

# MOCAD



## **OUR MISSION**

MOCAD is where adventurous minds encounter the best in contemporary visual, literary, music, and performing arts. A responsive center for diverse audiences, MOCAD presents art that contextualizes, interprets, educates and expands culture, pushing us to the edges of contemporary experience.

## THE NEED

According to the National Endowment for the Arts, older adults who participated in attending art had higher cognitive functioning, lower rates of hypertension, and lower rates of limitations to daily physical functioning than did older adults who neither created art nor attended art.

According to researchers from the Forum for Youth Investment, **leading is one of the core areas** necessary to promote in youth for positive development.

The National Association of Colleges and Employers reported that 91% of employers who responded to their Job Outlook survey stated that they prefer their new hire candidates to have **work experience**, and 65% said they prefer a candidate with relevant work experience.

Help students find a career in nonprofit work and offer support to find their first position post graduation.

According to the NEA, the arts contributed \$763.6 billion to the U.S. economy in 2015, 4.2% of GDP, and counted 4.9 million workers, who earned \$372 billion in total compensation. The U.S. Bureau of Economic Analysis reports that arts and cultural production accounted for \$13,602,426,000 and 2.9% of the Michigan economy in 2015, then contributing 128,619 jobs.



## MOCAD IMPACT

MOCAD sees **60,000 visitors** each year, giving opportunities to attend **12-15 art exhibitions** and nearly **150 free public programs** including lectures, live productions, and workshops. The arts inspire and build community. When we need to escape the news and the day's events, we sink into a moving work of art or performance or film or book and it restores us.

In a 2018 survey, MOCAD Teen Council alumni reported **improvement in leadership skills** as a result of their experience on the Council.

MOCAD Teen Council alumni reported their experience led to greater job prospects. "Working at MOCAD instilled in me a love for non-profit work, specifically in relation to the arts, youth, and community building. This summer I'll be working as a Family/Event Coordinator for Focus: HOPE and that's **because of all the experience I got at MOCAD!**" – MOCAD Teen Council Alumnus

Our internships can provide opportunities to discover and experience real-life career fields while students gain marketable job skills. We help students make networking contacts and meet mentors who may be instrumental in their career path. In addition to providing summer-time work and longer internships during the school year, experiences outside the classroom can often help students make **key decisions about their future**.

MOCAD's role in the local economy was assessed by the Williams College Center for Creative Community Development (C3D) using standard input/output analysis. Their report, "A Brief Summary of the Economic Impact of MOCAD on Wayne County Michigan" found: "The presence of MOCAD in Detroit, Michigan results in **benefits to the community and county far beyond its economic impact.**" Additionally, MOCAD employs 28 museum professionals many of whom are from the Detroit creative community.

## THE NEED

Detroit emerged from the nation's largest municipal bankruptcy, however, investment is still much needed.

Americans for the Arts reports 11% of secondary schools nationwide **do not offer courses in the visual arts** – that's over 1 million secondary school students who do not have to opportunity to participate in the visual arts in their public education.

Improve high school graduation rates and entrance into university.

Increase the number of creative teens looking for creative outlets that are from a diverse background.

**Create wellness programs** that are low barrier to entry and effective in healing.

Help to increase **diversity** in museum professionals at a time of unprecedented demographic change in the United States.

## MOCAD IMPACT

MOCAD was founded in 2006 and a **pioneer in Midtown**, repurposing an abandoned warehouse, building up the neighborhood and adding much needed programming and space for the community to enjoy and use. Today's Detroit resurgence is successful for that reason alone – it has begun to revive the city's soul. Where once people saw no future in Detroit, they now see possibilities. MOCAD brings life and hope in unexpected ways and unprecedented access to all types of people of all ages.

MOCAD hosts over **2,000 youth each year**, giving access to the arts through portfolio reviews, art workshops, exhibitions, family days, and field trips.

**Graduation rate** of high school seniors in our Teen Program is **100%** and 89% are accepted to a college/university of their first choice and 98% are accepted to college.

**100%** of Teens are accepted to our Applebaum Annual Teen Exhibition.

MOCAD hosts one of the largest **Alcoholics Anonymous** meetings in the City of Detroit and free to low cost **yoga programs** every Sunday evening.

Offer work intensive internships and paid curatorial fellowships that intend to make MOCAD more representative of the country's growing cultural diversity and advancing inclusive cultures that make MOCAD more attractive and welcoming places for undergraduates and graduate students with limited museum experience.



"I had a great experience. I learned how to interact and educate people from a variety of different backgrounds. I strengthened my appreciation for the arts. I learned how to organize and execute large events. I improved my public speaking skills. Overall, the MOCAD Teen Council is a great program." – MOCAD Teen Council Alumnus