers or trail shoes for low- to medium-impact hiking and walking. We will be walking through water and mud, so you should expect that they will get dirty.
- ▶ There is NO town in walking distance from the resort. There is a small shop in the main building with toiletries, but if you need prescriptions, specific foods, or other items, you will have to get a taxi to the nearest town. This will be very inconvenient for you, so we recommend that you pack well!

GETTING AROUND SUNDANCE RESORT BY SHUTTLE

For shuttles from the lodging rooms, guests can touch the operator or front desk button or call extension 4020 or extension 0 to place their requests. We recommend calling the front desk to request a shuttle at least 15 minutes prior to the desired departure time.

EVALUATION TEAM

Two participants at the retreat — **Diane Espaldon** and **Rinku Sen** (from the Applied Research Center) — are part of the team working with The Opportunity Agenda staff to conduct an evaluation of the Creative Change retreat and the impact it has had. They will be participating in sessions throughout the week and may be asking you questions as well. Please note that they will be holding comments in confidence and not attributing any comments to your name without your permission.

POP-UP ART EXHIBIT

Artists around the country have developed art posters and infographics meant to inspire, educate, and agitate. This year, we will once again mount a “pop-up” art exhibition featuring recent prints and posters inspired by social movements produced by Creative Change attendees **Melanie Cervantes**, **Jesus Barraza**, **Nina Montenegro**, and **Favianna Rodriguez**. Come see how artists from our network are responding and collaborating around immigrant, economic, reproductive, and environmental justice. There will also be a table set up to accompany the exhibition where you can share your own organization, campaign or project’s posters and other materials.

PROGRAM

SUNDAY, AUGUST 4

- All day **Advisory Team Leaders and The Opportunity Agenda Staff arrive**
- 7:45pm **Dinner for Advisory Team Leaders and The Opportunity Agenda Staff** (*Foundry Grill*)

MONDAY, AUGUST 5

- All day **Participants arrive at Salt Lake City airport**
- 8:00am – 9:30am **Continental Breakfast for Advisory Team and The Opportunity Agenda Staff** (*Redford Conference Center*)
- 9:30am – 11:00am **Staff and Advisory Team Meeting** (*Redford Conference Center*)
- 11:00am – 6:00pm **Registration Table Open** (*Sundance Reception Area*)
- 7:00pm – 9:00pm **Welcome Reception with Food and Drink with Remarks by Alan Jenkins and Betsy Richards with Red Spirit Singers** (*Redford Conference Center*)

TUESDAY, AUGUST 6

- 7:00am – 8:00am **Yoga** (*Creekside*)
- 7:30am – 9:00am **Breakfast** (*Redford Conference Center*)
- 9:00am – 10:00am **Opening, Introductions, and Speed Meeting** (*Redford Conference Center*)
- 10:00am – 11:15am **Sharing Our Stories: Art & Activism** (*Redford Conference Center*)
dream hampton moderates a discussion with **Winona LaDuke, Marc Bamuthi Joseph, Sarah Lewis, and Candy Chang** that looks at the current social justice landscape and the role that creativity and culture are playing and can play in the year ahead. Panelists will share their perspectives on cultural interventions intersecting with popular culture, social movements, and communities.
- 11:30am – 12:30pm **Sharing Our Stories: Work from the Field** (*Redford Conference Center*)
Highlighting some examples of the role that storytelling in its myriad forms plays in social change, this morning will include a range of work to inspire our engagement for the day. This session includes presentations by **Sandra de Castro Buffington, Byron Au Yong, Dawn Porter, Cassie Meador, Rose Rosenblatt, Marion Lipschutz, and Jess Danforth.**

12:30pm – 1:30pm	Lunch (<i>Redford Conference Center and Lawn</i>)
1:30pm – 3:00pm	<p>Nurturing the Network: Creative Change</p> <p>Creative Change continues to emerge as a vibrant network of cultural activists, artists, funders, and advocates. This interactive session will be an opportunity to nurture and explore the evolution of that network. In addition, participants will briefly explore possibilities for collaboration and connection — seeding our Design Team process that begins the next morning.</p>
3:00pm	Announcements and Close
3:15pm – 5:30pm	Free Time
3:15pm – 4:15pm	Staff and Advisory Team Debrief (<i>Redford Conference Center</i>)
5:30pm – 7:30pm	Buffet Dinner with Margarita Bar (<i>Redford Conference Center and Lawn</i>)
8:00pm – 9:15pm	<p>The Mix Up (<i>Creekside</i>)</p> <p>D’Lo will host an informal evening of clips, conversation, comedy, spoken word, visual art, and music. Featuring Lizz Winstead, Thao Nguyen, Josh Bolotsky, Lucky Tran, Lameece Issaq, Ceci Bastida, Will Wilson, Shishir Kurup, and Jasiri X. Beer, wine and soft drinks will be served.</p>

