

The California Arts Council's 2013 Strategic Planning Survey



Introduction

Since 1976 the California Arts Council has been funding arts programs and providing arts services for Californians. Now we are developing a new Strategic Plan and public input is crucial. We are holding 9 Listening Tours across the state, conducting interviews and gathering input through this online survey. Our underlying question is: How can the Arts Council best serve California through the arts?

Your responses will be used to evaluate current programs and services; distill common themes to help develop new programs and services; and otherwise inform the direction of the Council for the next 3-5 years.

Please take a few minutes to complete the survey and encourage your colleagues to do the same. Feel free to pass this link on to them. Your input will help us craft a new Strategic Plan, one that builds on our state's wealth of assets and leverages the arts to move California ahead.

Please submit your survey response by Friday, August 9, 2013.

If you have any questions regarding the Survey, please contact Ashley Lautzenhiser, our consultant, at ashley@rodriguezstrategies.com or 310-315-5738.

Thank you for your participation,

Wylie Aitken, Chair, California Arts Council

Susan Steinhauser, Vice Chair, California Arts Council and Chair of the Strategic Planning Committee

Craig Watson, Director, California Arts Council

	12%
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Respondent's Arts Participation

*** 1. In your personal time, how do you participate in the arts? (Check all that apply.)**

Attend arts events, exhibits, arts festivals, etc.

Take classes/participate in hands-on community events

Create/practice art

Volunteer for an arts nonprofit

Advocate for the arts

Donate to the arts

Collect art

Other (please specify)

*** 2. I attend arts events/participate in the arts:**

Once a week or more

Once a month or more

6-10 times per year

1-5 times per year

I do not participate in arts and cultural events

*** 3. To your knowledge, have you participated in/attended an arts event funded in part by the California Arts Council in the last year?**

Yes

No

Don't know

	25%
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Organization's Characteristics

If you are associated with an organization, agency or business, please complete questions 4-12. Otherwise, skip to question 13.

4. Budget size of organization:

\$50,000 or less

\$50,001 - \$200,000

\$200,001 - \$800,000

\$800,001 - \$2 million

\$2 million - \$7 million

\$7 million - \$15 million

\$15 million +

5. Size of full-time paid staff:

0

1-5

6-15

16-40

41-75

75+

6. Size of all other staff (full-time volunteer and part-time paid or volunteer)

0

1-5

6-15

16-40

41-75

75+

7. County where your organization is based:

8. Please indicate your organization's ZIP code:

9. Describe service area, if it extends beyond your county:

10. Function of your organization:

Arts creation and presentation to the public (e.g., a theater company)

Public presentation of the arts without creation (e.g., performing arts presenters, museums and festivals)

Arts Education (K-12)

Arts Education (college/university level)

Arts Education (lifelong)

For profit business (arts-related)

For profit business (non-arts related)

Advocacy

Government

Philanthropy

Nonprofit (non-arts) - Please specify in "other"

Other (please specify)

11. If an arts organization, primary discipline or function:

Dance

Interdisciplinary

Literary Arts

Media Arts

Multi-disciplinary

Music

Theatre

Visual

Does not apply

Other

Other (please specify)

12. If your arts organization is culturally-specific in artform, please indicate:

Does not apply

African American

Asian American

Pacific Islander

Hispanic/Latino

Multi-ethnic

Native American

Other

	38%
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California's Issues

***13. What are the top 5 most significant challenges facing the arts community in California? Rank 1, 2, 3, 4 and 5 (with 1 being most important).**

1 2 3 4 5

Difficulty artists have supporting themselves (i.e., finding paid work, lack of health insurance, affordable housing or studio space, etc.)

Difficulty marketing and promoting the arts

Lack of arts education in public schools

Lack of attention to the arts from policymakers and elected officials

Lack of foundation and corporate funding for the arts

The loss of local redevelopment agencies and the attendant loss of arts funding

Lack of government (all levels) funding for the arts

Lack of professional development opportunities

Laws with negative impact on the development of the arts and/or artists' lives

Limited opportunities for the public to access the arts

Other

Other (please specify)

***14. How important is private sector support of the arts (e.g., from the business or foundation community)? Rank with 1 as least important and 10 as most important for your organization.**

1 2 3 4 5 6 7 8 9 10

*** 15. How important are the arts to attracting and retaining employees and businesses in California communities? Rank with 1 as least important and 10 as most important for your organization.**

1

2

3

4

5

6

7

8

9

10

	50%
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Previous Interaction with the California Arts Council

*** 16. Have you interacted with the California Arts Council:**

Before 2003 (when budget significantly decreased)?

Between 2003-2013?

N/A

*** 17. Have you ever interacted with the California Arts Council in any of the following ways:**

Applied for a grant (before 2003)

Applied for a grant (from 2003-2013)

Looked at the website

Subscribed to the California ArtBeat (CAC's online newsletter)

Called or emailed staff for information

Friended the CAC on Facebook

Followed the CAC on Twitter

Attended a CAC Council Meeting

Attended a grants panel

Served on a grants panel

Attended a workshop or conference hosted by the CAC

Heard a presentation by a Council member or staff member re: the CAC

Listened to a webinar (e.g., guidelines webinar)

Attended a guidelines workshop (pre-2012)

Attended a statewide conference hosted by the CAC

Attended an in-person technical assistance or guidelines workshop by the CAC

Hosted a CAC Council Meeting or event at your organization's space

N/A

Other (please specify)

