

# STATE ARTS PLAN 2010-2013

## *Preserving West Virginia's past and building a future through the arts*

### EXECUTIVE SUMMARY

#### STATE AGENCY FOR THE ARTS

The West Virginia Division of Culture and History (WVDCH) receives annual support from the West Virginia Legislature and the National Endowment for the Arts (NEA) for competitive arts grants approved by the West Virginia Commission on the Arts (WVCA). The WVCA consists of fifteen members appointed by the Governor. The WVCA advises the Director of the Arts Section of the WVDCH and approves and distributes grants and awards from federal and state funds to artists and arts organizations in the state. The WVDCH Arts Section administers arts grant programs, provides assistance to artists and arts organizations, and works with the Commission on the Arts to set policy for the state's arts programs.

#### MISSION

The mission of the WVCA and the Arts Section of the WVDCH is to foster a fertile environment for the artistic, cultural, educational and economic development of the state.

#### VALUES

1. Participation
2. Education
3. Sustainability
4. Collaboration
5. Communication
6. Leadership

The planning process for the West Virginia Division of Culture and History and the West Virginia Commission on the Arts visiting communities and listening to the public. Through a statewide effort involving artists, arts administrators, teachers, business people, college and university staff, city officials, State Tourism Office Staff, County officials, state legislators, and members West Virginia Commission on the Arts, we gathered the data necessary to develop a plan that impacts the arts.

We will sustain the arts by preserving West Virginia culture through communication, education, participation, collaboration and increased leadership.

## **GOALS FOR FY 2010-2013**

### **GOAL ONE**

**Create an environment for sustainability in the arts**

### **GOAL TWO**

**Maintain a communication network to inform, educate and convene**

### **GOAL THREE**

**Introduce innovative technologies to increase access to the arts**

### **GOAL FOUR**

**Ensure arts are valued and imbedded in West Virginia schools**

### **GOAL FIVE**

**Expand access to the arts in all West Virginia communities**

### **GOAL SIX**

**Preserve West Virginia traditional arts and culture**

## Create an environment for sustainability in the arts

### ●Leverage new funding sources

1. Create web resources for alternative funding specific to arts in education projects with links to statewide, regional and national resources
2. Through collaboration develop foundation support initiatives (for training)
3. Educate constituents on services of West Virginia community foundations
4. Expand marketing efforts for additional funding programs such as Mid-Atlantic Arts Foundation and national initiatives

### ●Develop resources for audience building and evaluation

1. Institute scoring priority for innovative audience development and evaluation methods
2. Build audiences through inclusion by offering diversity and accessibility training specifically on marketing to the entire community using Peer Assistance Network and WVU Center for Excellence in Disabilities resources (WVU-CED)

### ●Develop funding initiatives tied directly to training programs for programmatic and organizational efficiency and sustainability

1. Develop training programs in high-priority areas of audience development/marketing, financial management and evaluation/assessment with multiple delivery systems
2. Develop a non-project oriented funding pool separate from current grant programs that is open only to those organizations that have completed the priority training
3. Reinstigate the innovations grant funding program that supports creation of model programs that can be duplicated

### ●Pilot expanded general operating support categories

1. Open current general operating support eligibility to include a wider variety of budget sizes and organization types
2. Develop a percent for public value grant opportunity that rewards high quality community arts programs with a percentage of their operating costs on top of eligible project costs

### ●Increase impact of Peer Assistance Network (PAN) through expanded funding and resources

1. Market PAN with new marketing materials and online roster
2. Train PAN advisors annually on high priority needs (evaluation/assessment, financial management, audience development/marketing.)
3. Provide annual convening of PAN advisors for sharing of best practices and program evaluation
4. Maintain sufficient funding for the PAN program
5. Increase numbers and skill areas of PAN advisors

## Maintain a communication network to inform, educate and convene

### ●Communicate to state and local decision makers the value of investing in the arts

1. Expand and produce Arts Day at the Legislature
2. Expand *ArtWorks* newsletter circulation to include decision makers at all levels
3. Develop tools to expand, implement and communicate advocacy plan for arts in education
4. In collaboration with Arts Advocacy of West Virginia, prepare advocacy toolkit
5. Develop a state arts caucus with state legislators from both the House and Senate to increase support at the state level

### ●Introduce new ways of convening both on the web and face-to-face

1. Continue to offer a physical forum for communities to convene to discuss concerns
2. Offer web conferencing for arts organizations
3. Expand use of social networking abilities to include target arts constituencies in list serv, chat, bulletin boards and other online forums
4. Continue the successful communication of the listening tours by holding one listening tour per quarter to inform the ongoing planning process.
5. Maintain awareness of technology capabilities across the state by offering multiple information delivery methods
6. Strengthen staff/constituent relationship by reinstituting staff-led skill-building workshops in communities and increasing site visits

### ●Communicate importance of skill-building by offering training in business, marketing and entrepreneurial skills

1. Highlight successes of skill building in *ArtWorks* newsletter and television.
2. Present marketing workshops to individual artists and arts organization staff
3. Offer web-based tool-kits for entrepreneurial skills, marketing, and business

### ●Partner with nearby states to share resources and information

1. Maintain direct communication with state counterparts
2. Share skills by serving on review panels in other states and inviting out-of-state panelists to serve on WVCA panels
3. Continue collaboration and communication with Ohio Arts Council in support of the Ohio River Border Initiative for arts projects on the Ohio/West Virginia border

