

## Report to Councils

December 2017

In this edition of Report to Councils, we share new resources on diversity and managing arts controversies, along with Leadership Institute proceedings, a special giving opportunity and more. Please share it at your next board or council meeting! To receive Report to Councils regularly, contact NASAA Communications Manager [Sue Struve](#).

### Visualizing Your State's Grant Diversity

How does your agency's funding align with your state's demographics? Are you reaching low-income populations, communities of color, veterans and people with disabilities? NASAA has a new tool to help you answer these questions. [Visualizing Grant Diversity](#) is a free, customized service that reviews your state's grant data, puts it in context and supports your efforts to address grant-making equity. To schedule a consultation, contact Grants Data Associate [Kelly Liu](#). Learn more about NASAA's commitment to supporting state arts agency efforts to advance diversity, equity and inclusion: see President and CEO Pam Breaux's recent column, [Advancing Diversity, Equity and Inclusion at NASAA and at SAAs](#).

### How to Communicate about Arts Controversies

A new NASAA resource offers practical advice on handling flare-ups around controversial artworks. To help you navigate the public relations, programmatic and political challenges that can arise, [Communicating about Arts Controversies](#) offers guidance on:

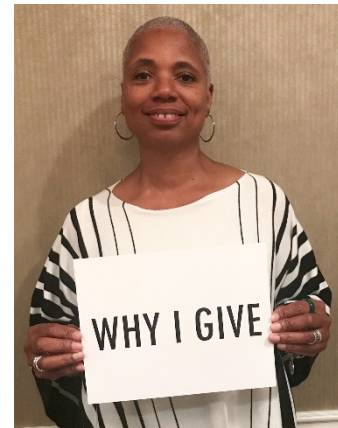
- getting prepared for controversy,
- crisis communications tactics, and
- setting a tone for constructive civic dialogue.

For further arts advocacy support, see NASAA's state and federal [advocacy tools](#) and [policy briefs](#).

### 25 for 25 Matching Gift Campaign



With 2017 quickly coming to a close, it's the perfect time to make your tax-deductible gift to NASAA. Your year-end donation will go twice as far with NASAA's **25 for 25** matching gift campaign. Every gift made to NASAA will be matched dollar for dollar by the Windgate Foundation, up to \$25,000, helping to turn \$25,000 into \$50,000. This means even more top-notch advocacy products and services for state arts agencies in 2018! You can help us make this match—we can't do it without you. [Please make your gift today](#). Thank you!



**“ I give because NASAA supports state arts agencies and their mission to advance and empower the ARTS! ”**

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— *Garbo Hearne, NASAA Board Member and Former Chair, Arkansas Arts Council*

## 2017 Leadership Institute Wrap-up

Case-making communications and building public will for the arts were the focus of the NASAA 2017 Leadership Institute in Portland, Oregon, in October. [Chairs and council members](#) joined top state arts agency staff for two days of learning and networking with colleagues from the National Endowment for the Arts and regional arts organizations. Our [Leadership Institute proceedings](#) offer reports, summaries and a photo sampler—not to mention some fun videos!



State and federal arts advocacy topics engaged chairs and council members at their peer session in Portland. Photo: GeorgeLong.com

**NASAA STRATEGIC PLAN**  
APPROVED OCTOBER 12, 2017

**WHY OUR WORK MATTERS**

NASAA is the professional association of the nation's 56 state and jurisdictional arts agencies. The arts are fundamental to human expression and are an essential ingredient in the well-being and prosperity of our nation's individuals, communities and families. Together, NASAA and the state arts agencies advance the arts.

**MISSION**  
**STRENGTHEN STATE ARTS AGENCIES**

EMPOWERING THE WORK OF STATE ARTS AGENCIES THROUGH:

- VISION:** In a changing world, state arts agencies are the backbone of the cultural sector. NASAA provides leadership and support for state arts agencies to advance the arts and ensure their future.
- KNOWLEDGE:** NASAA provides cutting-edge data that leads to better decisions, building and highlighting the impact of state arts agencies work. NASAA's research also offers the foundation of evidence-based practices for state arts agencies to use in their work.
- CONNECTION:** NASAA connects and connects state arts agencies. Our professional community strategically leverages the work of state arts agencies across the country, creating shared success and building a national voice for the future.

NASAA empowers the expertise, innovation, leadership and vision that state arts agencies embody on behalf of every citizen. Through practical, state arts agencies continue to flourish together, one state at a time.

**NASAA Strategic Plan**

[NASAA's new strategic plan](#) asserts the importance of state arts agencies and why your work is crucial to America. Browse the plan to learn more about how NASAA empowers your agency and supports your success.

## Meet the NASAA Board



NASAA's board of directors is a highly committed group of cultural advocates. In addition to guiding NASAA's work, the board is a representative policy forum that promotes public support for the arts for all American communities. The board is dedicated to NASAA's mission to strengthen state arts agencies—that means you!

NASAA board members come from 20 U.S. states and jurisdictions and are a mix of top state arts agency leaders: chairs, council members and executive directors. NASAA members elected the 2018 board in October. [Meet your new NASAA board!](#)