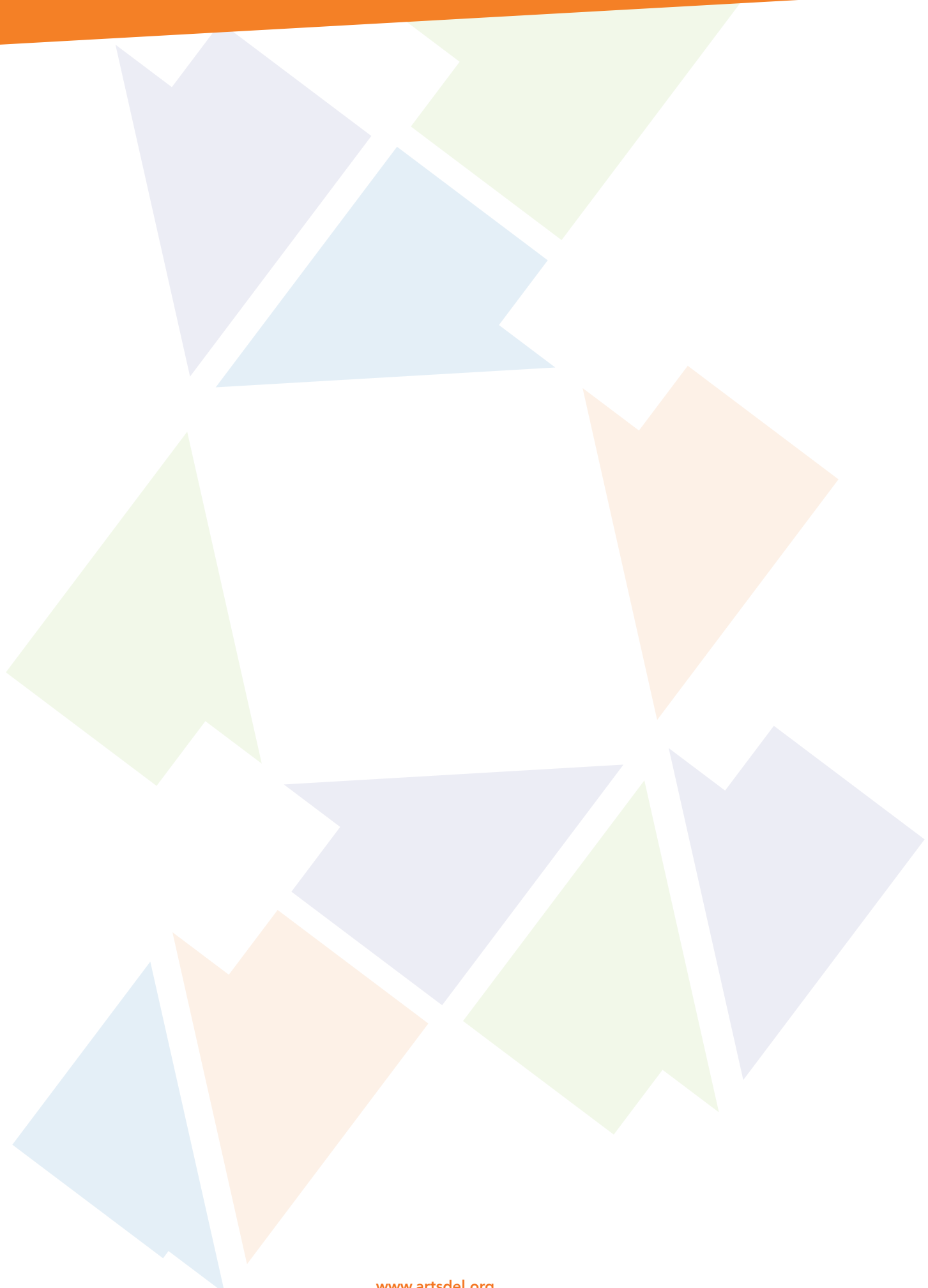


2016 DESIGN
DELAWARE 2.0 2020



Delaware
Division of the
Arts



A LETTER FROM THE DIRECTOR & CHAIR



DIRECTOR
Paul Weagraff

Dear Friends,

The Delaware Division of the Arts is pleased to present Design Delaware 2.0, our strategic plan for FY2016–FY2020. Having gathered input from more than 900 participants statewide, this plan represents the goals and aspirations of the people we serve.

