



The
Opportunity
Agenda

THE OPPORTUNITY AGENDA'S CREATIVE CHANGE 2016: A RETREAT AT SUNDANCE AT THE INTERSECTION OF ARTS, ACTIVISM, AND SOCIAL JUSTICE

Monday, July 18 - Friday, July 22, 2016

The Opportunity Agenda is pleased to recognize the generous support of the Ford Foundation, Nathan Cummings Foundation, Open Society Foundation, JPB Foundation, The Libra Foundation and Unbound Philanthropy for this year's work.

Welcome to The Opportunity Agenda's 2016 Creative Change Retreat!

On behalf of all of us at The Opportunity Agenda, welcome to the Creative Change Retreat!

Over the next four days, we invite you to step into a place of connection, reflection, and creativity. You and your fellow attendees are an incredibly diverse group of folks, drawn from the worlds of the arts, entertainment, advocacy, activism, and philanthropy. We're here to help catalyze those multiple connections and collective talents across fields, issues, and geographies to move hearts and minds toward greater and more equal opportunity for all. Don't forget that no matter what perspectives you bring, your ideas, inspiration, and participation are vital to making this retreat a success.

This retreat kicks off with a conversation that seeks to lift up and embrace both the challenges we are facing and the incredible opportunities for social and cultural transformation inherent in this unique moment. This year, the nexus of pop culture and intersectional movements has emerged as a frame with which to organize our dialogue. We hope this lens is a starting place, not a boundary, for the sharing, inquiry, and collaboration that are at the heart of our time together.

The Opportunity Agenda is celebrating its 10th Anniversary and, more than ever, we are committed to the belief that cultural change is essential to sustainable long-term social transformation. We welcome you to our diverse and dynamic community of creative-changers across the country.

Thank you for taking time out of your busy schedule to join us here at Sundance, a place that has become synonymous with a commitment to the arts and the natural world. We hope you will find the legacy and inherent beauty of this setting to be an inspiring backdrop for our time together. We look forward to creating an engaging space that honors your contributions to it!

Best regards,



Alan Jenkins
Executive Director



Betsy Richards
Director of Creative Strategies

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

Private transportation has been arranged for you from Salt Lake City airport to Sundance upon your arrival through *All Resort Premier Transportation*. **Note: Please alert Janelle Treibitz at jtreibitz@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 traveling, 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 ext. 3

Janelle Treibitz: 646-734-6705

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 or Janelle Treibitz: 646-734-6705

Audio/Visual or Set-Up Questions Related to Your Presentation: Jean Little 860-304-3349

Transportation and Lodging Arrangements: Janelle Treibitz: 646-734-6705

General Questions or Anything Else on Your Mind: Betsy Richards 973-767-7889 or Janelle Treibitz: 646-734-6705

Departure Information

Please check with Janelle Treibitz and Elizabeth Johnsen from The Opportunity Agenda 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 at least 3 hours before your flight.

Wireless and Computers

Sundance provides high-speed wireless internet access in your hotel room. Select “Sundance Wireless” for your user connection. There is no password needed. We recommend that participants bring personal laptops, and those with Macs should bring a VGA adapter in order to project images and video. In common areas, such as the Redford Conference Center, please use “Sundance Conference” for your connection. The password is **22A8OR**.

Social Media and Privacy

For participants who choose to share their Creative Change experience online, the retreat’s hashtag is **#CreativeChange16**. In addition, The Opportunity Agenda runs a **private Facebook group – Creative Change Participants (which you will be invited to join)** in order to connect its attendees and alumni during the retreat and beyond.

However, we ask that all participants be respectful of the privacy of other participants and the sensitive nature of conversations that occur at the retreat with regard to using social media and posting pictures during or after the event. 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 respectfully be reserved for breaks and free time, not during presentations or discussions—this is particularly true given that program sessions are considered “no-phone zones.” Although members of The Opportunity Agenda staff will be taking notes and capturing images, we also want to underscore that individual comments and conversations are off the record and completely confidential.

