Cultural Engagement To Mitigate Social Isolation

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September 9, 2020
## Total Number of COVID-19 Cases in the US Reported to the CDC, by State/Territory

### USA
- **Total Cases**: 4,920,369
- **Total Deaths**: 160,220

### Cases per 100,000 People
- **USA**: 1,501

### Total Cases by State/Territory

<table>
<thead>
<tr>
<th>State/Territory</th>
<th>Total Cases</th>
<th>Confirmed</th>
<th>Probable</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>538,416</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Florida</td>
<td>512,421</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Texas</td>
<td>474,524</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>New York City</td>
<td>228,733</td>
<td>224,117</td>
<td>4,616</td>
</tr>
<tr>
<td>Georgia</td>
<td>209,004</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>New York</td>
<td>192,384</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Illinois</td>
<td>191,808</td>
<td>190,508</td>
<td>1,300</td>
</tr>
<tr>
<td>Arizona</td>
<td>185,093</td>
<td>183,791</td>
<td>1,292</td>
</tr>
<tr>
<td>New Jersey</td>
<td>184,061</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>North Carolina</td>
<td>132,812</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Louisiana</td>
<td>128,746</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>120,291</td>
<td>117,853</td>
<td>8,438</td>
</tr>
<tr>
<td>Tennessee</td>
<td>118,782</td>
<td>117,087</td>
<td>1,695</td>
</tr>
</tbody>
</table>

[https://www.cdc.gov/covid-data-tracker/#cases](https://www.cdc.gov/covid-data-tracker/#cases)
10 organizations, 18 practitioners
Serving 4 million people/year in their communities
Why work with “culture” in a crisis?
Use technology with intent and focus.
George Floyd, as illustrated by MN artist Andres Guzman.
Here’s how it went down
Facilitation and coaching, listening, connecting

- LEGO® Serious Play
- Design Thinking
- Weekly Meetings in large/small groups
- Taking action through small, decisive steps
Define

Mindsets

Bias to Action
Iterate + Experiment
Embrace uncertainty
Killing of George Floyd

From Wikipedia, the free encyclopedia

On May 25, 2020, George Floyd, a 46-year-old black American man, was killed in Minneapolis, Minnesota, during an arrest for allegedly using a counterfeit bill.[11] Derek Chauvin, a white police officer, knelt on Floyd's neck for almost eight minutes[1][note 1] while Floyd was handcuffed and lying face down, begging for his life and repeatedly saying "I can't breathe".[4][5] Officers J. Alexander Kueng and Thomas Lane further restrained Floyd, while officer Tou Thao prevented bystanders from intervening.[6][7][8][9] During the final two minutes, Floyd was motionless and had no pulse[9][10] while Chauvin ignored onlookers' pleas to remove his knee, which he did not do until medics told him to.[11][7][10]

The following day, after videos made by witnesses and security cameras became public,[12][13][14] all four officers were fired. Two autopsies found Floyd's death to be a homicide.[15] Chauvin was initially charged with third-degree murder and second-degree manslaughter,[16][17] to which was later added second-degree murder. The three other officers were charged with aiding and abetting second-degree murder.[4][18][10]

Floyd's death triggered subsequent protests against police brutality, police racism, and lack of police accountability.[15] In early June, the Minneapolis City Council took action to ban chokeholds and require police officers to intervene against the use of excessive force by other officers, and voted an intent to restructure the police department as a "new community-based system of public safety".[20][21] The Minneapolis Police Chief cancelled contract negotiations with the police union and announced plans to bring in outside experts to examine how the union contract can be restructured to provide transparency and "flexibility for true reform".[22]
What we worked on
Dementia caregiving
Virtual services with & for teenagers
Re-strategizing social justice engagement

Changing our thinking habits

Believe that when you put good into the world, good will come out.
Human-centered design through empathy as a starting place for true change.

What does courage mean?