WEDNESDAY, AUGUST 7

7:00am – 8:00am	Yoga (<i>Creekside</i>)
7:30am – 9:00am	Breakfast (<i>Redford Conference Center</i>)
9:00am – 9:15am	Morning Overview and Announcements
9:15am – 10:30am	<p>Design Teams: Creative Collaborations for Change</p> <p>What is the change you want to see in the world? Do you have a campaign or change agenda that could benefit from the creative and strategic minds at this retreat? Attendees will have the opportunity to offer a one-minute pitch about their project that will be followed by self-organization into small groups (limit 7 per group). Over the next day-and-a-half, each group will be asked to generate ideas for cultural strategies that amplify the project’s social change intentions.</p>
11:15am – 12:15pm	Small Group Work – Design Teams
12:15pm – 1:15pm	Lunch (<i>Redford Conference Center</i>)
1:15pm – 2:45pm	Small Group Work – Design Teams (continued)
2:45pm – 3:00pm	Announcements and Close

3:30pm – 5:30pm **Optional Hike or Free Time** (*Meet in Redford Conference Center lobby*)

5:30pm – 8:30pm **Barbecue at The Grove**
Join us for a picturesque outdoor barbecue and bird release. Please dress warmly and in layers because after the sun goes down it gets chilly.

8:30pm – Late **Owl Bar**

THURSDAY, AUGUST 8

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

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

9:00am – 9:30am **Opening Announcements and Activity**

9:30am – 11:00am **Small Group Work – Design Teams** (continued)

Design Teams return to their process to finalize their work and prepare presentations.

11:15am – 12:30pm **Show and Tell: Design Team Presentations**

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

1:30pm – 2:00pm **Announcements and Close**
(*Redford Conference Center*)

2:00pm – 3:30pm **Open Space Conversation(s)** (*Redford Conference Center and Lawn*)

Attendees have the opportunity to present self-generated conversation topics and convene small group discussions.

3:30pm – 6:30pm **Free Time or Free Conversations**

6:30pm – 9:00pm **Cocktail Reception** followed by **Closing Dinner** (*Rehearsal Room*)

