



The **Opportunity** Agenda

*Building the National Will  
to Expand Opportunity in America*

**CREATIVE  
CHANGE  
2012:  
A RETREAT AT  
SUNDANCE  
AT THE  
INTERSECTION OF  
ARTS, ACTIVISM, AND  
SOCIAL JUSTICE**

Monday, July 30 – Friday, August 3

Sponsored with the support of the Akonadi Foundation, Compton Foundation, Ford Foundation, Lambent Foundation, Nathan Cummings Foundation, Surdna Foundation, Time Warner Foundation, and Unbound Philanthropy.



# Welcome to CREATIVE CHANGE 2012!

A heartfelt welcome to this year's creative change-makers. The staff of The Opportunity Agenda are excited to be part of a vibrant community of artists, cultural organizers, activists, funders and leaders in the social justice community.

This is our fourth retreat, and we continue to listen and learn from alumni in planning our time together. We are returning to the natural beauty and creative legacy of Sundance, deepening our collaborative efforts and continuing to strive for a retreat that balances work and reflection, conversation and collaboration, planning time and spaciousness.

Creative Change was originally envisioned to help us all better understand the role that artistic and cultural activities play in social change. To that end, we have given attention to the disparate worlds of fine arts, entertainment, advocacy, and grassroots movements, working to highlight their many connections and tensions. We've also gathered artists from a wide range of disciplines that have helped showcase the many roles that creativity can and does play in social change.

In response to our alumni's expressed desires, the retreat has also gone through an evolution of sorts and now features a collaborative space for the cultivation and incubation of new work. It is our hope that Creative Change will continue to be a space to seed ideas and projects that have potential beyond the retreat.

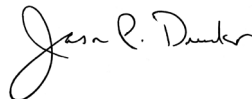
While we busy ourselves connecting, collaborating and recreating in the mountains of Utah, we are also mindful that we are in a moment of great potential for change. Our efforts heed Dr. Martin Luther King's call for a world with more *creative extremists*: engaging voices, visions, and expression to stand up for fairness and justice while never forgetting the humanity of those with whom we disagree.

Over the next five days, the ideas, insights and inspiration will come overwhelmingly from you, our participants, and from the dynamic connections between us. Instead of sitting back, we urge you to step forward, sharing your perspectives and experiences, and making the retreat your own. Thank you for spending this week with us. We hope to create an open and respectful space that honors your contribution to it!

Best regards,



Alan Jenkins  
Executive Director



Jason P. Drucker  
Dir. of Development & Operations



Betsy Richards  
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. Please alert Cindy Lou Cuesta to any change in your initial travel plans. If you need to reach someone immediately while you are in the process of travelling, please contact Medallion Limousine directly, and if an agent is not available, please contact a member of our staff.

Christina Houghton/Medallion Limousine: 801.225.0806

Cindy Lou Cuesta: 201.918.0410

Jason P. Drucker: 917.658.8800

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:* Cindy Lou Cuesta (201.918.0410)

*Excursion Questions including Hiking and Barbeque:* Ross Mudrick (608.628.6978)

*General Questions or Anything Else on Your Mind:* Jason P. Drucker (917.658.8800)

## **Departure Information**

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

Cindy Lou Cuesta: 201.918.0410

Christina Houghton/Medallion Limousine: 801.225.0806

Sundance Concierge: 801.223.6000

## **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.

If you are in a house, each home differs but you will be given instructions upon checking in.

In common areas such as the Redford Conference Center, please use “Sundance Dayguest.” The password is **CC2012**.

## **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 for Cultural Intervention are also encouraged to create and use their own hashtags to continue the conversation.

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 please 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. For shuttles from the homes, guests can call 801.225.4107 for the operator or 801.223.4020 for the front desk to place a request.

We recommend calling the front desk to request a shuttle at least 15 minutes prior to the desired departure time.

