

Department: 304 - Council On The Arts

Mission: The mission of the Alabama State Council on the Arts is to enhance the quality of the life in Alabama by providing access to and support for the state's diverse and rich artistic resources.
 Vision: To provide an environment where all the citizens of Alabama can participate in and appreciate the arts. To support excellence and professionalism in all art forms, to ensure that the arts are accessible to every sector of our population and to support the inclusion of the arts in the education process of Alabama's public school students.

Annual Goals

01	To Support excellence and professionalism in all art forms
03	Provide opportunities for all Alabamians to participate in and appreciate the arts
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12	Identify, preserve and present Alabama folk traditions
14	Support economic vitality in communities through the arts
16	Increase public recognition and appreciation for the arts, arts organizations and individual artists

Quarterly Objectives and Targets

		First Quarter			Second Quarter		Third Quarter		Fourth Quarter		Annual	
	Unit of Measure	Goal	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual
01	Sustain a solid operating base through support for Alabama's professional arts institutions	01	35.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	35.00	
02	Provide support to smaller and medium sized groups displaying a commitment to quality and achieving higher degrees of professionalism both artistically and administratively	01	65.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	65.00	

Report ID: STAARS-QPR-0001

State of Alabama

Page 268 of 553

Report Date: 8/1/18

Quarterly Performance Report

Report Time: 12:51:03 PM

Fiscal Year 2018

Report ID: STAARS-QPR-0001

State of Alabama

18	Expand the Council's website and computer network amount artists, arts organizations, general public and appropriate partners interested in arts activities and to promote the arts in the state	Number of Social Media Activit	16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	200.00
19	Continue to partner with APT on the production and airing of Journey Proud	Number of Programs Produced &/	16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.00

Performance Objective Justification

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State of Alabama
Quarterly Performance Report
Fiscal Year 2018
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State of Alabama

Page 272 of 553

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