No Solicitation

While Creative Change is intended to fill you with ideas and introduce you to others in and out of your field, we ask that you be respectful of the “no solicitation” spirit of the retreat. Please save business inquiries or pitches for work or funding for a later date, and focus on sharing, exploring and building bridges to a more inclusive and just future.

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:** in July Sundance is hot and sunny with fairly low humidity and cooler evenings.
- ▶ The occasional brief afternoon thunderstorm is not unusual. **Come prepared for rainfall.**
- ▶ **Please bring a warm hat and a wind resistant/fleece-style jacket** or other similar cover-up. We will be doing an evening barbecue and bird release, and by the time the sun goes down it will be very cool.
- ▶ **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.
- ▶ **Please bring a water bottle** — they will not be provided.
- ▶ **Drinking extra water and minimizing your alcohol intake** can help you adapt to the altitude.
- ▶ Please **bring sneakers or trail shoes** for low- to medium-impact walking and hiking.
- ▶ **There is NO town within walking distance of the property.** 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 travel by taxi to the nearest town. This will be very inconvenient and expensive. We recommend that you **pack well!**

GETTING AROUND SUNDANCE BY SHUTTLE

Sundance offers free shuttle access around the property. For shuttles from the lodging rooms, guests can touch the operator or front desk button or call ext. 4020 or ext. 0 to place their request. We recommend calling the front desk to request a shuttle at least 15 minutes prior to your desired departure time.

PROGRAM

MONDAY, JULY 18

All day	Participants Arrive at Salt Lake City airport
10:00am - 6:00pm	Registration Table Open (<i>Reception Area</i>)
7:00pm - 9:00pm	Welcome Reception with Food and Drink (<i>Redford Conference Center and Lawn</i>)

TUESDAY, JULY 19

7:30am - 9:00am	Breakfast (<i>Redford Conference Center and Lawn</i>)
9:00am - 10:00am	Opening, Introductions, and Speed Meeting (<i>Redford Conference Center</i>)
10:00am - 11:15am	Opening Conversation: Culture-Shifting and Social Change (<i>Redford Conference Center</i>) The making and sharing of stories and imagery is rapidly evolving – creating many new opportunities for and barriers to social change in the United States. W. Kamau Bell moderates a discussion with Gina Belafonte, Suzan Harjo, Alex Rivera and Lina Srivastava that looks at the current landscape and asks “At this moment of demographic, cultural, technological, and political transition, how do we harness the power of popular culture and storytelling to create the future we want to see?”
11:30am - 12:30pm	Sharing Our Stories: Work from the Field (<i>Redford Conference Center</i>) Highlighting some examples of the role that storytelling in its myriad forms plays in social change, the morning and afternoon will include a range of work to inspire our engagement for the remainder of the retreat. Framed by Stephanie McKee, this session includes presentations by Jennifer MacArthur, César Maxit, dream hampton, Katie Bowers, Douglas Miles, Brian Walker and Beka Economopoulos and Jason Jones .
12:30pm - 1:30pm	Lunch (<i>Redford Conference Center and Lawn</i>)
1:30pm - 2:30pm	Sharing Our Stories: Work from the Field (continued) (<i>Redford Conference Center</i>) This afternoon’s session will feature Dawn Porter, Jidan Terry-Koon, Aman Ali, Biko Baker, Mark Strandquist, Janet Kim , and Imani Jacqueline Brown .
2:30pm - 3:00pm	Seeding the Network: Collaboration and Connection Participants will briefly explore possibilities for collaboration and

connection within the retreat – seeding our Design Team process that begins the next morning.

3:00pm – 3:15pm

Announcements and Close

3:15pm – 5:30pm

Free Time

5:30pm – 7:00pm

Dinner (*Redford Conference Center and Lawn*)

7:30pm – 9:00pm

The Mix Up (*Creekside*)

Josh Healey will host an informal evening of clips, conversation, comedy, spoken word, stories, visual art and music. Featuring **Hari Kondabolu, Hector Flores and Leah Gallegos, Jayeesha Dutta, Anu Yadav, Darnell Moore, Charon Hribar, Zahra Noorbakhsh, Jasiri X**, and others.