## EVALUATION TEAM

Three participants at the retreat — Diane Espaldon, Rinku Sen, and Tammy Johnson — have been commissioned to work with The Opportunity Agenda staff to conduct an evaluation of the Creative Change retreat and the impact it has had on its alumni. 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

This year, visual art participants will mount a “pop-up” art exhibit featuring recent prints and posters emerging from both the immigrant justice and the economic justice cultural spaces. Inspired by OCCUPY and a movement for economic equality, artists around the country have developed art posters and infographics meant to inspire, educate, and agitate. Similarly, artists in the migrant rights sector are using graphics to reframe the experience of being undocumented, and to call attention to our country’s unjust immigration laws that are separating families. Come see how artists are responding and collaborating with two of the most important national issues.

# PROGRAM

## SUNDAY, JULY 29

All day	Design Team Leaders, Facilitation Team, and The Opportunity Agenda staff arrive
7:45pm	Dinner for Design Team Leaders, Facilitation Team, and The Opportunity Agenda Staff ( <i>Foundry Grill</i> )

## MONDAY, JULY 30

All day	<b>Participants arrive at Salt Lake City airport</b>
7:00am – 8:00am	Yoga ( <i>Creekside</i> )
7:30am – 9:30am	Breakfast for Design Team Leaders, Facilitation Team, and The Opportunity Agenda Staff ( <i>Redford Conference Center</i> )
9:30am – 2:00pm	Design Team Leaders & Facilitators Orientation with <b>Gibrán Rivera</b> with Lunch Break ( <i>Redford Conference Center</i> )
11:00am – 6:00pm	<b>Registration Table Open</b> ( <i>Sundance Reception Area</i> )
7:00pm – 9:00pm	<b>Welcome Reception with Food and Drink.</b> Remarks by <b>Alan Jenkins, Betsy Richards,</b> and <b>Jason P. Drucker,</b> with Local Hosts including the <b>Red Spirit Singers.</b> ( <i>Redford Conference Center</i> )

## TUESDAY, JULY 31

7:00am – 8:00am	<b>Yoga</b> ( <i>Creekside</i> )
7:30am – 9:00am	<b>Breakfast</b> ( <i>Redford Conference Center</i> )
9:00am – 10:00am	<b>Opening, Introductions, and Speed Meeting</b> ( <i>Redford Conference Center</i> )
10:00am – 11:15am	<b>Sharing Our Stories: Art &amp; Activism</b> ( <i>Redford Conference Center</i> ) <b>Theaster Gates</b> moderates a discussion with <b>Johanna Blakley, Amitava Kumar, Jose Antonio Vargas,</b> and <b>Dan S. Wang</b> 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 place-based communities.
11:15am – 11:30am	<b>Break</b>
11:30am – 12:30pm	<b>Design Teams for Cultural Interventions: Overview</b> ( <i>Redford Conference Center</i> )

This session will kick off our three-day collaborative efforts to seed creative actions, campaigns or projects that have potential for life beyond the retreat. Six Design Team Leaders, some of whom will have partners in their efforts, will pose a question or “line of inquiry” with which he or she is grappling. Each question will relate to a question or context that demands creative intervention in the form of an action, project, or other solutions. Although many of the groups include a focus on immigration and economic justice, we anticipate that many further connections will be made to other opportunity-expanding topics.

