

State Arts Agency Success Stories

11 October 2010

Alaska

Our biggest success is the transformation of our Arts In Education program. Because of our consistent work (some would call it pestering) with the Commissioner of Education, they have recognized that the value of arts education goes beyond an artist in schools residency. Last year we chose three school districts rural districts with no arts curriculum for a project we named “New Visions”, and provided each with a \$10,000 grant. We’ve been working closely with these districts, putting teaching artists in the schools to work with students and teachers, and helping them to write an arts curriculum. This model has become very successful. We are deepening the arts education for all concerned.

In addition, through Kennedy Center arts education grants, we are providing two administrator retreats, during which we have immersed them in arts education. Again, the results have been tremendous. The Department of Education is also sponsoring an arts curriculum writing workshop through our agency for rural, low achieving school districts. In addition, the Dept. of Education has hired three itinerant arts specialists who are flying around rural Alaska in small planes working with teachers to develop arts curriculum.

On the artist side, we are providing Teaching Artist Seminars, a series of 6 workshops for teaching artists, which all artists must complete in two years to remain on the roster. In these workshops are such topics as classroom management, how to work with students with disabilities, brain research results and how to negotiate a contract with a school district.

Arizona

Automatic External Defibrillator Project

Maricopa County arts and culture organizations received life-saving Automatic External Defibrillator machines in early 2010, thanks to a generous grant from the Virginia G. Piper Charitable Trust to the Arizona Commission on the Arts. These funds allowed the Arts Commission to purchase and provide eligible Maricopa County arts organizations with complete AED packages. One Arizona man is likely alive today thanks to a program that has installed 36 life-saving machines in 20 of the state’s nonprofit arts and cultural facilities.

Recently, Phoenix Theatre staff was able to use one of the automatic external defibrillators (AEDs) to stabilize the man in distress until help arrived. Phoenix Theatre managing director Dan Schay describes what happened. “There was a gentleman who was at a performance and was in distress, and one of the defibrillators was brought over by the security team. A man used the equipment and was able to stabilize the gentleman until the EMTs arrived.”

Director Bob Booker says the roughly \$50,000 investment was clearly worth it. You can never put a price tag on a person's life, but I think it's paid for itself a couple of times already." The program contained a requirement for employee training. As a result, Booker says more than two hundred staffers at Arizona arts facilities have been trained for CPR and using the machines.

Statewide Arts Education Census

The first statewide Arizona Arts Education Census shows that many Arizona schools have found ways to deliver arts education programs with few dedicated resources.

Results from the statewide research show that nearly 90 percent of Arizona students have access to at least one arts education program, but that half of the schools responding to the survey reported no budget for curricular support in arts education and almost 8 out of 10 schools spent less than half-a-penny a day on arts education.

"The results show a remarkable dichotomy," said Robert Booker, Executive Director, Arizona Commission on the Arts. "On one hand, we know that there are opportunities for students across the state to access arts education programs, but at the same time limited or no funding exists to support these programs. Some of our Arizona children are attending schools where they receive limited arts education and in some cases they receive none at all. One fact is very clear: the arts make a difference. Children receiving art instruction as part of their education have greater success in reading, mathematics, thinking and social skills, and are more likely to stay in school."

California

California license plates to support the arts are now tax-deductible
by Darrell Smith, *The Sacramento Bee* published May 18, 2010

A Sacramento business owner wants motorists across the state to ride to the rescue of California's arts programs – one license plate at a time. And a ruling by the state's Franchise Tax Board just might make it possible.

Fees for the palm trees-and-sunset license plates that support the arts in California are now tax-deductible.

Burnie Lenau's Sacramento landscaping firm Lawnman was the first business in California to take advantage of the decision Monday, the unofficial start to a California Arts Council campaign to place the specialty arts license plates, designed by Sacramento artist Wayne Thiebaud, on 1 million vehicles. "It's an opportunity to give back, and it's an opportunity to help kids, the state and businesses," said Lenau. "How do you beat that?"

Lenau has supported arts and education programs both through his business, as a member of the Sacramento Metropolitan Chamber of Commerce and as a season ticket holder of the Music Circus. Over the next seven months, he plans to attach the arts license plates to his entire 30-vehicle fleet.

The council's One Million Plates for the Arts campaign would pump much-needed cash into the council's coffers to fund arts education and local arts programs. Plates are \$50 for a standard tag and \$98 for a personalized plate.

