

# **New Hampshire State Council on the Arts Strategic Plan, 2005-2010**

**Draft 5 updated October 14, 2004, posted for public comment.**

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**The updated plan is scheduled for final edit and approval at State Arts Council Meeting on 12/13/04.**

**Note: Plan for 2000-05, posted on [www.nh.gov/nharts](http://www.nh.gov/nharts) is most current completed plan.**

## **Vision**

Understanding that the arts are not only vital to the human spirit, but also nurture creativity, build communities and promote a civil society, the citizens of New Hampshire celebrate, participate in and support the arts as part of their everyday lives.

## **Mission**

To enrich New Hampshire's unique quality of life through the arts.

## **Goals**

1. Expand opportunities to learn in and through the arts
2. Strengthen New Hampshire's artists and art organizations
3. Engage the arts to improve individual lives and community well-being.

**Values: NHSCA develops its policies, programs, and procedures around the following beliefs:**

- Public support for New Hampshire arts is an essential investment in the state's future.
- Everyone in New Hampshire 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.
- The arts can help build vital communities.
- Creative enterprises are integral to the cultural community and New Hampshire's economy.
- Competition for funding and public recognition encourages excellence in the arts.
- Public funding leverages private support to sustain the arts in New Hampshire.
- Government must protect artistic freedom of expression.
- Individual artists are the foundation of the arts community and the creative economy.
- New Hampshire arts organizations are partners in bringing the benefits of the arts to people in the state.
- New Hampshire must treasure the masters of its artistic traditions to ensure that the state's cultural heritage will be available to future generations.
- Cultural diversity enriches the arts.
- Student, amateur, and professional artists all contribute to the state's artistic vitality.
- Funding incentives can help build audiences for unfamiliar or challenging art forms.

**Guiding Principles: NHSCA works from an operations plan that seeks to build capacity for the Division of the Arts to fulfill its mission. In carrying out this plan NHSCA will:**

- Exercise due diligence in awarding public funds and recognition to individuals and organizations
- Make every effort to avoid conflicts of interest in the decision making process to award funding and recognition
- Apply all procedures used to review requests equitably and consistently
- Assure that public funds are well spent to obtain public benefits and leverage private investment
- Cultivate partnerships that advance our goals and encourage constituents to ally with local partners
- Serve New Hampshire citizens and communities in all regions of the state
- Employ qualified staff and invest in their continuing professional development
- Operate with good professional practice
- Respond to constituents needs
- Practice continuous improvement with assessment, planning, and evaluation

## Strategic Plan Goals, Objectives, and Strategies

NOTE: This version includes Goals & Objectives ONLY

### Goal 1: Expand opportunities to learn in and through the arts

- 1) **Arts integration:** Serve as a catalyst, convener and communicator to advance arts education goals in NH.
- 2) **Arts Education Access:** Expand opportunities for young people to participate in and increase their understanding of skills in the arts.
- 3) **Capacity:** Build capacity for arts education, pre-K-12, by developing a program of grants and services, consistent with available resources, and an evaluation and reporting process to measure success.
- 4) **Advocacy:** Advocate making the arts basic to education pre-K-12 as a sequential, measurable curriculum in every New Hampshire school.
- 5) **Grants:** Provide a portfolio of grants opportunities to promote arts in education.
- 6) **Convening:** Convene educators, not-for-profit arts providers, and teaching artists.
- 7) **Training:** Provide professional development training for arts educators.
- 8) **Arts Education Resources:** Provide curriculum resource materials for teaching the arts.
- 9) **Assessment:** Develop capacity to assess student learning in the arts.
- 10) **Teaching Artists:** Sustain and improve the quality of NHSCA's roster of artists who work in schools to match teaching artists with schools.
- 11) **Teacher education:** Work with higher education institutions to educate classroom teachers to value arts education and prepare arts specialists.
- 12) **Information:** Share information among arts educators.
- 13) **School & Community Collaboration:** Facilitate school coordination between local arts organizations and artists to link school and community interests through the arts.
- 14) **Partnerships:** Expand the capacity of NH's Arts Education Program through regional and national partnerships.
- 15) **Continuing Arts Education:** Develop programs to encourage arts learning for people of any age or ability to take place in a variety of community settings.