This plan was developed to provide guidance in our mission to “cultivate and support the arts to enhance the quality of life for all Delawareans,” while upholding a core set of values, including: access for all, creativity, diversity, and excellence.

The Division seeks to strengthen the arts sector to serve Delaware’s communities; enhance the promotion of Delaware’s arts resources, ensure access to quality arts education for PreK-12 youth; and advance community development and public engagement through the arts.

Our goal was to craft a strategic plan that is clear, comprehensive, and flexible. To correspond with the strategic plan, the Division will annually develop an operational plan that integrates specific action steps, evaluative measures, and timelines with the goals and objectives of the strategic plan and the state’s fiscal cycle.

The rationale behind this approach is to keep the Division focused on the long-term goals and objectives, while developing operational plans that recognize the realities of a changing environment and variable resources over the short term.

We are grateful to all those who provided input in the shaping of this plan, and invite you to share in our work and let us know how we can better serve Delaware in support of the arts.

Sincerely,

A handwritten signature in black ink that reads "Paul Weagraff".

Paul Weagraff, Director
Delaware Division of the Arts

A handwritten signature in black ink that reads "Lise Monty".

Lise Monty, Chair
Delaware State Arts Council



ABOUT US

ABOUT THE DIVISION OF THE ARTS

The Delaware Division of the Arts, a branch of the Delaware Department of State, is dedicated to cultivating and supporting the arts to enhance the quality of life for all Delawareans. Together with its advisory body, the Delaware State Arts Council, the Division administers grants and programs that support arts programming, educate the public, increase awareness of the arts, and integrate the arts into all facets of Delaware life. The Division of the Arts was created by the Delaware General Assembly in 1989.

ABOUT THE DELAWARE STATE ARTS COUNCIL

The Delaware State Arts Council advises the Division of the Arts on matters of arts policy, funding for the arts, and other issues relevant to support for the arts in Delaware. The Council, according to its enabling legislation, “shall be composed of not more than 15 members” appointed by the Governor, who represent the state geographically and politically and are appointed on the basis of their interest and experience in the arts. A list of the Council members serving when this plan was developed can be found on the last page of this document.



Delaware State Arts Council members,
Delaware Division of the Arts staff, and Maren Brown Associates.

PROGRAMS & PARTNERSHIPS

DELAWARE DIVISION OF THE ARTS PROGRAMS AND SERVICES

Arts Summit
Delaware Artist Roster
Delaware State of the Arts Radio Show
and Podcasts
DelawareScene.com, Scene Stealers,
and What's On app
Governor's Awards for the Arts
Grants: Individual Artists, Arts Organizations,
Schools, and Community-Based Organizations
Meet the Artist Videos

Mezzanine Gallery
National Arts Program
Poet Laureate
Poetry Out Loud
Poetry and Prose Writers Retreat
Publications, Research, and Resources
StartUp Program for Emerging Arts Organizations
Technical Assistance and Resource Referral
Workshops and Professional Development

DELAWARE DIVISION OF THE ARTS PARTNERSHIPS

AMERICANS FOR THE ARTS

Commissioning Arts and Economic Prosperity (Economic Impact Studies)

CONTENT DELAWARE

A collaboration for telling stories about the arts in Delaware through video

DE ALLIANCE FOR NONPROFIT ADVANCEMENT

Strengthening, enhancing, and advancing nonprofits and the sector in Delaware through advocacy, training, capacity building, and research

DE ARTS ALLIANCE

Supporting statewide arts advocacy and networking

DE DIVISION OF LIBRARIES

Funding for a statewide Summer Reading Program supporting arts programming at 33 libraries

DE DIVISION OF PARKS AND RECREATION

Funding for statewide Arts in the Parks programming with emphasis on traditional and folk art forms