The council receives about \$35 from every new plate and about \$40 per renewal, making up 60 percent of the arts council's \$5.4 million budget, council officials said.

The fees are now considered a charitable contribution to the council, thanks to a Franchise Tax Board ruling last November.

Specialty interest license plate sales have been a boon for any number of California causes – from coastal protection to scholarships to veterans' organizations. More than \$216 million has been generated for a variety of causes over the years, said Department of Motor Vehicles spokesman Michael Marando. And today, more than 162,000 arts plates are in circulation, Marando said. "Given the state's budget circumstances, we're going to be looking toward license plates to fund arts programs in the future," said Mary Beth Barber, a California Arts Council spokeswoman. "Arts license plates will become more and more important."

Statewide, more than 300 organizations depend on funding from the arts council, but it ranks dead last in the nation in spending per capita, the result of years of budget cuts. According to council officials, the state spends just 12 cents per person per year on the arts. Massachusetts spends nearly \$2 per person and New York spends more than \$2.50. But Barber hopes the license plate's new charitable contribution status will spur businesses to follow business owner Lenau's example. "Business never had the incentive to participate, but now there's a bottom-line benefit for those participating in the program," Barber said. Bob Welton, a Metro Chamber member services executive who told Lenau of the arts council effort, says he expects other businesses to follow suit. "It's even more critical for the business community to step up, because arts funding is flat-out not available," Welton said. "Whether you're supporting the arts or helping at-risk kids, it makes the quality of life for everyone better."

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For more information about the Art License Plate, contact Mary Beth Barber at mbarber@cac.ca.gov. Lawnman Landscaping owner Burnie Lenau of Sacramento shows off the Arts License Plate with children from Sacramento Theatre Company who benefit from the California Arts Council's "Artists in Schools" program. Lawnman is the first California business to contribute to the arts in California by putting Arts License Plates on his fleet vehicles. A clarification from the Franchise Tax Board in November 2009 assured business owners that Arts Plate fees may be considered charitable contributions to the California Arts Council for tax purposes.

Colorado

I'd say our success story is the four pieces of legislation we passed this year, particularly becoming the Creative Industries Division. This legislative action raised the visibility of the creative sector and positioned the creative industries as a priority strategy to achieve economic growth in Colorado.

From the Governor's press release: On May 18, 2010, Gov. Bill Ritter today strengthened Colorado's promising creative-industries economic sector by signing four bills into law that will help the state capitalize on the sector's immense potential for innovation, imagination and growth. "By focusing on creative industries, we can grow clean and sustainable jobs for the future," Gov. Ritter said during a signing ceremony at the Art Institute of Colorado in Denver. "This legislation, along with additional

recommendations from our Creative Economy Advisory Panel, now gives us a roadmap to establish Colorado as the best creative economy in the country.”

Gov. Ritter established the panel last year. It was co-chaired by Lt. Gov. Barbara O’Brien, Colorado Economic Development Director Don Marostica and Botanic Gardens CEO Brian Vogt. The Governor announced in January that thanks to the panel’s work, creative industries would become a higher priority for state economic-development efforts. In fields ranging from art to film to theater, the creative economy supports 186,000 jobs in almost 8,000 enterprises, making it the fifth-largest employment cluster in Colorado.

The bills signed:

Senate Bill 158 (Newell/Rice) creates the Creative Industries Division within the Colorado Office of Economic Development. It merges the Office of Film, Television and Media, the Colorado Council on the Arts, and the Art in Public Places Program, and renames the State Council on the Arts as the Council on Creative Industries and authorizes the Council to establish policies for the merged entity.

House Bill 1180 (Massey/Gibbs & Spence) changes the criteria required of a film production company to qualify for a performance-based incentive for film production activities in Colorado, making the incentive more usable and thus able to attract more film and television work to Colorado.

Senate Bill 94 (Steadman/Rice) clarifies that the state’s 33-year-old Arts in Public Places law, which requires a 1 percent set-aside for public art, applies to all capital construction projects funded with state dollars, regardless of the funding mechanism.

House Bill 1273 (Merrifield/Spence & Steadman) encourages all Colorado public schools to provide education in the visual and performing arts and directs the State Board of Education to recognize the importance of the arts in development of future graduation guidelines.

