

# TABLE OF CONTENTS

<b>PREFACE BY JON MOSCONE</b> .....	16
<b>INTRODUCTION: UNLOCKING RELEVANCE</b> .....	20
<b>PART 1: WHAT IS RELEVANCE?</b>	
A Walk on the Beach .....	27
Meaning, Effort, Bacon .....	32
Something Old, Something New.....	36
Two Delusions about Relevance.....	40
A Note on Irrelevance.....	45
<b>PART 2: OUTSIDE IN</b>	
People Who Don't Normally Show Up.....	51
Start at the Front Door .....	53
Some Doors Are Invisible .....	57
Dumbing it Down.....	60
Whose Room is This?.....	63



The People in the Room ..... 66

Go Outside ..... 68

Inside-Outsiders ..... 71

Otherizing Outsiders ..... 74

Outsider Guides ..... 76

Outside Institutions ..... 78

Making Room ..... 81

**PART 3: RELEVANCE AND COMMUNITY**

How Do You Define Community? ..... 87

Finding Your People ..... 90

Wants and Needs ..... 92

Needs and Assets ..... 95

Community-First Program Design ..... 99

Relevance for One ..... 103

Relevance for Everyone ..... 106

Build a Door or Change the Room? ..... 110

Building a Bigger Room ..... 114

**PART 4: RELEVANCE AND MISSION**

Steady in the Storm ..... 121

A Hunt for Relevance ..... 123

Relevance is a Moving Target for Institutions.....	126
Relevance is a Moving Target for Content.....	128
You Can Make Boring Things Relevant .....	131
The Ugliest Painting on the Block.....	135
Proactive Relevance .....	138
Content versus Form.....	140
Old Plays, New Forms, New Audiences .....	144
Co-Creating Relevance .....	147
Getting Past the Pretty Fish .....	151
One Core, Many Doors .....	156

## **PART 5: THE HEART OF RELEVANCE**

Part Ex-Con, Part Farmer, Part Queen .....	161
Measuring Relevance .....	167
Transformative Relevance.....	173
Empathetic Evangelists.....	179
A Great Treasure.....	182
Index of Projects and Places.....	186
Acknowledgements.....	190
About the Author.....	193