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
The California Arts Council's 2013 Strategic Planning Survey

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

- Interdisciplinary
- Literary Arts
- Media Arts
- Multi-disciplinary
- Music
- Theatre
- Visual
- Does not apply
- Other

Other (please specify)

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38%
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. Difficulty artists have supporting themselves (i.e., finding paid work, lack of health insurance, affordable housing or studio space, etc.)
2. Difficulty marketing and promoting the arts
3. Lack of arts education in public schools
4. Lack of attention to the arts from policymakers and elected officials
5. Lack of foundation and corporate funding for the arts
6. The loss of local redevelopment agencies and the attendant loss of arts funding
7. Lack of government (all levels) funding for the arts
8. Lack of professional development opportunities
9. Laws with negative impact on the development of the arts and/or artists' lives
10. 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. Developing and implementing high-quality grants programs
2. Improving the state of arts education in California schools
3. Convening gatherings for arts professionals (regionally or state-wide)
4. Developing public/private partnerships to expand arts opportunities
5. Leading an effort to increase public will in support of the arts
6. Providing technical assistance opportunities for artists/arts organizations
7. Expanding arts opportunities or funding by working with other public agencies (i.e., Education, Economic Development, Corrections, Tourism, etc.)

Other

Other (please specify)

**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.)**
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:
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. Governance
2. Capacity building
3. Human resources and staffing
4. Fundraising/development
5. Earned income development
6. Accessing health care
7. Marketing and promotion
8. 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?

Provide larger, but fewer grants
Provide more, but smaller grants
Other
Other (please specify)

Provide larger, but fewer grants 75%
Provide more, but smaller grants
Other
Other (please specify)
The California Arts Council's 2013 Strategic Planning Survey

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
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)

[Optional text field]

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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