Florida

Arts in Medicine (AIM) for the Panhandle is a multi-year project of Shands Arts in Medicine, supported by the State of Florida Division of Cultural Affairs, the National Endowment of the Arts, and the UF Center for the Arts in Healthcare, designed to create a working model for arts in healthcare programs in rural communities. The overarching goals of the project are: 1) to bring the arts and creative opportunities to as many people as possible in a way that enhances individual and community health and health literacy; 2) to provide access to the arts and to build arts participation in the Florida Panhandle by exposing diverse healthcare communities to creative opportunities in the healthcare setting; and 3) to develop, assess, and disseminate a model for the integration of the arts into healthcare in rural hospitals and communities. The project has been featured as a national model by the Society for Arts in Healthcare.

The Arts in Healthcare for Rural Communities Toolkit is designed to provide resources for the development of arts in healthcare programs and projects that address health disparities and support

individual/community health in rural communities. Click the links below to download the resource documents.

The toolkit is available online at <http://www.arts.ufl.edu/cahre/resources.asp>.

Maryland

A huge victory this past year was the maintenance of the Arts Council's general fund appropriation. We were also among only a handful of state agencies that were spared additional cuts in several rounds of mid-year cuts. This is due in no small part to the efforts of Maryland Citizens for the Arts, our advocacy organization. In the past few years, the Arts Council has worked diligently to build a positive and mutually supportive relationship with MD Citizens.

Our biggest program success this past year I would say is the increased visibility and recognition of Maryland Traditions, our program to discover, share and sustain our living traditions. Recently, our two folklorists were named as Arts MVPs in Baltimore Magazine's, "Best of" edition.

<http://msac.org/mdtraditions>

Michigan

We've had a number of successes to talk about... not least of which is survival.... And I would be more than happy to discuss them all....but I think I would mention first a very small program that I was particularly proud of.... Our New Leaders Arts Council of Michigan "Retention and Engagement" grant program.

The New Leaders Arts Council of Michigan is our three-year-old youth advisory group of 20-somethings. This year they took the next step in their professional development and created a grant program, served as the review panel and made funding recommendations to the Council. The program itself offered mini-grants of up to \$2,500 to Michigan non-profit organizations in support of youth-based/youth lead projects. These projects must be part of a community engagement and retention strategy. The program was designed for a target audience of young people 14-25 years. The New Leaders recommended 10 applications for fiscal year 2010 funding which totaled \$22,100.

In addition, my next goal for them was realized in September when I was able to convince the Governor's office to appoint one of the New Leaders to the Arts Council itself. Our first New Leader on the Council is Omari Rush.

NOTE: The purpose of the New Leaders Arts Council of Michigan is to engage young people in the arts and culture of Michigan. The New Leaders Arts Council of Michigan is a subcommittee of the Michigan Council for Arts and Cultural Affairs (MCACA) and works to:

- Increase young people's access to arts and culture programs within Michigan
- Advise MCACA on issues relating to young people's participation in, access to, and development through arts and culture in Michigan
- Support the programs, projects, and initiatives of MCACA
- Promote the value of arts and culture to communities.

Montana

Goal Mapping

We are currently restructuring workloads in our little agency, and we're using a fun tool called Goal Mapping. In this process, every staff person in the agency is answering these questions (we're having an outside consultant help us with this, but it could be done internally.)

- Each staff member makes a list of the major tasks in their job.
- How would you sort these things into columns for "Like" and "Don't Like"?
- Is there anything else you'd like to add to the "Like" and "Don't Like" – like small jobs that you procrastinate about?
- Are you doing too much right now overall?
- Is anything crushing the life out of you?
- Are there distinct jobs you do that might make sense to hand over to someone else?
- Can you get rid of anything? Yes/No? What? When?
- Can you add anything? Yes/No? What? When?
- Is there anything missing from these lists? Something you are longing to do, but haven't had the chance?
- Is there anything you'd like to suggest operationally that would help the agency?
- Do you see any obvious patterns...things you can act on?
- What absolutely can't be changed or removed for business reasons?

To do the restructure, we'll take the major tasks and the goal mapping and look to see where we can and should make adjustments.

