

## Certificate in Creative Placemaking

- Program Length: The program runs from September 8, 2020 to June 30, 2021 and is fully online with the exception of an in-person residency. Participants must register by August 8, 2020
- Residency: 2 ½ day In-person residency in Manchester, NH October 6<sup>th</sup> – October 8th
- Who hosts the program?: The Certificate in Creative Placemaking is produced by The National Consortium for Creative Placemaking and The Institute of Art and Design at New England College
- Contact: Dominique Miller, Director of Community Education, The Institute of Art and Design at New England College: [placemaking@nec.edu](mailto:placemaking@nec.edu) or 603-836-2528
- **Time Commitment:** Students typically spend between 5 - 10 hours per week on the program.
- **Tuition:** \$4995. This includes room and board for the residency in Manchester as well as access to New England College's online library and most reading materials. It does not include costs for any required textbooks.

## About the program

Creative Placemaking grows healthier and more inclusive, prosperous, equitable, and resilient communities through local arts and culture. Whether you've been doing this work for years or are just starting out, the Certificate in Creative Placemaking can help you with your goals.

Successful students in this program have grown their careers in creative placemaking, advanced new projects and initiatives, enhanced their teaching and scholarship, secured project funding, or started their own private practices.

The Certificate helps you develop several critical competencies for creative placemaking that serve well in any field: community development, local economic development, alliance building, community empowerment, site planning, sustainable cultural tourism, strategic planning, and collaborative leadership.

This is accomplished through a combination of knowledge building, reflection and practice leading to a capstone project. Your capstone can be a plan, analytical report, proposal or scholarly study to address social, economic and cultural issues affecting a community of your choice.

Program instructors are seasoned professionals from across the United States. Together, they bring a diverse array of talent and experience in fields such as architecture, arts administration, leadership development, marketing, organizational development, performing arts, public policy, urban design and planning, and more. Learn more about the instructors on our website.

The program consists of 5 parts:

1. **A self-paced on-demand course – Analysis for Creative Placemaking.** (Online, self-paced) It provides an overview of creative placemaking, then guides you through ways to analyze economic, social and cultural issues.
2. **A two-day residency in Manchester, New Hampshire.** (In-person) During the residency, you will meet your instructors, connect with your classmates, practice important community engagement skills, and together explore challenging issues in creative placemaking.

3. **Six Deep Learning courses.** (Online, asynchronous) In these courses, you will explore and create strategies for local economic development, community development, alliance building, community empowerment, site planning, sustainable cultural tourism and strategic planning.
4. **Collaborative leadership coaching.** (Videoconference, real time) Offered monthly from January through June, these sessions will help you address the challenges of helping people address difficult and confusing issues through creative placemaking.
5. **Capstone.** Your capstone will help you take what you learn and apply it to a real set of issues affecting a place or a community. It will also help you “show that you know.” You will have a professional product that you can be proud to demonstrate to current and potential clients, collaborators, colleagues and employers.

### **History of the Certificate program**

The Certificate in Creative Placemaking has served dozens of professionals in architecture, arts, community development, economic development, government, landscape architecture, urban design and more.

It was designed by Leonardo Vazquez, AICP/PP, the Founding Director and Chief Creative Officer of [The National Consortium for Creative Placemaking \(NCCP\)](#). He developed variations of the Certificate program at Rutgers University and The Ohio State University starting in 2011 and has recently refined it through NCCP’s partnership with the Institute of Art and Design at New England College (formerly the New Hampshire Institute of Art).

### **About The National Consortium for Creative Placemaking**

The National Consortium for Creative Placemaking (NCCP) has connected, inspired, empowered and supported more than *8,000 people* through Creative Placemaking Leadership Summits, workshops, webinars, podcasts, Community Coaching, Strategy Labs and Certificates in Creative Placemaking.

We have served hundreds more people, and dozens of communities, through commissioned presentations and consultancies. We influence the field through more than *14,000 points of contact*.

Our work has led to new careers, plans, projects, collaborations, laws, arts councils, and organizations.

More than 50 organizations have supported us – from the largest national-level grantmakers in the arts to small, community-based businesses – and more than 100 others have collaborated with us to build distinct programs in the field.

The National Consortium for Creative Placemaking was founded in 2012 in Maplewood, New Jersey. It is now based in Union, New Jersey.

### **About New England College**

The Institute of Art and Design at New England College was founded in 1898 as the Manchester Institute of Arts and Sciences with the goal of cultivating an appreciation of the arts through progressive, educational instruction. In 1924, the NH Board of Education certified our four-year program to prepare high school graduates to teach art.

In 1997, the New Hampshire Post-secondary Commission authorized the Institute to award the Bachelor of Fine Arts (BFA) degree. At that time, the Institute became the New Hampshire Institute of Art (NHIA). In 2001, the college received accreditation from the National Association of Schools of Art and Design. In 2011, we received accreditation from the New England Association of Schools and Colleges.

### **Growth and Expansion**

- In the late 1990s, the college was the beneficiary of a \$26 million bequest from the estate of Mary Fuller Russell. This allowed the institute to establish an endowment and embark upon a series of expansions that revolutionized our campus.
- 2001: With the opening of Fuller Hall, the Institute doubles the size of our urban campus, dramatically increasing the quantity and quality of classes offered.
- 2004: The Institute teams up with the Greater Manchester YMCA to offer the first residential space for BFA students at Institute Hall.
- 2005: The Institute acquires the Hampshire House residence hall and the 77 Amherst Street building, which enabled us to increase studio space by 80 percent.
- 2007: The Institute purchases the 153 Concord St. building for senior studio space and opens the newly renovated Plaza residence hall.
- 2009: The Institute opens its first green technology building, the Lowell Street building, offering additional classroom, office, and residential space.
- 2011: The Institute opens a food service program in the same building as the Plaza residences.
- 2012: Chester College of New England, a small liberal arts college, closes. Over 80 percent of its student body and several full-time faculty members transfer to the Institute.
- 2013: The Institute merges with the historic Sharon Arts Center, a hub for community arts education based in Peterborough and Sharon, NH. This sparks the introduction of our low-residency MFA programs.
- 2019 The Institute merges with New England College and changes their name to the Institute of Art and Design at New England College.

### **Looking Forward**

[NHIA has officially merged with New England College \(NEC\)](#) and rebranded as the Institute of Art and Design (the Institute) at NEC. The Institute will continue to offer BFA, MFA, MAT and Community Education programs but students now have the opportunity to take advantage of all the programs, clubs, teams, and more at [NEC's campus in Henniker, NH](#).