



## 2013 Free Network Training Webinar Series

Part 4:

Keeping Networks Vibrant  
Presented by Jill Sonke



*The Global Alliance is grateful to the National Endowment of the Arts for its support of this webinar series, which strives to provide affordable resources to individuals and organizations wishing to establish or advance arts and health programming.*

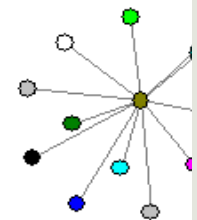


# Keeping Networks Vibrant

Presented by the **Global Alliance for Arts & Health**

with support from the National Endowment for the Arts

with Jill Sonke, UF Center for Arts in Medicine

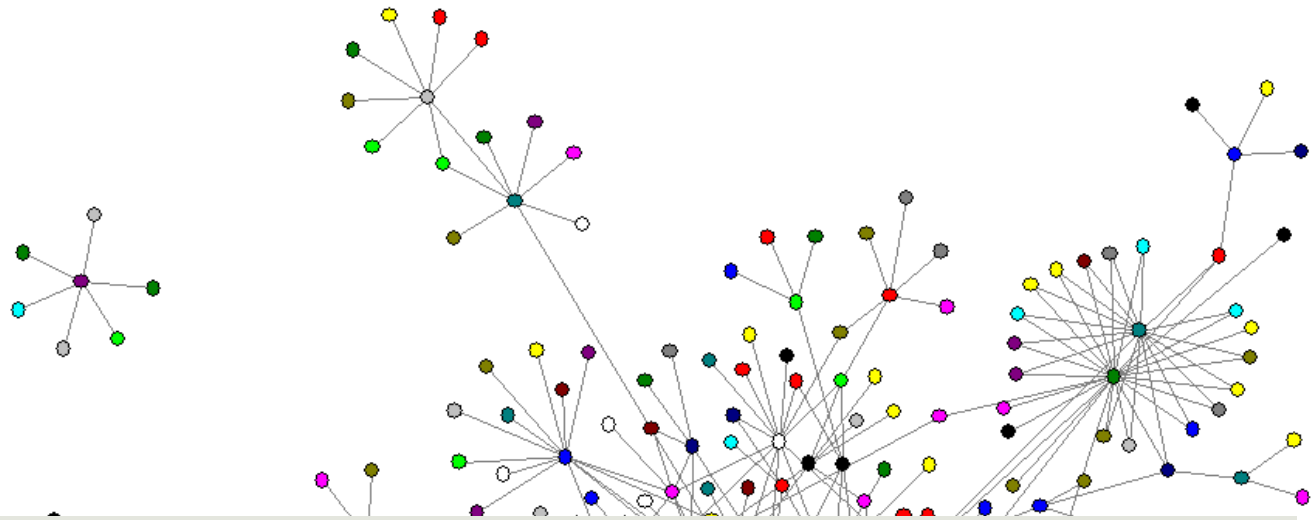




# Network Principles

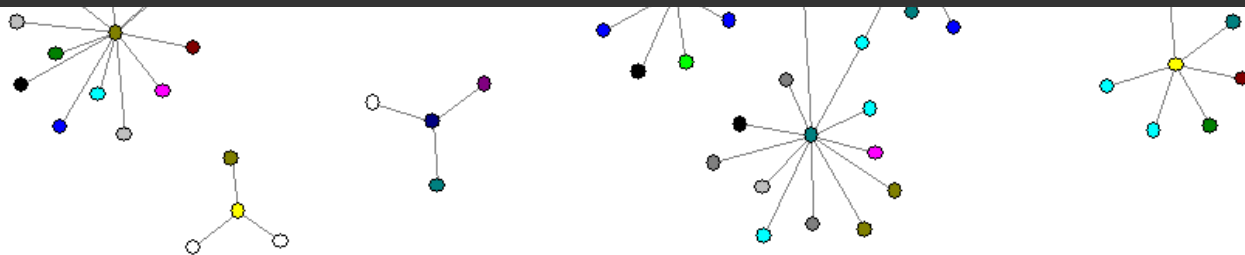
What, why, and how





Individually, we are one drop. Together, we are an ocean.  
Ryunoksuke Satoro

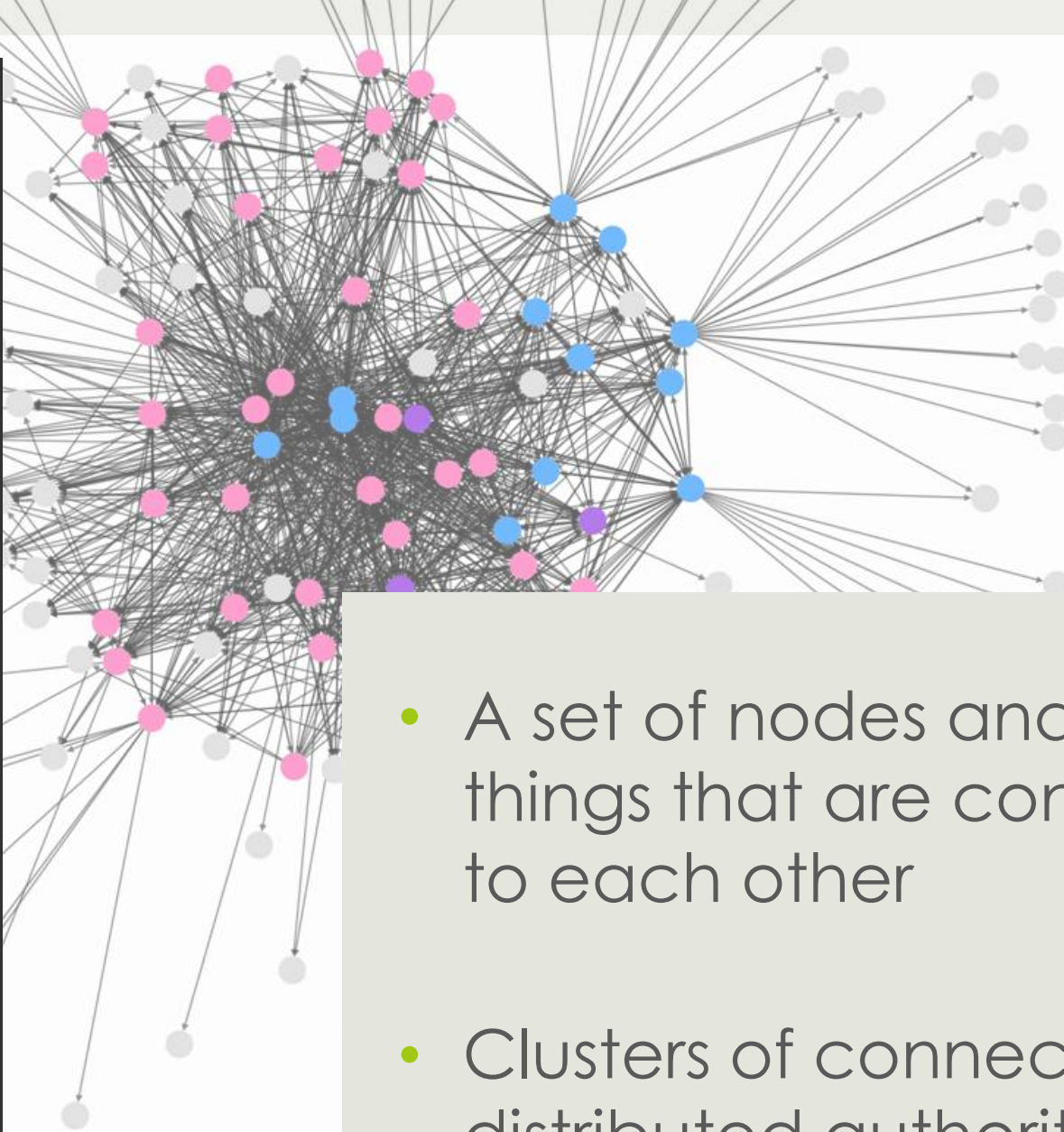
Networking: All things connect.