"Blue Sparkly" Notebooks for Processes and Procedures in Staffs' Jobs

Each staff person has developed (or is in the process of doing so) a notebook (online and in a binder) of the exact processes/procedures/timelines for each job or project they do. This can vary from something as basic as "how to pay a bill" to all the steps involved in mounting the annual Capitol rotunda art exhibit for Arts and Humanities month (with all the contacts and phone numbers and planning calendar) to "How I work with the Governor's office." The idea behind it is that if a staff person leaves/retires/gets hit by a bus, this is the manual that can be turned over to the new person doing that job, and it will outline what needs to be done and what we did the last time. It's also a great place to note something that is important to a new person should a particular subject come up (like what are all those bronze bears in the basement and why are they there?) This has been incredibly helpful when there has been staff turnover! Not only does it help us remember what we did the last time or how to do the process, but it also saves a ton of time on training. It is also a great internal tool so that, when it comes to annual projects, we just refer back to this and see what we did the last time. We don't include one-time-projects here. Another very helpful thing is that everything is in one place, so info is easy to find – and we call these our "blue sparkly notebooks." We're magpies here...all of us like shiny things, hence the name! The idea was germinated by one of my staff members, who pulled out her "blue sparkly notebook" one day at a meeting, told us about it, and we loved it so much that we decided we should all do it! We have also now placed on our master calendar the task of supervisors reviewing the manuals for staff who report to them, so we make sure that things that supervisors think should be in there are included.

Nevada

A Brief Report from a Broken State

Budget Overview - After a tumultuous biennial legislative session, the Nevada Arts Council (NAC) begin the FY10-11 biennium with a 43% reduction in general funds, one of the largest cuts in state government. With a downward spiraling economy, the Governor called for additional reductions and a Special Session in December 2009. An aggressive grassroots advocacy effort was enacted by Arts4Nevada.org, an online communications network of the NAC and its statewide advocacy partners. State lawmakers listened and NAC received no further cuts in FY10; maintaining its full staff and both Carson City and Las Vegas offices. NAC continued core activities (grants, technical assistance/professional development, statewide outreach programs) while balancing services for urban and rural communities. Nevada now faces a transition in the Governor's office, a massive turnover for the 2011 session, and a stunning \$3 billion deficit of a \$6 billion biennial budget (general funds). While preparing a spectrum of budget scenarios (including the potential of elimination or restructuring of our department) NAC staff is focusing on three complementary areas for the year - advocacy, constituent services, and agency efficiencies.

Advocacy - The first of the season's leadership activities, ELECTION2010 was unveiled as the A4N website's new component. Funded by a generous donation from a private foundation in support of rigorous dialogue, ELECTION2010 features responses to an arts candidate survey, candidate profiles and debates/forums; and is designed to educate elected officials and the public, while lessening the 'advocacy fatigue' of our constituents.

The Nevada Folk Arts Road Trip – A new online tool that pairs Nevada geography with folk artists and specific local traditions, supporting NAC's outreach to provide folklife education to all age groups. The Pilot Phase includes six very short videos of traditional performers and practitioners of high quality and varied artistry and cultural backgrounds - launched later this fall via YouTube. Additional artists/traditions will be added to meet the increased demand for online educational programming and to promote master and apprentice artists of the online Nevada Folk Arts Roster.

The Nevada Touring Initiative (NTI) - NAC maintains its commitment to provide cultural experiences at the local level, particularly in our geographically isolated communities. In addition to the Tumblewords Project (placing writers in community residencies), NTI offers installation of exhibits in a range of spaces - city halls, museums and libraries - for a minimal fee. Three exhibits were curated for FY10-11 - A Tribe of Artists: Costumes and Culture at Burning Man, Great Basin Exteriors: A Contemporary Photographic Survey, and What Continues the Dream: Contemporary Arts and Crafts from the Powwow Tradition.

NACo Conference - Assisting with NACo's 2010 conference this summer, NAC sponsored a public art/historic preservation walking tour in downtown Reno, musical performances in the convention center, a panel discussion on the arts and community/economic development, and coordinated/co-hosted the Arts Award Dinner of the NACO Arts and Culture Commission for 120 national/local leaders at a downtown architectural firm/mixed use warehouse. Tim Jones, NAC chair, received the 2010 Annual Arts Advocacy Award from the NACo Arts and Culture Commission.

New Mexico

Can you say road trip? New Mexico Arts continues to receive national attention for its Arts Trails program designed to put New Mexico artists on the map and bring the market to them. This place-based, arts economic development and cultural tourism project allows artists to stay in their home communities, while at the same time increasing their sales and income and promoting entrepreneurship. USA Today ran a page and a half story on the New Mexico Fiber Arts Trails in July, and gave the program ongoing extensive coverage on the USA Today Website, including a video, picture book, interactive map of the fiber arts trails. The New Mexico Fiber Arts Trails was one of just five road trip destinations featured by USA Today over the summer. Given that it costs more than \$200,000 to purchase a full-page ad in USA Today, that's not a bad return on investment for New Mexico Arts and provided amazing free press and exposure to the fiber artists and destinations along the arts trails.

