

GOAL 1: STRENGTHEN THE ARTS AND INCREASE AWARENESS

Art has the power to stimulate New Hampshire's economy, cultivate community vitality, and enhance quality of life. It is therefore essential to invest in a strong creative ecosystem and raise public awareness of its impact on our collective wellbeing.

Objective 1: Invest in New Hampshire's arts infrastructure through equitable distribution of funds to nonprofit organizations and artists.

- A. Affirm public value and secure the vitality of exemplary nonprofit arts organizations by funding a portion of their [general operating expenses](#).
- B. Fund arts [project grants](#) that enliven communities through a wide range of engagement opportunities for all people.
- C. Support initiatives that employ innovative arts-focused approaches to address statewide priorities including [healthcare, mental health, and substance misuse](#).
- D. Maintain consistency and objectivity across grant review panels to assure applicants of a fair, impartial, and transparent process.

Objective 2: Engage cross-sector participation to facilitate creative initiatives that stimulate the economy, strengthen communities, and enhance quality of life in New Hampshire.

- A. Connect the creative ecosystem with local and state resources to catalyze the creative economy and impact social and community challenges.
- B. Demonstrate the interconnectedness of the creative economy with all aspects of community planning, development, and governance.
- C. Strengthen the New Hampshire State Council on the Arts' (NHSCA) partnership with the [New Hampshire Creative Communities Network](#) and cooperatively facilitate its mission.
- D. Provide support and training to enable artists to facilitate community partnerships and lead local creative placemaking initiatives.
- E. Enhance [artists'](#) careers through connection to entrepreneurial training and opportunities for artistic growth.

Objective 3: Communicate the public value of the arts and artists and encourage arts advocacy by supporting research, informing policy discussions, and publicly recognizing artistic excellence.

- A. Broadly promote reports, case studies, and other arts economic impact [resources](#).
- B. Support opportunities for local research and data development that establish relevant and quantifiable measurements to evaluate the local, regional, and statewide impact of the creative economy.
- C. Engage in state and national policy discussions and initiatives to raise awareness of the importance of the arts to community identity and vitality, and the role of state arts agencies and nonprofit organizations.
- D. Honor, celebrate, and promote artistic excellence and contributions to the cultural life of the state through public recognition programs such as the [Governor's Arts Awards](#) and state [Artist, Poet, and Youth Poet](#) Laureates.
- E. Promote the expansive presence of the arts and design in our everyday lives.

Objective 4: Partner with New Hampshire’s tourism industry to develop greater awareness of the state’s cultural assets.

- A. Work collaboratively with the divisions of the [Department of Natural and Cultural Resources](#) (DNCR), [Division of Travel and Tourism](#), [New Hampshire Travel Council](#), and other organizations to include arts and culture in their promotions and marketing.
- B. Encourage and enable arts and culture organizations to attend tourism conferences.
- C. Convene quarterly Cultural Tourism Roundtables.

Objective 5: Model and promote best practices and provide funding for the acquisition and stewardship of public art.

- A. Administer a fair and inclusive process for the selection of artwork for state-funded public buildings through the [Percent for Art](#) program.
- B. Increase awareness of state art collections by documenting outstanding examples and creating an online gallery and map of NHSCA artworks.
- C. Share best practices in public art management with towns and cities.
- D. Conserve publicly owned artwork and artistic elements of public buildings through [Mooseplate grants](#).

Objective 6: Expand public visibility and promote the value of the programs and services of NHSCA.

- A. Promote the availability of NHSCA grant funding and share public value stories from funded projects and services.
- B. Provide a longitudinal view of the [impact of NHSCA grant funding](#).
- C. Increase the NHSCA in-state travel budget to allow more interaction with the field.
- D. Redesign the NHSCA website to clearly communicate the value of NHSCA programs and services, and meet the standards established by the Americans with Disabilities Act.

GOAL 2: CULTIVATE EQUITABLE ACCESS TO ARTS EDUCATION

Education in music, visual arts, theatre, dance, literature, and media empower us to be well-rounded citizens and expand our ability to effectively communicate. From early child and throughout our lives the arts play an essential role in engaging our multiple learning styles and abilities. A vehicle for empathy and understanding new perspectives, life-long learning in the arts enhances our creativity, critical thinking, and collaboration.

Objective 1: Invest in arts education programs and initiatives and evaluate according to quality, access, impact, and diversity.

- A. Fund educational offerings during school and out-of-school time that can serve as models including [Poetry Out Loud](#), [artists in residence](#), and [community partnerships](#).
- B. Support statewide data collection and analysis on the availability of, and access to, arts education during the school day and in communities.

Objective 2: Partner with stakeholders, including the [New Hampshire Department of Education](#) to promote state education policies and local practices that provide access to deep learning in the arts.

- A. Support statewide competencies and standards, integration of the arts in [Title I](#) and [Title IV-A](#) plans, and development of [Extended Learning Opportunities](#) (ELOs).
- B. Present the benefits of accessible and rigorous arts education at State School Board meetings and education conferences.
- C. Utilize the [New Hampshire Arts Learning Network](#) to connect stakeholders by developing shared goals and resources regarding education policy, professional development, pedagogy, and community connections.