MID ATLANTIC ARTS FOUNDATION

Supporting regional arts touring and presenters initiatives

NATIONAL ASSEMBLY OF STATE ARTS AGENCIES

Sharing best practices, information, and research

NATIONAL ENDOWMENT FOR THE ARTS

Funding and promoting artistic excellence, creativity, and innovation for the benefit of individuals and communities

NATIONAL LEAGUE OF AMERICAN PEN WOMEN

Funding Delaware's literary program in the national Scholastic Art & Writing Awards serving 450+ middle and high school students annually

NEWS RADIO 1450 WILM

Sponsoring Delaware State of the Arts, a weekly radio broadcast and podcast featuring Delaware artists, arts organizations, and issues



PUBLIC INPUT PROCESS

THE PUBLIC INPUT PROCESS

Public input was gathered from more than 900 individuals in all three Delaware counties through an extensive process led by the arts management consulting firm, Maren Brown Associates. All research was designed and conducted in collaboration with Paul Weagraff, Director of the Delaware Division of the Arts, and Kristin Pleasanton, Deputy Director. Two planning retreats were held with Delaware State Arts Council members and Division of the Arts staff to plan and synthesize the research gathered through this process.

TWO SURVEYS

Individuals were invited to complete one of two surveys, one designed for individual artists, and one designed for organizations and schools. The surveys were open from October 20, 2014 through November 10, 2014.

THREE COMMUNITY MEETINGS

Meetings were held across the state in the fall of 2014, during which all Delaware constituents had an opportunity to provide input. Meetings were held in:

Milton: October 27, 2014

at the Milton Theatre (hosted by Premier Center for the Arts)

Dover: October 28, 2014

at Delaware State University (hosted by VSA Delaware)

Wilmington: October 28, 2014

at OperaDelaware Studios (hosted by Delaware Arts Alliance)

SIX FOCUS GROUPS

Focus groups were held to gather feedback from key stakeholders, including individual artists, arts organizations (large), arts organizations (small/medium), K-12 educators, lifelong learning advocates, and community-based organizations.

TELEPHONE INTERVIEWS

Thirty in-depth interviews were held with individuals from a variety of sectors in the region whose work exemplifies areas of interest to the Division of the Arts and whose contributions can help to shape its future work.



MISSION, VISION, AND VALUES

MISSION

The Delaware Division of the Arts is a state agency dedicated to cultivating and supporting the arts to enhance the quality of life for all Delawareans.

VISION

The Delaware Division of the Arts and the Delaware State Arts Council envision a day when all Delawareans recognize the arts as vital to education, the economy, and quality of life.

CORE VALUES

- Access to the arts for all Delawareans
- Advocacy to raise awareness of, and support for, the arts
- Creativity and innovation in the arts
- Diversity in programming, services, audiences, and participation
- Education in and through the arts for all ages
- Excellence in artistic product, process, and service to the community



Opera Delaware Studios, Wilmington

GOALS AND OBJECTIVES

GOAL

1

STRENGTHEN THE CAPACITY OF DELAWARE'S ARTISTS, ARTS ORGANIZATIONS, AND ARTS PROVIDERS.

- A** Continue to support artists, organizations, and schools through grant funding.
- B** Provide information on arts funding trends and cultivate awareness of diverse funding sources, including foundation, individual, and business donors.
- C** Continue to sponsor professional development and networking opportunities in the state, such as the Arts Summit and convenings in all three Delaware counties.
- D** Partner with other service organizations to jointly deliver training programs that enhance the capacity of nonprofit arts organizations and community groups that present arts programming.
- E** Cultivate a greater awareness of the value of the arts in the state.

GOAL

2

ENHANCE THE PROMOTION OF DELAWARE'S ARTS RESOURCES TO RESIDENTS AND OUT-OF-STATE VISITORS.

- A** Partner with key state and regional organizations on marketing and communications strategies to expand visibility, reach, and impact of the arts in Delaware.
- B** Develop systems to routinely analyze marketing data to assess impact of current strategies, and to inform constituents about the impact of the Division of the Arts' communication strategies.
- C** Increase promotion of arts programming and activities to underserved populations.
- D** Diversify use of media outlets to promote Delaware art events to a broader audience.