Here are the links to the USA Today coverage on New Mexico Fiber Arts Trails, as well as itinerary:

<http://travel.usatoday.com/destinations/summerroadtrip/New-Mexico-Fiber-Arts-Trail>

http://www.usatoday.com/travel/common/destinations/summerroadtrip/pdf/itinerary_newmexico.pdf

video

link: <http://www.usatoday.com/video/index.htm?bctid=292253774001#/Summer+road+trips%3A+Fiber+arts+trails/292253774001>

interactive map: <http://www.usatoday.com/travel/destinations/summerroadtrip/new-mexico-fiber-arts-trail-map.htm>

picture link: <http://mediagallery.usatoday.com/New-Mexico's-fiber-arts-tapestry/G1685>

In late September, our New Mexico Fiber Arts Trails also was the subject of a travel piece that ran in the Boston Globe,

http://www.boston.com/travel/getaways/us/articles/2010/09/19/alpacas_artisans_flourish_side_by_side_in_new_mexico/

In addition to buying ads in targeted publications to market our Arts Trails, we continue to push for this type of free press to help keep our Arts Trails program alive, particularly since we have suffered major state budget cuts, particularly to our program budget. Our Arts Trails recurring funding was cut from \$250,000 to about \$100,000 in the last few years. Our overall programming budget at New Mexico Arts has been cut by more than 25 percent from FY08 to FY11 but we have managed to keep our regranting budget (about \$1 million both federal and state monies) flat during this challenging time, by cutting other programs deeper, including our Arts Trails. We've also been able to offset the impact of our state budget cuts somewhat, thanks to nice one-time bumps in our federal funding from the National Endowment for the Arts in the last two years. We've also shifted some of our federal funds to help pay for our Arts Trails program during this time.

For example, New Mexico Arts also now funds several community based Arts Trails using some of its federal funding from the NEA. All are in rural underserved New Mexico communities and contribute to

the sustainability of artists and their families, as well as promoting cultural and heritage tourism. The Northern New Mexico Potters Trail features contemporary clay artists who live and work in Northern New Mexico and Santa Fe, www.newmexicopotterstrail.org. Visitors to New Mexico now can also hit the trail to see Artistic Vistas and Treasures from Taos to Angel Fire to Cimarron, www.artisticvistas.org.

The Ancient Way Arts Trail includes Gallup, Grants and the Native American communities of the Navajo Nation, Zuni Pueblo and Acoma "Sky City," www.ancientwayartstrail.com.

In Valencia County, visitors now retrace ancient pathways on the Arts and Heritage Trail of Valencia County, New Mexico, <http://www.ArtsAndHeritageNM.com/>.

So, despite our ongoing budget challenges, we are committed to continuing our Arts Trails program to catalyze economic development and cultural tourism in the Land of Enchantment.

North Dakota

We have a couple 'success stories' but I think our best one to date has been the Art for Life program. This program matches a local rural arts org with their local nursing home/assisted living center. The art org assists the center in finding artists for extended work in their facilities. This was a pilot program in 2003 at an assisted living center in Fargo, ND. The original intent was to statistically measure the through self-evaluation the affects of working with an artist or art project on the 'three plagues' of the elderly: boredom, loneliness and helplessness. Three years ago we brought the program to three communities - and last year we added two more. Although it is not yet self-sustaining, each site has now funded a portion of the program and expressed interest in gradually taking on the full funding role. A measure of the significance being placed on the program is this year's announcement that one of the sites is being awarded the "Best Practices Award" by the North Dakota Long Term Care Association.

Oklahoma

Teaching with Capitol Art

The Oklahoma Arts Council recently launched a new program that is receiving tremendous response from schools throughout the state, especially from rural areas. Teaching with Capitol art offers online resources and arts integration tools for Oklahoma teachers to incorporate Oklahoma's Capitol Art Collection into the classroom. Developed by OAC's Curator of Education, the online resources are easy to use and are aligned with the state's required Priority Academic Student Skills for Oklahoma History and Visual Art. When the Oklahoma Humanities Council learned of our project, they offered OAC a grant to award travel subsidies to schools to visit the state capitol as a supplement to the online resources. The program can be accessed as OAC's website at www.arts.ok.gov/tca.html

Pennsylvania

Well our big success story is building the advocacy network after the proposed elimination. Finding our real allies. Telling the stories. The gimmicks. The rally. Finding those who just stand off to the side. The social networking and the tensions between the three + advocacy groups in PA. Still waiting to see what long term impact that will be.

