



## **UPDATE: JXTA'S RESILIENCE & RESPONSE PLAN - COVID-19**

*Updated September 2020*

Dear JXTA Community,

As you know, we are experiencing seismic shifts in the world and significant changes at Juxtaposition Arts. While we know that the future will look very different, JXTA is leaning into our assets, trusting in the resilience and creativity of this community, and adapting to be of service for these times. We are continuing to monitor the situation around Covid-19 and wanted to share an update of what JXTA is doing to respond over the next few months. **Our vision hasn't shifted - JXTA still exists to employ youth and artists in creative industries in North Minneapolis. We believe leveraging this creative power is more important now than ever.**

Over the last several years, JXTA has experienced changes in philanthropy, earned income, and donations. For the past two years, we have been preparing to adjust our business model, campus, and organizational structure to equip us for the next 25 years of this work. Our team has envisioned a new future for the past several years and we are excited to double down on this planning. We recognize that our current hands-on collaborative way of working with a team of 100 may not be possible while virtual/socially distant work is a necessity. In the short term (through May), our goal is to keep our current team in place and fully paid as we fulfill commitments and utilize the brilliance of this full team to envision the future.

In addition, our CEO DeAnna Cummings accepted a new position as Director of Arts Programs at the McKnight Foundation and left JXTA in June. JXTA's Board of Directors led the search process and succession planning with project management consultants to assist with implementation. DeAnna will stay involved in our strategic planning process and in *Build JXTA: Our Capital and Legacy Campaign*.

**SPRING (through May):** Based on new public health restrictions around COVID-19, we stopped doing onsite work and youth programming, and wherever possible, shifted youth programming to online and remote until May 4<sup>th</sup>. We continued to create work for clients, complete grant-funded projects and develop new tools, products, and curriculum to achieve our mission. Our goal was **to finish out our Spring session strong, retaining and paying youth apprentices, staff, and teaching artists. With your help, we succeeded: we retained all operations and teaching staff, and though we had to employ fewer apprentices to ensure safety and social distancing, our hope is to be at regular capacity in the near future.**

**SUMMER PROGRAMMING:** Over the Summer, we prepared to operate in a more streamlined, virtual, and dispersed way. In the context of public health protocols and requirements, our Summer VALT session was moved online, we admitted fewer students into our Free Wall aerosol class (held fully outdoors), and implemented partially virtual and staggered scheduling with social distancing, wellness checks, and masks in all the JXTALabs. We communicated with neighbors and partners about how to utilize our outdoor spaces and collective community engagement efforts as a resource for North Minneapolis families, organizations and businesses.

**FALL:** This Fall, we will be completing a Strategic Planning process with Imagine Deliver to assess our goals and vision and lay the groundwork to reimagine what the future of JXTA looks like. We have adapted our hybrid programming, implementing learnings from this Summer's programming. Our Fall Visual Art Literacy Training (VALT) session is canceled; we will take this time to assess the challenges and victories from this Summer's virtual classes. We are reorienting infrastructural prototyping skills to be of service to the public health needs of our community, such as the design and installation of plaza hand washing stations and water fountains. Our spaces remain closed to the public, but we are open by appointment on a case-by-case basis.

## **WANT TO SUPPORT WHAT WE DO?**

### **#1: DONATE:**

We are calling on all individuals to assist us in raising funds for our four-year, \$14 million Capital & Legacy Campaign. This capital will allow us to refurbish our current campus, acquire new properties, and build a new, state-of-the-art headquarters so that we can continue to provide high-quality art and design education and employment to young people on the Northside. ***We're asking you to help us raise \$2 million this year towards our Legacy & Capital Campaign. Youth are building the just and abundant future they envision; support this campaign to build the creativity of youth in North Minneapolis. #BuildJXTA. For more information, please visit <https://juxtapositionarts.org/donate/capital-campaign/>.***

To donate or to learn more, please visit our website or contact Betsy Altheimer at [betsy.altheimer@juxtaposition.org](mailto:betsy.altheimer@juxtaposition.org). Thank you!

### **#2: HIRE US:**

Though we are working off-site, we plan to continue producing client work on time and to the high standard you've come to expect from JXTA. We will be transitioning our client work and apprentice development to remote learning and production of client projects.

Check out our portfolio of work at <https://juxtapositionarts.org/about/portfolio/>. Have a project in mind? Contact Jared Hanks at [jared.hanks@juxtaposition.org](mailto:jared.hanks@juxtaposition.org) to learn more or get started.

Thank you for your ongoing support. Please stay safe and healthy,  
Team JXTA