1. **Michael Premo** with **Rachel Falcone**: “How can we work together to connect diverse communities struggling for housing, land and the dignity of a place to call home?”  
Facilitated by **Maria Bauman**.
2. **Favianna Rodriguez** with **Ken Chen**: “How can artists help counter anti-immigrant laws and instead build the public will to support humane, just ways to address the immigration crisis?”  
Facilitated by **Mia Herndon**.
3. **Hank Willis Thomas** with **Natasha Logan**: “How can artists and cultural workers empower everyday people to instigate more thoughtful and engaging public dialogues about historical and current events relating to ethnicity, economic opportunity, and social justice?”  
Facilitated by **Melinda Weekes**.
4. **Julio Salgado** with **Jesus Iñiguez**: “Young people within the immigrant movement are increasingly coming out as both undocumented and unafraid as well as queer and unashamed. A lot of these youth have taken control of the narrative and changed the way we view the issue of immigration. How can we further push these undocumented-owned narratives to advocate for the passage of the DREAM Act and comprehensive immigration reform?”  
Facilitated by **Idelisse Malavé**.
5. **Michelle Miller** with **Andrew Boyd**: “Occupy Wall Street helped expand the narrative about income inequality to a broad audience. What role can arts and culture play to translate that narrative into local action and organizing throughout the country?” Facilitated by **Kenny Bailey**.
6. **David Lubell** with **Negin Farsad** and **Ann Beeson**: “Immigrants cross borders, and so do artists. Can the creative community help transcend the borders that divide our communities, and envision a more welcoming America? If so, You’re Welcome.” Facilitated by **Kathie deNobriga**.

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

1:30pm – 3:00pm                    **Design Teams for Cultural Interventions: Marketplace**  
(*Redford Conference Center*)

A marketplace will allow participants to learn about and ask questions to Design Team Leaders and then break into smaller groups (approximately 15 people) based on their interests. After three rounds of 10 minutes, you will select into one of the six groups.

3:00pm – 5:30pm                    **Free Time**

3:00pm – 4:00pm                    **Staff and Advisory Team Debrief** (*Redford Conference Center*)

5:30pm – 8:30pm                    **Barbeque at Elk Meadows** (*Meet at Redford Conference Center Lobby*)

Join us for a picturesque barbeque and serenade the sunset. This is a highlight of the week! Shuttles will leave from the porch of Redford Conference Center Lobby from 5:30 to 6:30pm and then begin returning to the main campus at 8:00pm. Bathroom facilities will be available. Please dress very warmly and in layers because after the sun goes down it gets very chilly.

8:30pm – Late                        **Owl Bar**

## WEDNESDAY, AUGUST 1

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

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

9:00am – 9:15am                    **Morning Overview and Announcements** (*Redford Conference Center*)

9:15am – 10:15am                    **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. Framed by **Wendy Levy**, this session includes presentations by **LaToya Ruby Frazier**, **Lolis Eric Elie**, **Raul Pacheco**, **Beka Economopoulos**, **Mark Lipman**, and **Bao Phi**.

10:30am – 12:30pm **Small Group Work – Cultural Interventions** (*Redford Conference Center and Locations Throughout the Retreat Center*)

Design Teams, led by a Team Leader and Facilitator, will brainstorm and collaborate around a creative cultural intervention based on their chosen question.

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

1:30pm – 3:00pm **Field Conversations: Moving Forward** (*Redford Conference Center*)

These break-out conversations will bring together participants around issues facing the field of arts and social justice. Leaders will serve as conversation catalysts, each taking 5 minutes to kick off the discussion.

**Remixing Modes/Changing Models: Supporting Artists Making Social Change**  
led by **Kemi Ilesanmi, Laura Raicovich, and Emily Verellen**. Moderated by **Tim Dorsey**.

**Constructing Narratives: Truth, Freedom of Expression, and Responsibility**  
led by **Angad Bhalla, Elizabeth Méndez Berry, and Sheila Tousey**. Moderated by **Juhu Thukral**.

**Gaining Visibility: Storytelling through Media and Popular Culture**  
led by **Alex Nogales, Darnell Strom, and Erica Williams**. Moderated by **Alan Jenkins**.

**Building Momentum: Harnessing the Roles of Artists and New Media in Reclaiming the Town Square** led by **Mike Medow, Alan Michelson, and Joel Slayton**. Moderated by **Eva-Marie Malone**.