The other has to be the CDP...

Tennessee

ATTORNEY GENERAL FILES FOR POTENTIAL TEMPORARY STIEGLITZ COLLECTION DISPLAY ARRANGEMENT

In response to the Aug. 20 ruling of the Davidson County Chancery Court, Attorney General Bob Cooper filed today a proposal which provides for the Tennessee Arts Commission to take temporary possession of the Alfred Stieglitz Art Collection from Fisk University and contract with Nashville's Frist Center for the Visual Arts to maintain and display the collection.

"This is only a temporary arrangement," said Cooper. "The Collection should return to the Fisk campus when the University is once again financially able to display and maintain the art."

Attorney General Cooper said the Collection would maintain a close relationship with Fisk and would continue to be known and identified as the "Alfred Stieglitz Collection at Fisk University." As part of the proposed agreement, visitors to the Frist Center would be provided detailed information about Fisk and its unique connection to the Collection. Under the agreement, Fisk students and faculty would have additional access to the Collection for research and study.

Under the proposal, Fisk University would be relieved of all costs associated with maintaining and exhibiting the Collection and would not be charged for any work needed to preserve and display the art. Fisk would have the right to ask that the Court return the art when Fisk is financially able to maintain and display it. Under the proposal, a committee of nationally-recognized experts has agreed to assist with maintenance and preservation of the art.

"We are honored to be asked to place on exhibition on behalf of the Tennessee Arts Commission this important collection of art," said William R. Frist, chairman and president of the Board of Trustees of the Frist Center for the Visual Arts. "Our intention is to make works in Fisk's Steiglitz Collection available for viewing free of charge and to invite visitors to see the works through extensive community outreach activities. The collection will be available for viewing seven days a week, 362 days a year to the tens of thousands of people who come see exhibitions in our galleries. In addition, the Frist Center sustains partnerships with more than 60 community organizations, providing art education and enrichment, and the collection will figure prominently in these and other programmatic activities."

In its August ruling, the Court expressed concerns about the conditions under which Collection is maintained and displayed and whether those conditions should be modified. To address these concerns, the Attorney General's proposal includes a committee of nationally recognized experts which would propose best practices for care and display of the art. The Attorney General would suggest modifications in the required conditions based on the recommendations of these experts.

Chancellor Ellen Hobbs Lyle ruled last month that Fisk University's financial condition does not make it practicable for the University to continue to maintain and display the art collection in Page 2 Nashville. She held that any alternative proposal for the Collection must closely approximate the intent of the donor, Georgia O'Keeffe, that the Collection be displayed in Nashville to promote the study of art in Nashville and the South. According to documents filed today by the Attorney General, the Tennessee Arts Commission would take temporary custody of the collection until the University is financially able to resume its role. The Frist Center would make suitable gallery space available for display of the collection at no charge to the public with additional access for educational purposes by Fisk students and faculty. As owner of the building, Metro Nashville would help defray the cost of renovations necessary to prepare the gallery space. Specifically, the proposal calls for the Frist Center to convert the 900-square-foot Rechter Community Room into a gallery to house the Collection. There will be no charge for admission to that gallery. The State of Tennessee would pay for insurance and any remediation or restoration and upkeep of the art while MDHA pays for the actual renovation of the Rechter Community Room for the Collection. "The Tennessee Arts Commission (TAC) believes that the Attorney General's proposal is another example of a creative collaborative partnership that will assist the TAC in achieving each of the six goals outlined in our strategic plan," said Rich Boyd, executive director of the TAC. "The Commission has a long history of support for the Fisk Jubilee Singers, and we are honored to have a role in keeping this important collection in Tennessee." The Attorney General of Tennessee is a party to this lawsuit representing the citizens of the state who, under state law, are the beneficiaries of any charitable gift such as the gift by Georgia O'Keeffe. Attorney General Cooper has opposed the sale of a half interest in the Collection to a private museum in northwestern Arkansas, contending it would violate the intent of the donor. Failure to adhere to the intent of the donor in this case would establish a precedent that could discourage future charitable giving in Tennessee, according to Attorney General Cooper.

