



## North Dakota Council on the Arts Strategic Plan – 2008 through 2010

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### Mission

It is the mission of the North Dakota Council on the Arts to ensure that the role of the arts in the life of our communities will continue to grow and will play a significant part in the welfare and educational growth of our citizens.

### Promise

Through our activities we promise to use the power of the arts to enhance the vitality of North Dakota's cities and towns impacting:

- The promotion and preservation of North Dakota Culture
- Literacy
- Pre K-12 Academic Success
- Accessibility for all citizens
- Economic development

### Goals

- Deepened citizen arts and cultural engagement through the development of strong leadership.
- Ongoing community to community grass-roots arts advocacy effort that engages citizen participation and successfully cultivates increased government support.
- Broadened strategies for advancing the arts in Pre K–12 education in North Dakota.
- Expanded and deepened partnerships that enhance North Dakota Council on the Arts ability to assist artists and arts organizations shape North Dakota communities.

## Key Outcomes

- Increased arts participation among citizens of all ages and abilities.
- A growing group of influential North Dakota arts leaders from across the state sharing expertise and resources as well as engaging in community collaborations.
- An identifiable base of arts advocates in North Dakota.
- Increased appropriated dollars for agency efforts.
- Expanded opportunities for North Dakota students and teachers/artists to participate and increase their understanding of or skills in the arts.

**Goal: Sustained citizen arts and cultural engagement through the development of strong leadership.**

<u>Actions</u>	<u>Delegates</u>	<u>Budget/Resources</u>	<u>Completion Timeframe</u>
Develop leadership circle made up of seasoned arts organization leaders and artists and provide them with the resources and know-how to expand their influence in their communities.	<ul style="list-style-type: none"> <li>• Program Officers</li> </ul>	NEA Partnership	2009
Strengthen arts council's ability to reach artists and arts leaders with NDCA grant programs, resources and services.	<ul style="list-style-type: none"> <li>• Program Officers</li> <li>• Arts Councils</li> </ul>	NEA Partnership/ State Grant	Ongoing
Invite emerging leaders to join leadership circle and explore mentorship opportunities.	<ul style="list-style-type: none"> <li>• Leadership Circle</li> </ul>	NEA Partnership	2010
Build relationships with statewide associations addressing local economic development in order to broaden leaders' tools and resources.	<ul style="list-style-type: none"> <li>• Executive Director</li> </ul>	Administration	Ongoing

Evaluation Indicators:

- 15 leadership circle participants by 2010 (six initially).
- 10% increase in program support applications by 2010.
- Leaders report enhanced influence in their communities as a result of strategies.

**Goal: Ongoing community to community grass-roots arts advocacy effort that engages citizen participation and successfully cultivates increased government support.**

<u>Actions</u>	<u>Delegates</u>	<u>Budget/Resources</u>	<u>Completion Timeframe</u>
Foster the launch of culturepulse.org to cover artists and arts activities statewide.	<ul style="list-style-type: none"> <li>• Executive Director</li> <li>• Arts Councils</li> <li>• NDCA Culturepulse Contractor</li> </ul>	\$20 K – NDCA \$15 K – Arts Council (Per Year)	2010
Collect success stories of artists and arts organizations positively impacting the vitality of specific individuals and communities.	<ul style="list-style-type: none"> <li>• Public Information Officer</li> <li>• Arts Councils</li> </ul>	Administration	Ongoing
Contract individual to coordinate advocacy efforts to engage local leaders and citizens.	<ul style="list-style-type: none"> <li>• Executive Director</li> </ul>	NEA Partnership Amount: TBD	2009
Develop PR strategy to convey message of how the artists and arts activity impacts community vitality across sectors and fields.	<ul style="list-style-type: none"> <li>• Public Information Officer</li> <li>• Program Officers</li> <li>• Board Taskforce</li> <li>• Advocacy Contractor</li> </ul>	Administration	2009
Work with advocacy contractor and local arts groups to develop a system of regional arts representatives.	<ul style="list-style-type: none"> <li>• Executive Director</li> <li>• Advocacy Contractor</li> </ul>	NEA Partnership	2009
Leverage conference resources to facilitate local convenings around advocacy.	<ul style="list-style-type: none"> <li>• Program Officers</li> <li>• Advocacy Contractor</li> </ul>	NEA Partnership	2009
Assist advocates in identifying and employing the best technology tools in which to reach constituents and explore how these tools can intersect with Culturepulse.	<ul style="list-style-type: none"> <li>• Advocacy Contractor</li> <li>• Culturepulse Contractor</li> </ul>	NEA Partnership/ State	2010