connected

The word "connected" is displayed in a stylized font where each letter is composed of various icons representing different aspects of connectivity and technology. The 'c' is formed by a circular arrangement of network nodes and cables. The 'o' is a realistic image of the Earth. The 'n' is a vertical stack of colorful fruits. The 'n' is a green plant with a root system. The 'e' is a circular arrangement of colorful pills. The 'c' is a circular arrangement of network nodes and cables. The 't' is a vertical stack of network nodes and cables. The 'e' is a circular arrangement of colorful pills. The 'd' is a circular arrangement of network nodes and cables.

# What is a Network?



- A set of nodes and links of things that are connected to each other
- Clusters of connections with distributed authority

# Why networks?

What do you hope to accomplish as a network that cannot be accomplished by individuals or individual organizations?



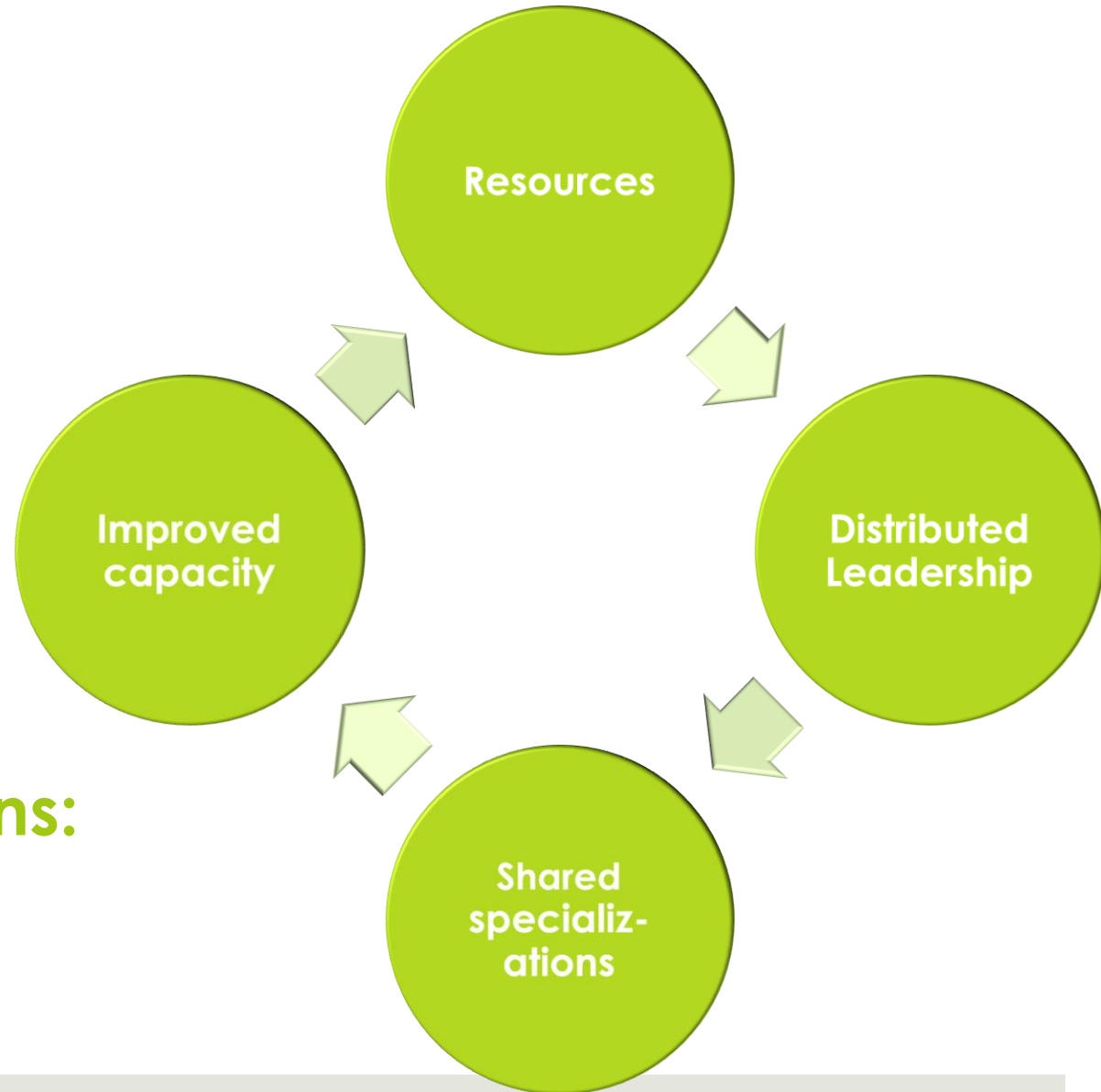
# Networks solve problems.