Recognizing social patterns in the mundane as a starting place for conversation.
Inspiration can come from the ordinary!
New program and focus:
Spanish language artist videos
Fast & flexible access
Community Day & local virtual programming

**Community Day: Celebrating Pride**
Saturday, July 18, 10am-8pm

Featuring:
- Wafia
- Calvin Arsenia
- DJ Kenneth Kyrell
- Designs by Marco Hall
- Citi Medina, Founder of =SPACE
- MJ Rodriguez (Pose, FX)

**Community Day: Say It Loud...**
Sunday, July 12, Noon-5pm
A reflection on the '67 Newark Uprising, Then and Now

**Inequality in Art**
SUN, JUL 12 AT 2:00 PM - 3:00 PM
Ras Baraka and Linda Harrison: Newark, The Progressive City
Online Event
Community service & engagement strategy
Direct engagement with student leaders

George Floyd, as illustrated by MN artist Andres Guzman.
Personal outcomes for participants

- Speed
- Confidence
- Community
- Impact
- Social justice and diversity, equity, access, inclusion
Key observations and take-aways
1. Defining the right problem is essential
2. Low-tech can be powerful, too
3. Limit cognitive demands during times of stress
4. A nimble and fast approach can be difficult
5. Organizations don’t magically change in a crisis
And … “Lightweight” grantmaking is a good thing

COVID-19 Challenge Grant

We are pleased to announce a challenge grant funding up to $15,000 for alumni of our program and other policy-oriented technologists to work on projects to mitigate the effects of COVID-19.

At the Aspen Tech Policy Hub, we take tech experts, teach them the policy process through an in-residence fellowship program in the Bay Area, and encourage them to develop outside-the-box solutions to society’s problems. We model ourselves after tech incubators like Y Combinator, but train new policy thinkers and focus the impact of their ideas. We’re building new ideas at the intersection of civic technology and policy making. You can see our past projects here.

While the focus of the Hub to date has been our 10-week full-time incubator fellowship, we have long planned to expand our programming to support the tech and policy ecosystem in other ways, including by supporting challenge grants for players across the ecosystem to propose timely projects. In light of the ongoing COVID-19 pandemic and the need for civic technologists to build new tools and policy solutions to support communities in need, we thought it was imperative to pilot this model and announce one such opportunity now.

As such, we are accepting applications from technologists for projects that will help mitigate the effects of COVID-19. Winning teams will be allotted up to $15,000 over three months to execute their projects.

Apply →

https://www.aspentechpolicyhub.org/covid-19-challenge-grant
You can use these techniques in your own work

Design Principles Guide

Slide PDFs

https://tinyurl.com/aspen-tech-cultural
Special thanks to the Aspen Tech Policy Hub, the Ford Foundation, the Omidyar Network, and the participants…

- **Arts & Minds, New York, New York** (plus **Howes Studio**), with **Carolyn Halpin-Healy**, **Nellie Escalante**, and **Deborah Howes**
- **Akron-Summit County Public Library System**, Akron, OH, with **Jennifer Stencel**
- **Center for Art and Public Exchange**, an initiative of the Mississippi Museum of Art, Jackson, MS, with **Monique Davis**
- **Georgia O'Keeffe Museum**, Santa Fe, NM, with **Liz Neely**, Shannon Bay, and Katrina Latka
- **Lux Art Institute**, Encinitas, CA, with **Andrew Utt** and **Claudia Cano**
- **Mississippi Museum of Art**, Jackson, MS, with **McKenzie Drake**
- **Newark Museum of Art**, Newark, NJ, with **Deborah Kasindorf** and **Silvia Flippini Fantoni**
- **RED EYE Theater**, Minneapolis, MN, with **Emily Gastineau**, Jeffrey Wells, and **Rachel Jendrzejewski**
- **Weisman Art Museum**, Minneapolis, MN, with **Katherine Covey** and **Susannah Schouweiler**
Thank you!

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