Texas

Art on Art Cultural Tourism Blog

One year ago, the Texas Commission on the Arts (TCA) launched *Art on Art* (www.artonart.com), a blog dedicated to promoting cultural tourism in Texas. Since that time, there have been 150 posts talking about more than 400 organizations, 100 individual artists, 130 Texas communities and 180 arts and cultural events.

Response from the field has been very positive, and numerous arts organizations now make it a point to ask TCA to blog about events happening in their communities. They see the value *Art on Art* brings in terms of attracting larger audiences to their venues and events. Many TCA funded organizations now link to *Art on Art* from their websites, and they are helping us spread the word about this unique blog.

In addition to being an effective promotional tool for the arts in Texas, *Art on Art* also encourages professional development. The blog provides information on cooperative marketing opportunities, educational workshops, online resources, additional state agency resources, and other information intended to enhance business opportunities for arts organizations and individual artists.

Art on Art represents TCA's initial foray into social media and came about as a result of TCA's involvement in Texas tourism. TCA is one of five state agencies charged with attracting visitors to our state. Other partners include the Office of the Governor Economic Development and Tourism, Texas Historical Commission, Texas Parks and Wildlife, and Texas Department of Transportation. Together, these five agencies work in support of the *Texas. It's Like a Whole Other Country* campaign. With more and more travelers conducting research and booking travel online, the state partners felt it was important to embrace social media as a way to educate and attract visitors to Texas.

Initially there were concerns that it might be difficult to maintain the blog and keep it current with regular and interesting posts. Fortunately, that has not proven to be the case. On the contrary, there is an abundance of information that can be shared using this communication tool. All TCA staff members are encouraged to contribute story ideas for the blog, and TCA hopes to build on the success of *Art on Art* in the coming year.

Looking ahead, TCA plans to use *Art on Art* as the basis for expanding into other forms of social media, including Facebook and Twitter. Over the past year, *Art on Art's* audience of readers has grown steadily, and TCA receives feedback on the blog from the arts and tourism industries, as well as the media and general public.

Art on Art has proven to be a successful communication tool for TCA, and we look forward to building an even larger audience in the coming year.

Utah

New Strategic Partnership

Utah was challenged with the loss of 4.5 of its 24.5 FTE's in the 2009 Legislative Session. This affected how we deliver services in our folk arts and museum services programs. Two board task forces were formed to address these challenges and they have been busy during the past 18 months.

As a result, the museums task force created a partnership with Utah State University's Distance Learning Program to cost share a position specifically targeted to serve Utah's diverse museum community. A search committee was formed to write the job description and hire an individual to provide workshops and seminars to museum volunteers and professionals. This can result in a 12 or 24-hour professional certificate program in museum administration. Anyone 62 years of age or older can participate for a fee of \$10 making this affordable and accessible for many museum volunteers. There are 47 distance learning centers located across the state. The accessibility of these centers means that anyone interested in these classes will have no more than a 30-minute drive to a learning center.

It will take two years to fully develop the program curriculum, but the first classes will begin in January 2011. After the two-year curriculum is completely developed, this program will also be offered online. These classes will be offered to both matriculated students as well as the general public.

Revenue generated from online registration and tuition will eventually come back to the Division of Arts & Museums in direct proportion to the expense allocated for the shared position. This new source of funds will then be allocated to museums in the form of grants.

Washington

Arts Participation Leadership Initiative (APLI): With funding from the Wallace Foundation, the Washington State Arts Commission has established a four year initiative to develop skills and expertise of leaders of arts organizations in order to build arts participation. The Initiative is organized as a learning network for Puget Sound arts organizations, including five “Communities of Practice” (small self-organizing groups of arts leaders learning with and from each other), and a series of interactive forums, workshops, and webinars.

Management tactic: FY10 was particularly gruesome for us. To end on a positive note (and build some positive karma for FY11) our staff had an in-office New Year’s Eve party at 4:30 on June 30 – complete with party favors, silly hats, games, and a countdown to 5 p.m.

Wyoming

Our biggest success here was getting Operating Support Grant funding added to our Biennial Budget in a time when many state programs were being cut. Unfortunately, it is only one-time funding, so we will have to ask for it again, but it's a start! Until this fiscal year, the Wyoming Arts Council has not offered Operating Support Grants since the big cuts to the NEA in 1996!