## Organizational capacity burdens:

more demand + less resources = chronic problems

## Funder expectations:

improved impact, leverage and return on investment





Effective networks allow members to leverage resources far beyond their own organizational capacity to achieve impact, deliver on their own mission, and build greater capacity.

## Characteristics of Networks

- **Rapid growth and diffusion:** multiplication
- **“Small-world” reach:** efficient, short pathways
- **Adaptive capacity:** nimble
- **Resilience:** links dissolve and new ones emerge
- **“Norm of reciprocity”:** culture of exchange

Taylor & Pastrik, 2007 & Lagace, 2005

## Characteristics of Networks

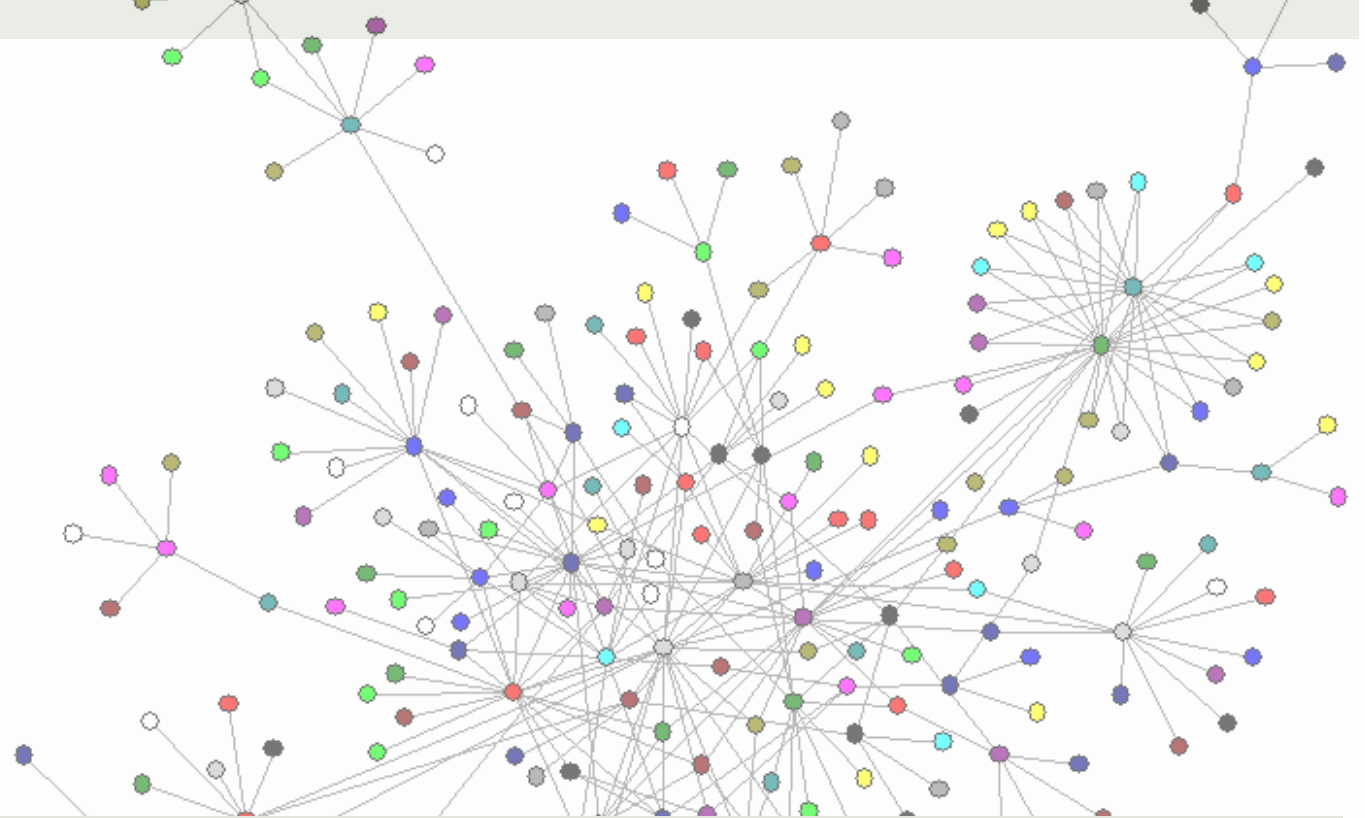
# Types/Evolutionary Path of Networks

- **1. Connection:** All networks start by *connecting* people or organizations (nodes) with each other.
- **2. Alignment:** Networks build on connections to create a shared value proposition and activity (such as learning, advocacy or social change).
- **3. Production:** Networks build on connections and alignment to organize the production of a particular result.

# Why networks?

What do you hope to accomplish as a network that cannot be accomplished by individuals or individual organizations?

**small group dialogue**



# Network Models

MoveOn.org: [www.moveon.org](http://www.moveon.org)

Culture Works: [www.cultureworks.org/programs-services/community-arts-network](http://www.cultureworks.org/programs-services/community-arts-network)

Make it Better: [www.makeitbetter.risd.edu](http://www.makeitbetter.risd.edu)

Dance for PD: <http://danceforparkinsons.org>

Global Alliance for Arts & Health: [www.thesah.org](http://www.thesah.org)

# Global Alliance Networks

[Alliance for Arts & Health New Jersey](#)