## **Goal 2: Strengthen New Hampshire's artists and arts organizations**

### **PROGRAMS AND SERVICES TO BENEFIT BOTH ARTISTS AND ARTS ORGANIZATIONS**

- 1) **Excellence:** Celebrate excellence among New Hampshire artists, arts programs, and arts patrons.
- 2) **Access:** Increase access to the arts by reducing or eliminating barriers to participation imposed by rural isolation, physical ability, or other limiting factors.
- 3) **Advocacy:** Pursue federal and state funding to provide grants and services to NH arts organizations and artists.
- 4) **Cultivate Funding Partners:** Communicate and coordinate with other public and private agencies to invest in arts development.
- 5) **New Hampshire Arts Marketing:** Develop new markets for New Hampshire arts.
- 6) **Public Awareness:** Increase public awareness of the value of the arts to New Hampshire.
- 7) **Public Art;** Integrate the arts in public places where NH citizens come to expect it as part of their everyday lives.
- 8) **Inclusiveness:** Continually expand capacity to review and encourage an ever changing offering of art forms and media.

### **SERVICES TO ARTS ORGANIZATIONS**

- 1) **Grant Programs:** Provide a portfolio of competitive matching grants to not-for-profit organizations that produce, present, or serve the arts.
- 2) **Local and Regional Arts Agencies:** Help local and regional organizations that serve limited geographical areas build capacity to serve local arts needs.
- 3) **Consulting Services:** Provide low cost ways for small and medium sized arts organizations to receive advice from others on arts administration survival skills.
- 4) **Training:** Encourage other service organizations to offer training to arts staff and volunteers, especially boards of directors.
- 5) **Convening:** Organize periodic regional gatherings of arts organizations for networking, exchange of information, learning, and advocacy.
- 6) **Research:** Collect data and report on the economic and social benefits of arts organizations to assist them in increasing their public and private support.

## **SERVICES TO ARTISTS**

- 1) **Grant Programs:** Provide a variety of grants to individual artists to help them advance in their work.
- 2) **Information:** Help artists access the information they need to succeed as small businesses.
- 3) **Artist Promotion:** Promote the work of New Hampshire artists within the state, the region, and on the World Wide Web.
- 4) **Housing and Work Space:** Encourage NH municipalities to allow artist live/work space in zoning regulations and through tax incentives.
- 5) **Networking:** Provide opportunities for artists to network.
- 6) **Training:** Plan for artist marketing and business training.
- 7) **Emerging Artists:** Encourage New Hampshire's emerging artists by providing information, publicity and mentoring.
- 8) **Traditional Artists:** Provide ways for Master Traditional Artists to work with Apprentices to pass on heritage arts to future generations.

**Goal 3: Engage the arts to improve individual lives and community well-being throughout New Hampshire.**

- 1) **Quality of Life:** Enrich the quality of life in communities through participation in the arts.
- 2) **Underserved Populations:** Encourage arts programs that reach New Hampshire citizens who are often less well served. (related to access in goal 2)
- 3) **Living Cultural Heritage:** Conserve and build upon the state's living cultural heritage through the identification, documentation, and perpetuation of New Hampshire's traditional arts for future generations.
- 4) **Creative Economy:** Build on the research and networks provided by regional and state Creative Economy Initiatives to help communities improve their economies.
- 5) **Cultural Tourism:** Work closely with the Division of Travel and Tourism to promote New Hampshire's cultural resources to visitors and residents.
- 6) **Community Development:** Integrate the arts into civic life to benefit New Hampshire communities.
- 7) **Partnerships:** Continue to educate and work closely with the state and local Main Street programs to revitalize downtowns through the arts.
- 8) **Connections:** Match community leaders with artists and other creative workers.
- 9) **Cultural Planning:** Support cultural planning and projects that strengthen a community's infrastructure, creative and local economy.
- 10) **Cultural Facilities:** Provide grants to communities to improve facilities where cultural programs serve to bring members of the community together.