3:30pm – 6:00pm **Optional Hike or Free Time** (*Meet at Redford Conference Center Lobby*)

Members of the Sundance staff lead a hike around Sundance's most picturesque trails. There will be an option for a more modest hike that lasts 1.5 hours, and an intermediate hike that will likely take 2.5 hours including a rest at Stewart Waterfall. *Please note that due to the full schedule, we make every effort to leave promptly on time for all events. You must wear sneakers or hiking shoes; please no flip-flops. Please arrive a few minutes before the scheduled departure times. Bottled water will be available.*

6:30pm – 8:30pm **Buffet Dinner with Margarita Bar**  
(*Redford Conference Center*)

8:45pm – 10:15pm **The Mix Up** (*Creekside*)

**Negin Farsad** hosts an informal evening of clips, conversation, comedy, spoken word, visual art and music. Featuring **D'Lo, Angad Bhalla, Gan Golan, Jesse Goldstein, Robert Karimi, Mirah Zeitlyn, Yosimar Reyes, Rebecca Gates, and Jasiri X**. Cocktails and hot chocolate will be served.

## THURSDAY, AUGUST 2

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

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

9:00am – 11:00am **Cultural Interventions Work Continued** (*Redford Conference Center and Locations Throughout the Retreat Center*)

Design Teams return to their process and develop a creative presentation. Each team has the same creative constraints for presenting its intervention.

11:00am **Return to Redford Conference Center**

11:30am – 12:30pm **Report Out – Cultural Interventions** (*Redford Conference Center*)

All six Design Teams offer their creative presentations to the larger group.