9:00pm – Late **Owl Bar – DJ/Dancing**

FRIDAY, AUGUST 9

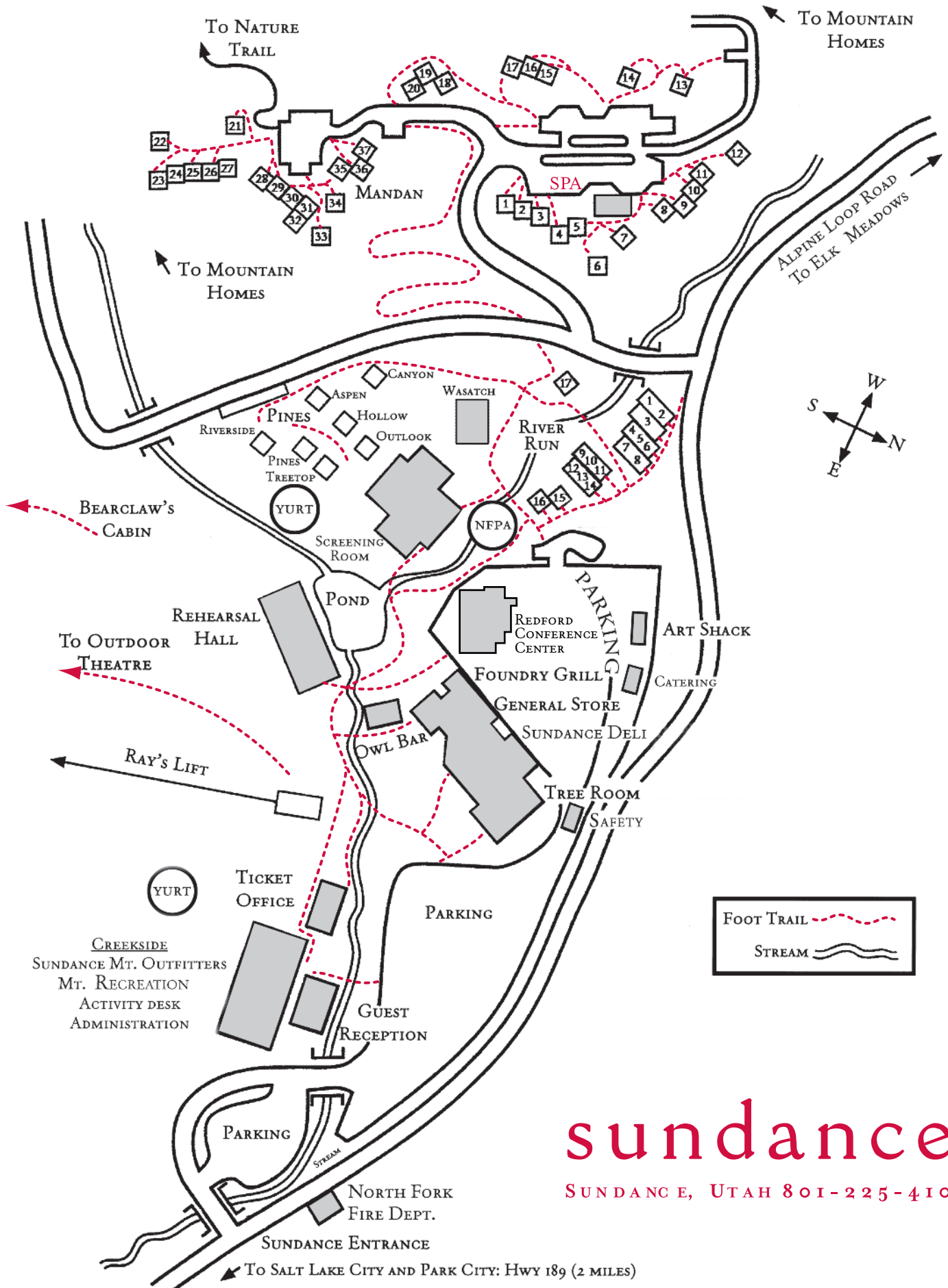
ALL DAY **Shuttles to Salt Lake City Airport**

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 Jean Little, Jennifer Weiser or staff at the front desk.

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

NOTES



sundance

SUNDANCE, UTAH 801-225-4107

SPECIAL THANKS

The Opportunity Agenda's Creative Change 2013 builds on the success of and learning from the past four retreats at Sundance (2012 & 2011), 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 2013 Advisory Team for their ideas, support, and planning, including **Michelle Coffey, Wendy Levy, Gibrán X. Rivera, Favianna Rodriguez, Brandi Stewart, Darnell Strom** and **Molly Sturges**.

A very special thank you to **Jason P. Drucker** for his extraordinary vision and leadership in helping to found, nurture, and advance Creative Change. Although he has moved on to a new organization, we are delighted that he remains a vital member of our network.

Thanks to **Gibrán X. Rivera** from Interaction Institute for Social Change for his facilitation as well as his collaboration in the creation and evolution of Creative Change.

The Opportunity Agenda's Creative Change 2013 was designed and produced by staff from **The Opportunity Agenda** including a team led by **Betsy Theobald Richards** with the amazing support of **Jennifer Weiser** and **Ross Mudrick**. We also would like to thank **Jean Little** for her wonderful work coordinating logistics and technical needs and our colleagues **Ellen Braune, Jill Mizell, Elizabeth Celms, Annie Wang,** and **Kisha Parks** for assistance leading up to and at the retreat.

Finally, we wish to express our thanks to The Opportunity Agenda's Creative Change alumna **Cara Mertes** for originally introducing us to the host location for this year's retreat, as well as key Sundance Resort staff including **Katie Todd, Kelsey EchoHawk, Blain Wilkey,** and **Chad Linebaugh**.

About The Opportunity Agenda

The Opportunity Agenda was launched in 2006 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.

The Opportunity Agenda is a project of Tides Center.



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