



# 2010-2013 Arts Plan SUMMARY

Adopted by NHSCA Councilors on July 15, 2010

## **Building a shared vision:**

*Arts expression and participation are vital to the human spirit and to a healthy community life. As stewards of public investment in the arts, we seek a shared vision of the role the arts can play in growing New Hampshire's capacity for creativity; building more vibrant communities; and bridging differences among people to secure an open, civil society. Public investment also ensures that more people from all backgrounds and walks of life have access to participating and benefiting from the arts.*

## **Our Mission**

**The State Arts Council promotes the arts to protect and enrich New Hampshire's unique quality of life.**

## **GOAL 1**

**Engage the arts to benefit people and communities throughout New Hampshire.**

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### **Objectives & Strategies**

#### **1. Encourage participation in the arts to enrich the quality of life in communities.**

- a) Provide funding and leadership for programs that engage communities in the arts.
- b) Integrate the arts into health care.
- c) Encourage communities to use the arts as a means of improving community vitality.

#### **2. Promote the value of the arts as contributors to the economic vitality of the state.**

- a) Support research that documents the impact of the creative sector on the state's economy.
- b) Build networks that assert the importance of the creative sector to the state's economy.
- c) Increase awareness of the arts and culture as a tourism asset.

### **3. Conserve the state's living cultural heritage for future generations.**

- a) Nurture the diverse cultural traditions in New Hampshire.
- b) Make the traditional arts a visible and vital part of the state's cultural heritage.

### **4. Eliminate barriers to public participation in the arts.**

- a) Increase access to the arts in rural and economically-disadvantaged communities.
- b) Make the arts accessible to individuals with disabilities.

### **5. Contribute to community sustainability through the arts.**

- a) Encourage thoughtful practices in natural resource consumption.
- b) Enliven public spaces through public art that creates distinctive and attractive places to live, work, and visit.

## **GOAL 2**

### **Strengthen New Hampshire's artists and arts organizations.**

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#### **Objectives & Strategies**

#### **1. Strengthen non-profit arts organizations and other providers of cultural opportunities across New Hampshire.**

- a) Provide a strategic and responsive portfolio of grant funds designed to support New Hampshire arts organizations.
- b) Provide information and training to facilitate the artistic and business success of New Hampshire's arts and cultural organizations.
- c) Document and promote the value and achievements of New Hampshire arts organizations.

#### **2. Promote the success, visibility, and value of the state's individual artists.**

- a) Provide a strategic and responsive portfolio of grant funds designed to support New Hampshire artists.
- b) Supply information and training to facilitate the artistic and business success of New Hampshire's artists.

- c) Expand opportunities for artists to create and share their work and skills.
- d) Emphasize the importance of valuing and compensating artists for their work.
- e) Recognize and celebrate the achievements of New Hampshire artists.

### **3. Set standards of excellence for arts management and stewardship of public dollars.**

- a) Embody the highest standards of artistic excellence in projects supported by the agency.
- b) Foster accountability and excellence in management among organizations receiving public funds.
- c) Strengthen methods of assessing the public value of NHSCA partnerships and collaborations.
- d) Demonstrate high standards of excellence and accountability as a public agency of the state.

### **4. Increase resources and opportunities for the arts sector.**

- a) Build resources, knowledge, and opportunities through public sector collaborations.
- b) Build resources, knowledge and opportunities through private sector collaborations.
- c) Increase public awareness of the value of the arts and build support for funding growth.

### **5. Strengthen the capacity of the State Arts Council to serve New Hampshire citizens.**

- a) Rebuild financial support for the agency.
- b) Strengthen staff resources in order to better address the State Arts Councils' authorizing legislation.
- c) Effectively communicate the value of the agency and its work.
- c) Create maximum efficiencies in the administration of grants and services.

## **GOAL 3**

### **Expand opportunities to learn in and through the arts.**

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#### **Objectives & Strategies**

#### **1. Contribute to state and local policies that support comprehensive arts education in grades K-12.**

- a) Develop a credible base of research to inform arts education policy and practice.
- b) Increase awareness and understanding of the value of arts education among state policy makers and local education leadership.
- c) Encourage implementation of the state's arts education standards in all schools K-12.
- d) Build broad community support for the value of arts education.

#### **2. Expand the availability and accessibility of a wide range of arts education opportunities.**

- a) Cultivate partnerships that support and deliver arts education in the schools.
- b) Broaden the range of arts disciplines represented by teaching artists on the State Arts Council's Arts in Education Artist Roster.
- c) Fund and provide technical assistance that supports arts education activities in and after school.
- d) Encourage communities to view the arts as core to the educational experience of all New Hampshire citizens.

#### **3. Improve the quality of arts education.**

- a) Promote excellence in instructional practices among arts educators.
- b) Promote excellence in the creative and instructional practices of teaching artists.
- c) Encourage teachers and teaching artists to draw upon New Hampshire's unique arts resources and new innovations in arts education.

## Values

**The New Hampshire State Council on the Arts implements its strategic plan and sets priorities based upon the following values and beliefs:**

- Public support for New Hampshire arts is an essential investment in the state's quality of life, economy, and future.
- Public funding leverages private support to sustain the arts in New Hampshire.
- Public support can play an important role in helping to protect artistic freedom of expression.
- Excellence in the arts should be recognized and rewarded.
- Competitive peer review of proposals fosters excellence in arts administration, project management, and artistic content.
- All New Hampshire residents should have access to the arts regardless of age, income, ethnicity, disability, geographic isolation or other potential barrier to arts participation.
- The arts are basic to a complete education.
- Creative enterprises and the arts can help build vital communities and are integral to the health of New Hampshire's economy.
- New Hampshire not for profit organizations and schools are partners in bringing the benefits of the arts to people of all ages.
- Individual artists are the foundation of a healthy arts community and creative economy.
- Student, amateur, and professional artists all contribute to the state's artistic vitality.
- Funding incentives can help contemporary artists build audiences for challenging or unfamiliar art forms.
- New Hampshire should treasure the keepers of its artistic traditions to ensure that the state's cultural heritage will be available to future generations.
- Cultural diversity enriches the arts.

## Guiding Principles

**The New Hampshire State Arts Council carries out the administration of public funds working under the following guiding principles.**

- Serve New Hampshire citizens and communities in all regions of the state.
- Exercise due diligence in the awarding of public funds to individuals and organizations.
- Ensure all applicants are treated equitably and consistently.
- Have safeguards in place to eliminate conflicts of interest from the panel review process.
- Monitor grantees to ensure that funds are generating the public benefits outlined in proposals and are leveraging private investment.
- Cultivate partnerships that advance the State Arts Council's goals and encourage constituents to create partnerships to further their goals.
- Employ qualified staff and invest in their continuing professional development.
- Respond to changing economic, cultural and demographic environment of the state. Respond to concerns expressed by constituents in a timely manner.
- Seek continuous improvement in the areas of planning, assessment, and evaluation.