### ●Maintain communication with arts peers through NASAA, Americans for the Arts, Mid Atlantic Arts Foundation and other peer groups alliances to build staff skills through exposure to current trends and strategies

### ●Promote our grant funding opportunities to a wider audience throughout the state

## GOAL THREE

## **Introduce innovative technologies to increase access to the arts**

### **●Expand existing database information on artists and arts organizations**

1. Expand and improve the West Virginia Artist Registry to include visual and performing artists and to make it a better more accessible tool for data sharing online
2. Work with West Virginia University- Center for Excellence and Disabilities (WVU-CED) to prepare artists with disabilities to apply for WVCA programs and services

### **●Provide user-friendly, comprehensive and timely Website and Web-based communication**

1. Create a by-request email database for e-blast communications to constituents
2. Revamp website for easy navigation
3. Share research, information and best practices on website

### **●Establish an online application process**

1. Provide training for e-granting
2. Implement an online application process

## **GOAL FOUR**

**Ensure quality arts are valued and imbedded in West Virginia schools**

**●Build and maintain sustaining partnerships that enhance the quality and value of arts education**

1. Continued participation with Education Leadership Institute (ELI) to develop and implement strategic plan of collaboration with all stakeholders
2. Through continued participation with ELI, maintain collaboration with West Virginia Department of Education (WVDOE) and West Virginia Arts Teams
3. Develop statewide network of organizations with arts in education programs to align WV teaching artists residency standards and support teaching artists
4. Enhance partnership with WVU-CED

**●Expand resources and opportunities that strengthen arts education**

1. Continued participation with ELI to develop 'model' arts-integration and arts-infused school in School Innovation Zones
2. Develop funding priorities that build capacity for arts immersion and integration
3. Provide mandatory annual professional development workshops for teaching artists
4. Work with regional networks to align teaching artist standards, identify best practices, and develop roadmap to successful residencies
5. Increase communications with potential applicants on national initiatives focusing on arts in education
6. Continued support of after-school and lifelong learning projects

**●Improve access for all levels of participation in arts education**

1. Continued participation with ELI to partner with WVDOE on Race to the Top grant
2. Develop strategies on increasing access to the arts through use of folk and traditional artists in rural areas
3. Active recruitment and collaboration with master teaching artists, minority artists, folk life artists and artists with disabilities to incorporate West Virginia experience-based training at teaching artists' annual professional development
4. Collaborate with WVU-CED to incorporate accessibility training at teaching artists' annual professional development
5. Revise arts in education residency programs to incorporate evaluation outcomes of Touring Pilot Project

**●Enhance communications network to support quality state arts education programming and highlight successes**

1. Maintain and enhance established partnerships
2. Showcase youth art talent through continued active participation in Poetry Out Loud program and collaboration with WV Arts Education Association to present Youth Art Month statewide exhibition with awards recognized by congressional leaders
3. Work with ELI team to compile and disseminate arts education highlights
4. Showcase rostered teaching artists at educational convening
5. Communicate expanded resources via web and through partnerships network strengthening and development

**GOAL FIVE****Expand access to the arts in all West Virginia communities**

●**Design new and enhance existing programs that provide an entry point into services for small communities in underserved and not-served areas**

1. In second pilot year of EZ Arts Access add component for first year applicants to support start-up costs in addition to programmatic costs
2. Pilot Arts Build Communities program to build infrastructure and awareness in not-served communities
3. Partner with West Virginia Library Commission (WVLC) and individual reference librarians to designate locations with access to communication technology for sharing of resources and skill building.
4. Through direct contact with legislative representatives of underserved and not-served areas, evaluate most pressing challenges to access to the arts.
5. Utilize evaluation of pilot touring program, new folk life program, and results of Appalachian Education Initiative' State of the Arts Education Survey to target program development and outreach of the Arts In Education program to facilitate deeper arts immersion experiences

●**Develop better communication and collaboration within arts communities**

1. Through collaborations with chambers of commerce and convention and visitors bureaus clearly communicate process participating in existing local, community, regional and statewide cultural calendars.
2. Encourage and highlight successes of local arts roundtables in *ArtWorks* newsletter

●**Promote certified arts communities and cultural districts**

1. Continue to inform state legislators for legislated enhancements to the certified arts communities and cultural districts
2. Through collaboration with West Virginia Tourism Office clearly align certified arts community and cultural districts with existing tourism efforts

●**Develop further research on funding, partnerships and opportunities for artists through the Arts in Healthcare movement**

## **GOAL SIX**

### **Preserve West Virginia traditional arts and culture**

● **Introduce new programs that preserve and document traditional artists**

1. Develop an apprenticeship program for folk and traditional arts
2. Partner with the West Virginia State Archives to create a documentation project to collect folk and traditional arts
3. Increase presence of Folk artists on the Teaching Artist Roster

● **Increase artist recognition through awards to individual artists**

1. Develop a Folk Heritage Award to showcase West Virginia Folk life
2. Increase the awards to the West Virginia Juried State Exhibition

● **Expand programming and communications that promote the arts in West Virginia**

1. Develop an online version of *ArtWorks* publication and television show
2. Create access to online social networking that promote the mission of the WVDCH

● **Encourage increased public value of the arts through local funding initiatives**

1. Develop programs that target the value in the arts
2. Partner with the WVLC to produce a television campaign to promote the importance of art in the schools