WEDNESDAY, JULY 20

7:30am – 9:00am

Breakfast (*Redford Conference Center and Lawn*)

9:00am – 9:15am

Morning Overview and Announcements (*Redford Conference Center*)

9:15am – 10:30am

Design Teams Marketplace: Creative Collaborations for Change

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.

10:45am – 12:15pm

Small Group Work – Design Teams

12:15pm – 1:15pm

Lunch (*Redford Conference Center and Lawn*)

1:15pm – 2:45pm

Small Group Work – Design Teams (continued)

2:45pm – 3:00pm

Announcements and Close

3:00pm – 5:30pm

Free Time

5:30pm – 6:45pm

Barbeque (*Redford Conference Center and Lawn*)

6:45pm – 8:30pm

Bird Release (*Ski Lift to Ray's Summit*)

THURSDAY, JULY 21

7:30am – 9:00am

Breakfast (*Redford Conference Center and Lawn*)

9:00am – 9:30am

Opening Announcements and Activity

9:30am – 11:00am

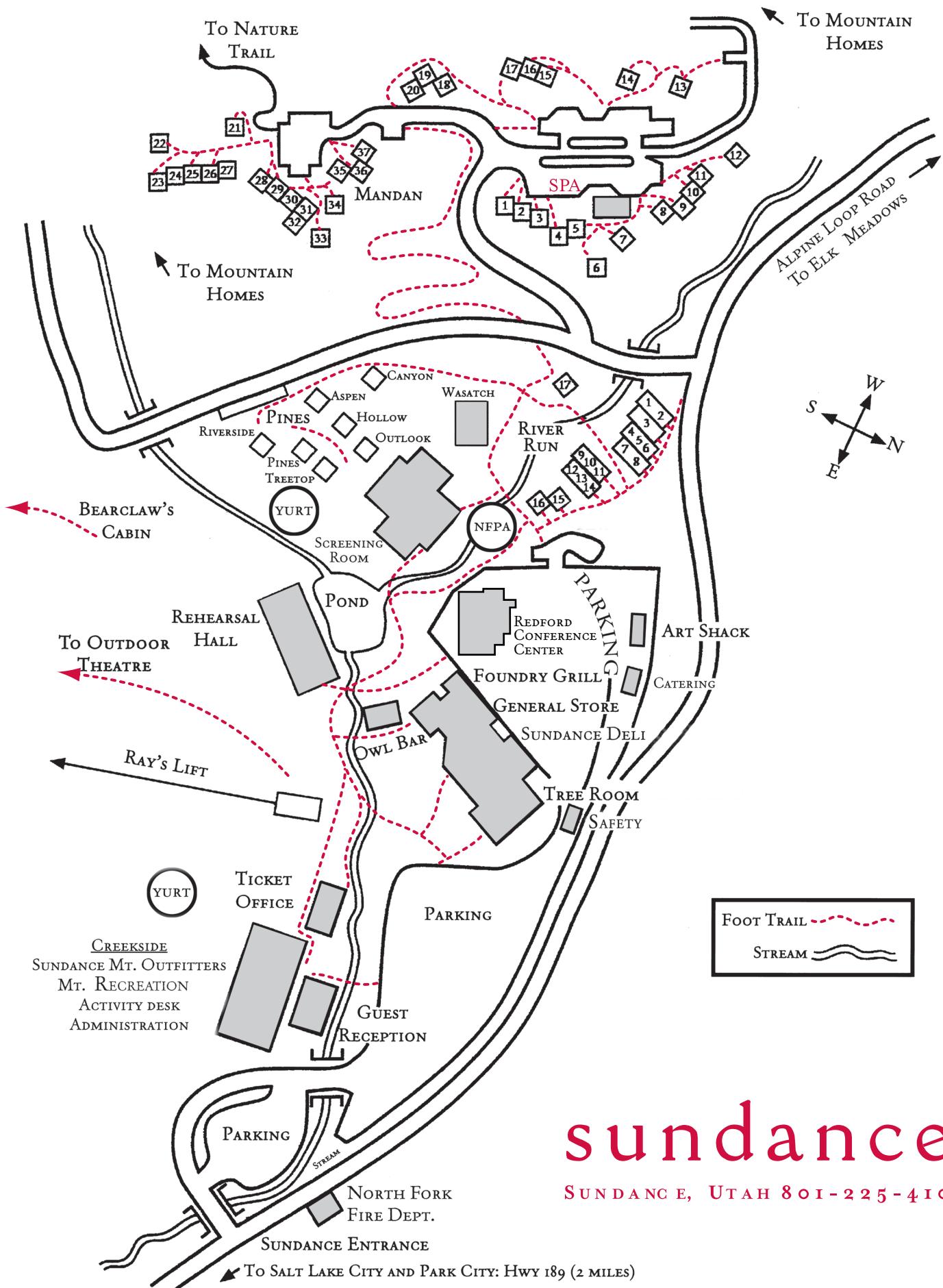
Small Group Work – Design Teams (continued)