Objective 3: Provide statewide leadership in the advancement of arts integration including STEAM (science, technology, engineering, arts, and math), utilizing the arts for inclusive and equitable learning in special education, and developing 21st Century citizens through youth-led community initiatives.

- A. Be an active leader in the advancement of STEAM curriculum, programs, and initiatives.
- B. Create new pathways for youth-led initiatives including ELOs.
- C. Strengthen awareness of the benefits of cross-curricular arts integration for engaging multiple learning styles and learners of all abilities.

Objective 4: Design and support professional development in arts education for educators and administrators of all content areas, [teaching artists](#), and community educational sites.

- A. Organize professional development in education policies, rigorous skills training in arts competencies and assessment, and positive social and emotional learning.
- B. Support professional development in the arts and inclusive learning based on national models such as the [Kennedy Center's department of VSA and Accessibility](#) and [Universal Design for Learning](#).
- C. Utilize and increase visibility of community-based programs and curricular units that serve as models of access to the arts for underserved youth.

GOAL 3: IDENTIFY, PRESERVE AND PROMOTE NEW HAMPSHIRE'S HERITAGE, CULTURAL DIVERSITY, AND TRADITIONAL ARTS

Traditional arts enrich our lives by connecting us to our past, encouraging respect and appreciation for diverse cultures and traditions, building community, and cultivating cultural assets. As symbols of identity and pride, traditional arts sustain and empower tradition bearers and communities through the preservation and passing on of values, knowledge, and craftsmanship and are vital to preserve for future generations as society and communities continue to change.

Objective 1: Invest in the perpetuation of traditional arts and folklife.

- A. Fund [Traditional Arts Apprenticeship grants](#) with master artists and apprentice teams to preserve and pass on the state's rich and diverse cultural traditions.
- B. Provide financial support for projects undertaken by communities and organizations that present and promote traditional arts and folklife.

Objective 2: Identify, research, document, and assist in the preservation of New Hampshire’s heritage-based traditional art forms and folklife.

- A. Conduct fieldwork documentation of traditional arts, artists, and folklife practices authentically representing a broad range of cultural, ethnic, community, recreational, and occupational artistic expressions.
- B. Identify tradition bearers in underserved areas, including emergent ethnic and immigrant communities, and support their capacity to practice and preserve their traditional art forms.
- C. Utilize professional standards in the compilation and management of fieldwork documentation and ensure the long-term stewardship of these materials through periodic deposit at public archives.
- D. Strengthen partnerships and resources to enhance research and documentation of the state’s heritage, cultural diversity, and traditional arts.

Objective 3: Promote deeper public understanding of and appreciation for culturally diverse traditional art forms.

- A. Develop broad-reaching projects, [educational activities](#), and publications that utilize accurate research and innovative technologies to support aesthetics, techniques, and cultural significance of traditional arts.
- B. Increase public awareness and access to the wealth of [NHSCA Heritage and Traditional Arts Program](#) materials.
- C. Provide high-level recognition to folk and traditional artists who have made a significant contribution to their art form and the cultural community, reflecting a lifetime of achievement and artistic excellence.

Objective 4: Strengthen the capacity of traditional artists and of organizations that provide public venues for heritage-based traditional arts.

- A. Curate signature projects and activities that provide professional development and networking opportunities for [heritage-based traditional artists](#).
- B. Support professional development opportunities for community-based volunteers and staff of heritage-based organizations to promote new or improved programming and interpretative skills.
- C. Provide expanded options to traditional artists, cultural heritage interpreters, and community scholars to publicly share their knowledge, skills, and artistry.
- D. Strategically build relationships with groups whose goals are aligned with NHSCA and its Heritage and Traditional Arts Program.

GOAL 4: MAXIMIZE CAPACITY TO EFFECTIVELY AND EQUITABLY SERVE ALL NEW HAMPSHIRE CITIZENS

We are committed to increasing NHSCA’s capacity to impact a diverse and growing audience through exceptional programs and services. Guided by our mission, we are dedicated to ensuring that every citizen and community in New Hampshire enjoys the cultural, civic, economic, and educational benefits of the arts.

Objective 1: Invest in technology and other tools to strengthen the agency’s grantmaking, service delivery, and administrative functions.

- A. Optimize grants management systems by continuously improving application processes, following best practices in transparency and accountability.
- B. Improve and apply performance metrics for grants, programs, and services.

Objective 2: Elevate staff capacity through internal and external collaboration and professional development.

- A. Create a proactive culture that supports thoughtful examination of equity, access, and inclusion as critical ideals that underpin our programs and services.
- B. Provide funding for professional development including attending national conferences, relevant workshops, and training in new technologies.
- C. Nurture a culture of intentional cross-program collaboration.

Objective 3: Provide leadership to inform public policy in the arts.

- A. Engage Governor-appointed [Councilors](#) to cultivate a diverse representation of civic, business, and educational leaders to promote public investment in the arts.
- B. Leverage DNCR resources to communicate the value of the arts and public investment to policymakers.
- C. In collaboration with the DNCR Commissioner, encourage appointment of NHSCA leadership to public policy committees related to current state priorities, such as the economy, workforce development, tourism, education, healthcare, mental health, and substance misuse.