

# Vermont Arts Council

## Strategic Plan Framework FY2018-2020

### Outcome Statement

Everyone in Vermont has access to the arts and creativity in their life, education, and community.

### Mission

Cultivate and advance the arts and creativity throughout Vermont.

**Core Capacities: advocate | convene and connect | promote**

### Council Values

|               |                                                                  |
|---------------|------------------------------------------------------------------|
| creativity    | Arts and culture open avenues to imagination and innovation.     |
| equity        | Removing barriers invites access and participation.              |
| collaboration | Sharing values and resources creates robust, inclusive outcomes. |
| integrity     | Vision, responsiveness, and transparency invite trust.           |
| reflection    | Ongoing planning and evaluation improve effectiveness.           |

## Four Conditions

**All of Vermont's cultural stakeholders contribute significantly to the state's economy and identity.**

We know this is happening when

- the federal and state government increase and broaden investments in the state's creative sector
- the state of Vermont increases investment for public art
- people in Vermont advocate for the presence of arts, culture, creativity, and innovation as key to the state's economy and well-being
- people are aware that the creative sector is a strong component of the economy, attracting tourists, businesses, and new residents
- people in Vermont celebrate the arts, creativity, culture, and innovation

**Vermont schools engage students in and through arts, cultural, and creative activities to prepare them for success in school, work, and life.**

We know this is happening when

- Vermont students have access to arts instruction as a part of a well-rounded education
- Vermonters use national and local research to shape education policy and ensure arts programs in schools are fully funded
- students graduate with the creative problem-solving skills necessary to contribute to the creative economy or to any workplace
- schools build relationships with community organizations and teaching artists that have expertise in providing expanded learning opportunities, residencies, or personalized learning opportunities

**Organizations and artists serving people in Vermont build vibrant, creative communities.**

We know this is happening when

- creativity is embraced in decision-making at the local and state levels
- artists and organizations provide full-spectrum (lifelong) programming
- cross-pollination of arts and non-arts organizations with artists and innovators creates an infrastructure to support creatives
- communities celebrate their cultural assets

**The Arts Council's ongoing structural and financial sustainability is assured and strengthened.**

We know this is happening when

- the Council listens as it continually creates, implements, monitors, and evaluates a vital strategic plan
- the Council's board identifies and obtains additional annual operating revenue
- the Council's ongoing work aligns with its values, outcome statement, and mission
- the Council invests in its board and staff in order that each may advocate, convene and connect, and promote for the betterment of the state of Vermont