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 (<i>Redford Conference Center and Lawn</i>)
1:30pm – 2:00pm	Announcements and Close
2:00pm – 3:30pm	Open Space Conversation(s) (<i>Redford Conference Center and Lawn</i>) 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	Reception followed by Closing Dinner (<i>Redford Conference Center and Lawn</i>)

FRIDAY, JULY 22

All day	Shuttles to Salt Lake City Airport
7:30am – 9:30am	Breakfast (<i>Redford Conference Center and Lawn</i>)



sundance

SUNDANCE, UTAH 801-225-4107

ACKNOWLEDGEMENTS

The Opportunity Agenda is particularly grateful to those who have supported our Creative Strategies work: **Ford Foundation, Nathan Cummings Foundation, Open Society Foundation, JPB Foundation, The Libra Foundation, and Unbound Philanthropy.** We continue to appreciate **Cara Mertes**, who connected us to the team at Sundance, which has become a true home for this retreat.

Thank you to our 2016 Retreat Advisory Team for their ideas, support, and planning. The team includes **Biko Baker, Beka Economopoulos, Taryn Higashi, Dawn Porter, Amy Redford, and Alex Rivera.**

The 2016 Creative Change Retreat was designed and produced by staff from The Opportunity Agenda including a team led by **Betsy Theobald Richards** with the support of **Janelle Treibitz**. Thanks to **Gibrán Rivera** for his facilitation and guidance, **Jean Little** for coordinating technical needs, and our colleagues **Jamila Brown, Will Coley, Jennice Colon, Julie Fisher-Rowe, Elizabeth Johnsen, Eva-Marie Malone, Kisha Parks, Maria Rohani, Lucy Turley, Jessica Wells-Hasan, and Bridget Whelan.**

With sadness, we also want to recognize the work of **Claudine Brown**, a Creative Change alum and former funder of this work, who passed away this year and whose leadership and vision we all benefit from.

Finally, we wish to express our gratitude to The Opportunity Agenda's Steering Committee Members **Madifing Kaba, Vincent Benjamin, Jeffrey Blattner, Janis Bowdler, Michael Goldberg, Joseph C. Lewis, David May, Dawn Porter, Amy Redford, Richard Roberts, Sara Stuart, Bryan Warner, and Lizz Winstead** for their support and leadership in The Opportunity Agenda's engagement with Creative Strategies and the Creative Change network.

About The Opportunity Agenda

The Opportunity Agenda is a social justice communications lab. We collaborate with social justice leaders to move hearts and minds, driving lasting policy and culture change. We amplify the inspirational voices of opportunity through communication expertise and creative engagement. To learn more about The Opportunity Agenda, go to our website at www.opportunityagenda.org



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