GOALS AND OBJECTIVES

GOAL

3

ENSURE ACCESS TO QUALITY ARTS EDUCATION FOR PREK-12 YOUTH IN DELAWARE.

- A Increase access to arts education in the state through targeted funding that removes barriers to participation.
- B Provide professional development opportunities, convenings, and research that strengthen arts education in the state.
- C Collaborate with state and local leaders to advocate for and support greater access to arts education in the state.
- D Promote and facilitate performance and exhibition opportunities for young people in the state.

GOAL

4

ADVANCE COMMUNITY DEVELOPMENT AND PUBLIC ENGAGEMENT THROUGH THE ARTS.

- A Promote and support the arts as part of community and downtown development.
- B Encourage deeper, broader, and more diverse community relationships and engagement by arts organizations and artists.
- C Support initiatives where artists and arts organizations focus on community and individual transformation.

PLANNING GROUP & APPENDIX

DELAWARE DIVISION OF THE ARTS STAFF

Paul Weagraff, Director
Kristin Pleasanton, Deputy Director
Terry Plummer, Community Arts and Organizational Development
Sheila Dean Ross, Arts Education and ADA/504
Roxanne Stanulis, Artist Services and Marketing
Katie West, Communications and Performing Arts Presenting
Gwen Henderson, Grants Processing and Records Management
Dana Wise, Office Manager and State Arts Council Administrative Support

DELAWARE STATE ARTS COUNCIL MEMBERS

The Council, appointed by the Governor, is composed of individuals from across the state with diverse backgrounds and expertise including artistic disciplines, organizational management, finance, marketing, education, and community leadership. For details on the Delaware State Arts Council roles and responsibilities, visit www.artsdel.org.

Lise Monty, Hockessin (Chair)
Tina Betz, Wilmington
Lou Braithwaite, Lewes
Joann E. Browning, Newark
Lori Crawford, Dover

Robert Fitzgerald, Dewey Beach
Richard Givens II, Dover
Margaret H. Johnson, Dover
Ralph Kuebler, Hockessin
Heather Morrissey, Newark
Jon W. Newsom, Lewes

Cheryle Pringle, Newark
Carol S. Rothschild, Wilmington
John Sarro, Wilmington
Catherine M. Walls, Milford
Joseph Mack Wathen, Hockessin

COMMUNITY PARTICIPANTS

We are grateful to the more than 900 individuals that generously gave of their time and expertise to participate in this planning process. Their contributions have been invaluable in informing this plan.

STRATEGIC PLANNING CONSULTANTS

Maren Brown, Mary Margaret Schoenfeld, and Patricia Morrison
Maren Brown Associates, www.marenbrown.com

APPENDIX

The Power Point presentation by Maren Brown Associates, summarizing their findings, informed the drafting of Design Delaware 2.0 and can be found at www.artsdel.org.

The presentation is a compilation of information drawn from:

- Focus Group Meetings
- Individual Phone Interviews
- Regional Meetings
- Online Survey Results

FOR MORE INFORMATION

SIGN UP FOR OUR NEWSLETTERS

- **Arts E-News** – a monthly newsletter highlighting grants, opportunities, Division programs, events and news.
- **Delaware Scene Stealers** – a biweekly digest of arts & culture events across Delaware.
- **Mezzanine Gallery** – your invitation to monthly exhibits at the Mezzanine Gallery, 820 N French Street, Wilmington.

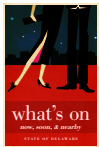
Go to www.artsdel.org and click on ***“Sign up for our newsletters today!”***

VISIT OUR ARTS & CULTURE CALENDAR



Visit www.DelawareScene.com for the most comprehensive listing of Delaware arts & culture events.

DOWNLOAD THE FREE WHAT'S ON MOBILE APP



(powered by www.DelawareScene.com)
for events happening now, soon and nearby.

VISIT AND FOLLOW US ON SOCIAL MEDIA



www.facebook.com/ArtsDelaware



www.twitter.com/ArtsDelaware



Flickr – search for Delaware Division of the Arts



YouTube – search for Arts Delaware

CONTACT US

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Wilmington, DE 19801
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Design Delaware 2.0

2016-2020