*** 18. Have you/your organization ever applied to any of the following current California Arts Council programs:**

Artists in Schools

Arts & Accessibility Technical Assistance Program

Creating Places of Vitality

Poetry Out Loud

State-Local Partnership Program

State-Local Partnership Technical Assistance Program

Statewide Networks Program

Not eligible for any program

N/A

*** 19. Have you/your organization ever applied to any of the following past California Arts Council programs?:**

Artist Fellowships

Artists in Residence (in Communities and/or Social Institutions)

Arts Partnership for Education Program

California Challenge Program

California Data Project (CDP) Research Grant

Creating Public Value

Demonstration Projects (arts education)

Local Arts Education Partnership (LEAP)

Multi-Cultural Advancement

Multi-Cultural Entry

Next Generation

Organizational Support Program (OSP)

Performing Arts Touring and Presenting (as a performing artist)

Performing Arts Touring and Presenting (as a presenter)

Public Art

Rural and Inner City Presenting Pilot Program

Traditional Folk Arts

Youth Education in the Arts! Program (YEA)

N/A



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California Arts Council's Future

***20. What should be the California Arts Council's top 3 priorities? Rank your choices 1, 2, and 3, with 1 as the top priority.**

1 2 3

Developing and implementing high-quality grants programs

Improving the state of arts education in California schools

Convening gatherings for arts professionals (regionally or state-wide)

Developing public/private partnerships to expand arts opportunities

Leading an effort to increase public will in support of the arts

Providing technical assistance opportunities for artists/arts organizations

Expanding arts opportunities or funding by working with other public agencies (i.e., Education, Economic Development, Corrections, Tourism, etc.)

Other

Other (please specify)

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***21. Who should be the Arts Council's key partners (i.e., those within the arts community, government agencies, the private sector, nonprofit leaders, non-traditional allies, etc.)**

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*** 22. What are the greatest strengths of the state's arts community that benefit Californians? How should the Council build on these strengths?**

*** 23. What are the greatest weaknesses of the state's arts community that impede benefit to Californians? How should the Council address these weaknesses?**

*** 24. What function(s) in the arts should be supported by the CAC through grants programs? Check as many as apply.**

Arts creation – all disciplines (for individuals)

Arts creation – all disciplines (for organizations)

Arts education - in the schools

Arts education - lifelong

Creative placemaking through the arts

General operating support for arts organizations

Intergenerational transmission of artforms

International exchange

Performing arts presentation

Performing arts touring

Public art creation

Recognition of arts creators (awards and/or fellowships)

Scholarships for attendance to conferences/professional development

Technical assistance to arts organizations

Traveling exhibitions

Visual arts exhibitions

New uses of technology to benefit the arts

Other (please specify)

*** 25. Without an increase in funding, the California Arts Council should:**

- Provide larger, but fewer grants
- Provide more, but smaller grants
- Other

Other (please specify)

*** 26. If associated with an organization, please rank the top 3 learning opportunities important to you. Rank your choices 1, 2, and 3 with 1 as the most important.**

	1	2	3
Governance			
Capacity building			
Human resources and staffing			
Fundraising/development			
Earned income development			
Accessing health care			
Marketing and promotion			
Other			

Other (please specify)

*** 27. What is the CAC uniquely positioned to do?**

*** 28. We want to hear your stories about how the arts have impacted you. How have the arts changed and shaped your professional life? Your personal life?**

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Respondent's Demographics (optional)

29. Please indicate your age range:

Up to 18

19-24

25-34

35-44

45-54

55-64

64+

Decline to state

30. Please indicate your individual income (not household income):

Less than \$40,000

\$40,001-\$75,000

\$75,001-\$100,000

\$100,001 and above

Decline to state

31. Please indicate your ethnicity:

African American

Asian American

Pacific Islander

Hispanic/Latino

Multi-ethnicity

Native American

White

Decline to state

Other (please specify)

32. Please indicate your highest level of education completed:

Some high school

High school

Some college

2-year college degree

4-year college degree

Masters degree

PhD

Decline to state

33. Please select the California county where you live.

34. Please indicate your home ZIP code:

35. Please select the option(s) that best describe your primary professional affiliation(s), if any:

Arts nonprofit

Arts education (K-12)

Arts education (college/university level)

Education (non-arts; all levels)

For profit business (arts-related)

For profit business (non-arts related)

Government

Philanthropy

Nonprofit (non-arts)

Retired

None

Other (please specify)

36. Please select the response that most closely matches your primary position:

Professional artist

Arts administrator

Arts educator

Arts patron

Arts volunteer

Educator (non-artist)

Business person

Government employee

Elected or appointed official

Nonprofit employee

Other (please specify)

37. Name and organization (Optional)

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Conclusion

Thank you for completing the California Arts Council's 2013 Strategic Plan Survey. Your input is an indispensable component to developing the Council's new Strategic Plan. We are targeting its release for December 2013.

If you have any questions regarding the Survey, please contact Ashley Lautzenhiser, our consultant, at ashley@rodriguezstrategies.com or 310-315-5738.

If you have any questions regarding the Strategic Plan please contact Patty Milich at patty.milich@arts.ca.gov or 916-322-6385 or go to the Council website at www.cac.ca.gov.

Again, our thanks for completing the Survey and your interest in our new Strategic Plan.

Wylie Aitken, Chair, California Arts Council

Susan Steinhauser, Vice Chair, California Arts Council and Chair of the Strategic Planning Committee

Craig Watson, Director, California Arts Council



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Done