[Arts and Health Australia](#)

Arts & Health New England Network

Arts Health Network Canada

Arts in Healthcare for Rural Communities Network

Houston/Galveston Arts in Health Network

[Midwest Arts in Healthcare Network](#)

National Network for Arts in Health Canada

NYC Regional Arts in Healthcare

Sarasota/Manatee Coalition for Arts and Health

# Evaluating the health of the network

Examining network effectiveness requires attention to three broad, overlapping categories:

**1 Network Vibrancy:** How healthy is the network along multiple dimensions, including:

- participation
- network form
- leadership,
- capacity

# Evaluating the health of the network

## 2 Network Connectivity:

- What is the nature of relationships within the network?
- Is everyone connected who needs to be?
- What is the quality of these connections?
- Does the network effectively bridge differences?
- Is the network becoming more interconnected?
- What is the network's reach?



# Evaluating the health of the network

## 3

**Network Effects:** What progress is the network making on identifying and achieving its:

- outputs
- outcomes
- impact

- What is flowing through the network - information and other resources?
- What is the structure of nodes and links?
- How efficient are the connections the network makes?

Connectivity is the blood of a network.

# Checking in with the bottom line...

Are members benefitting from *gaining* and *sharing*:

- Connections
- Knowledge
- Competencies
- Resources



- ❑ Arts and Health Network Literature Review – GAAH, J&J, and The Improve Group
- ❑ Net Gains by Madeleine Taylor and Peter Pastrik
- ❑ The Community Tool Box, <http://ctb.ku.edu/en/>
- ❑ Non-profit Networking: the New Way to Grow: <http://hbswk.hbs.edu/item/4801.html>

## Resources