



cultureworks

GREATER PHILADELPHIA

*A Proposal for a more comprehensive
cultural commons*

Agenda

- ⚙️ **Current State**
- ⚙️ **Problem Statement**
- ⚙️ **Discovery**
- ⚙️ **Pivot**
- ⚙️ **Recommendations**

Current State

CultureWorks is a management commons for arts, heritage, and creative communities — a platform of space, human capital, and services to help artists not only survive, but flourish.

Problem Statement

How do we remove ourselves from the coworking market while still offering space?

Discovery

Research Methodology

- ⚙️ 24 Interviews
- ⚙️ 7 Site visits to CultureWorks
- ⚙️ 8 Site visits to competing coworking spaces
- ⚙️ 5 Experiments

Discovery

Experiments

PhilaU SDMBA | CultureWorks Worksheet

Why do you come to CultureWorks?

Feel free to draw a face or use words to describe your experience below.

How do you feel when working in the space at CultureWorks?	How do you feel when working with the staff at CultureWorks?

Describe a time in which you most felt part of a community?

Design what your ideal work community would look like. What is happening? Who is there?
What 3-5 words describe the below picture?

What skill would you bring to the work community?

What image comes to mind when you think about CultureWorks?



Discovery

Insights

Join our cultural management commons

A membership at CultureWorks gets you workspace to daydream, a creative community, and access to smart, warm people that can help you get your work done. Here's your opportunity to support an organization that is working to provide equitable access to management resources for the makers and preservers of culture.

\$40 **BASE MEMBERSHIP**

By joining CultureWorks, you become part of the [cultural commons](#). This membership gives you a new way of working in a shared system along with tangible resources:

- 90-minute "360" discovery meeting.
- 20 hours of space access per month.
- Access to member discounts, free events, and workshops.

cultureworks ABOUT EVENTS CONTACT

GREATER PHILADELPHIA Providing affordable shared management resources to the arts, heritage, and creative communities of Greater Philadelphia.

COWORK COPILOT TRUST VENTURE PROJECTS MEMBERS

TRUST

HOW IT WORKS WHAT IT IS WHAT YOU GET MORE BENEFITS

SHARED STAFF AND NONPROFIT UMBRELLA

It's your work, you remain the public face, and the credit is all yours. The business for your project is conducted through [CultureTrust Greater Philadelphia](#). This includes obtaining insurances (including group health insurance, if needed) contracting, employing, paying bills, and receiving income. All financial relationships are handled through CultureTrust directly. For instance, contracts are made out between your artists or service providers and CultureTrust; checks are written to employees from CultureTrust, and donor and grant checks are made out to CultureTrust.

Template Email Inbox x

Feb 16 (8 days ago) ☆ ↶ ↷

Welcome to CultureWorks Greater Philadelphia!

My name is R and I'm the Community Engagement Co-Director, alongside M (who is CC'ed to this message). I speak for the both of us when I say we're thrilled to have you join the CultureWorks family. Please let us know if you need anything at all. We're in the corner of the space (near Breakout Room 4 and the three cork boards) which lets you know you're in the right spot. Feel free to stop by and say hi!

Once you're settled, please find time to meet with our Business Operations Coordinator, A for instructions on how to receive a key-fob for the front door and install the printer on your device. Also, if interested, you can connect with your other co-workers via the [SLACK](#) app - or let us know about any news/upcoming events by using our [news/event submission form](#).

Again, welcome and looking forward to meeting you!

Best,
R + M



“It would have been nice to get an email about the snow and if the space was open.”

- [Alex, Coworking Member](#)

“I don't know what the purpose of the Slack channel is. It is underutilized. Only foodies use it to swap recipes back and forth”

- [Ricardo, Coworking Member](#)

“Coworking should be a cooperative effort. A coworking space should allow members to support those around them.”

- [Hilary Rhea, Founder of *Tell me a story*](#)

“I want more mentoring opportunities.”

- [Ross, Coworking Member](#)

Pivot

“A gypsy encampment – in the best way. All that is missing is the bonfire.”

- **Sarah, Coworking Member**

Recommendations

CultureSpeaks

Since the staff is small, each one possesses the ability to slightly shift the explanation of what they do.

Brand positioning starts with creating a singular vocabulary.

Create a singular vocabulary as a group. Use it to streamline written, verbal, and visual communications.

CultureConnect

“[Mentoring] affects the long term health of an organization as a social system. One such contribution provides a structured system for strengthening and assuring the continuity of organizational culture.”

– **James A. Wilson, University of Pittsburgh,**
The Organizational Benefits of Mentoring

Step 1. Attend the initial in-person orientation session and tour.

Step 2. Establish a regular meeting time early on. Capture all appointments/check-in an email to ensure that the agreed upon time was set up.

Step 3. Provide initial thoughts and aims using the organization 360 review survey.

Step 4. Regular face-to-face check-ins are vital to building a healthy and effective ongoing relationship.

Step 5. Consistent communication via phone, email, or virtual meeting (using Skype, Google Hangout or media of their choice)

Step 6. For distance mentoring relationships to succeed, Company A new members must be willing to meet face-to-face for two initial meetings with their mentors and to meet virtually or on the phone at least two times throughout the life cycle of their onboarding experience within the first six months at Company A.

Step 7. Attend free program events (e.g., discussion groups, meetings with your assigned mentee and encourage networking with other members of the organization.)

Step 8. Culture Connect mentors would meet quarterly to share best practices and train new interested and engaged mentors.

CultureReach

[We] recommend an expansion of the CultureConnect Mentorship Program as a long-term solution. Consisting of a series of boot camps, workshops, and culminating in a festival and conference of arts and culture, this program will take the flourishing culture of the organization and use it as a basis to build and expand upon the culture of the regions in which they are expanding.

thankyou

Any Questions?