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



1:30pm – 3:00pm

**Open Space Conversations**  
*(Redford Conference Center)*

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

3:00pm – 3:30pm

**Closing and Announcements** *(Redford Conference Center)*

3:30pm – 6:30pm

**Free Time or Free Conversations**

6:30pm – 10:00pm

**Cocktail Reception** *(Creekside)* followed by **Closing Dinner** *(Tree Room)*

10:00pm – Late

**Owl Bar for Drinks, Dancing, and Conversation**

## FRIDAY, AUGUST 3

ALL DAY

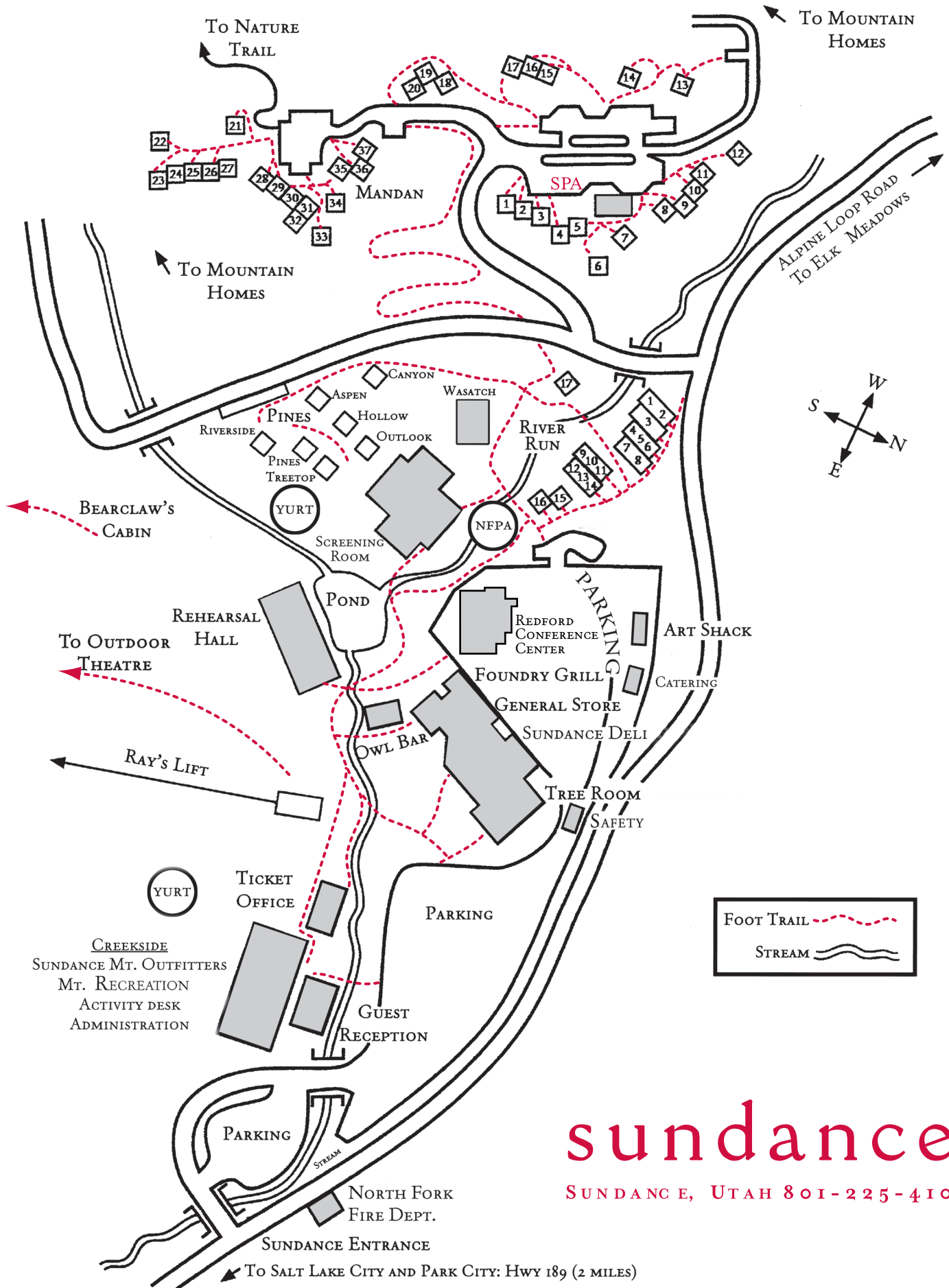
**Shuttles to Salt Lake City Airport**

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 Cindy Lou Cuesta or staff at the front desk.

7:00am – 10:00am

**Breakfast** *(Redford Conference Center)*



# SPECIAL THANKS

**Creative Change 2012** builds on the success of and learning from the past three retreats at Sundance (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.

We are pleased to count over 200 individuals as part of the Creative Change network.

Thank you to our 2012 Advisory Team for their ideas, support, and planning, including **Michelle Coffey, Rick Lowe, David Lubell, Michelle Miller, Michael Premo, Favianna Rodriguez, Julio Salgado, Lynn Stern,** and **Hank Willis Thomas.**

**Gibrán Rivera**, from Interaction Institute for Social Change, led the Design Team process and helped ensure that sessions and group activities were a dynamic and productive experience. He also has been more than a facilitator, but a co-creator of the entire Creative Change retreat experience. Special thanks to our facilitators, including **Kenny Bailey, Maria Bauman, Kathie deNobriga, Mia Herndon, Idelisse Malavé,** and **Melinda Weekes.**

**Creative Change 2012** was designed and produced by staff from **The Opportunity Agenda** including a team led by **Jason P. Drucker** and **Betsy Theobald Richards** with the amazing support of **Cindy Lou Cuesta** and **Ross Mudrick.** We also would like to thank **Jean Little** for her work coordinating our audio/visual and technical needs, and our colleagues **Alan Jenkins, Juhu Thukral, Eva-Marie Malone, Kisha Parks,** and **Christopher Moore** for assistance leading up to and at the retreat.

Finally, we wish to express our thanks to Creative Change alumna **Cara Mertes,** Sundance Institute, for introducing us to the host location for this year's retreat, as well as key Sundance staff including **Blain Wilkey, Katie Todd, Hilary Green,** 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](http://www.opportunityagenda.org).

**The Opportunity Agenda** is a project of Tides Center.



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