<u>Actions (Continued)</u>	<u>Delegates</u>	<u>Budget/Resources</u>	<u>Completion Timeframe</u>
Create an advocacy toolkit and other educational resources that assist in the development of advocacy efforts. Look to other states for best practices.	<ul style="list-style-type: none"> <li>• Advocacy Contractor</li> </ul>	Administration	2009
Set stage for the formation of citizen advocacy 501(c)4 group.	<ul style="list-style-type: none"> <li>• Advocacy Contractor</li> </ul>	TBD	2010

Evaluation Indicators:

- 20 regional arts advocates by 2010.
- 10% increase in appropriated program dollars for 2009/2010
- 3,000 unique users per month visiting [cutlurepulse.org](http://cutlurepulse.org)

**Goal: Broadened strategies for advancing the arts in Pre K–12 education in North Dakota.**

<b><u>Actions</u></b>	<b><u>Delegates</u></b>	<b><u>Budget/Resources</u></b>	<b><u>Completion Timeframe</u></b>
Provide leadership training for teacher/artist teams to plan collaborative projects of study and evaluation that effectively integrate the arts into the curriculum; align with state standards; move toward deeper partnerships among community arts partners and arts and non-arts teachers.	<ul style="list-style-type: none"> <li>• Program Officer</li> </ul>	NEA Partnership/ State Grant	Ongoing
Utilize technology to provide standards-based arts enrichment to schools via videoconferencing and interactive video network sessions.	<ul style="list-style-type: none"> <li>• Program Officer</li> </ul>	NEA Partnership/ State Grant	2008
Coach teams in ways to gather evidence of both student learning and program effectiveness.	<ul style="list-style-type: none"> <li>• Program Officer</li> </ul>	NEA Partnership/ State Grant	Ongoing
Develop documentation strategies that allow the collection of evidence from student and teacher/artist work to be exhibited online.	<ul style="list-style-type: none"> <li>• Program Officer</li> <li>• Public Information Officer</li> </ul>	NEA Partnership/ State Grant	2010
Create a focus around which schools, arts leaders, artists, and community arts organizations can work together by convening an arts education summit to examine the arts' impact on education in grades Pre K-12.	<ul style="list-style-type: none"> <li>• Program Officer</li> </ul>	NEA Partnership/ State Grant	2008

<u>Actions (Continued)</u>	<u>Delegates</u>	<u>Budget/Resources</u>	<u>Completion Timeframe</u>
Build opportunities for early childhood educators and artists to use the arts to teach basic academic literacy and life skills to children under five.	<ul style="list-style-type: none"> <li>• Program Officer</li> <li>• Department of Human Services</li> </ul>	NEA Partnership/ State Grant	Ongoing

Evaluation Indicators:

- XX number of students reached (benchmark to be determined)
- Increase the number of counties served by 10% by 2010.
- Department of Public Instruction becomes active partner with NDCA.
- Two Headstart programs to initiate pilot of early childhood arts education.

**Goal: Expanded and deepened partnerships that enhance North Dakota Council on the Arts ability to assist artists and arts organizations shape North Dakota communities.**

<u>Action</u>	<u>Delegate</u>	<u>Budget/Resources</u>	<u>Completion Timeframe</u>
Enhance the preservation of ND culture by growing and sustaining the folk and traditional artist community through increased funding and dedicated resources.	<ul style="list-style-type: none"> <li>• Executive Director</li> <li>• Program Officers</li> <li>• Advocates</li> </ul>	New State Appropriation	2009
Strengthen the effectiveness of arts and civic organizations statewide by increasing funding for Institutional Support, Presenter Support, and Community Arts Access.	<ul style="list-style-type: none"> <li>• Executive Director</li> <li>• Program Officers</li> <li>• Advocates</li> </ul>	New State Appropriation	2009
Position culturepulse.org, advocacy and leadership networking efforts as valuable opportunities for partnership with other state agencies.	<ul style="list-style-type: none"> <li>• Executive Director</li> <li>• Culturepulse Contractor</li> </ul>	Administration	2010
Complete conference on careers in the arts for people with disabilities.	<ul style="list-style-type: none"> <li>• Program Officer</li> </ul>	NEA Grant	2008
Launch partnership with rural arts councils, assisted living, and long-term care facilities to promote arts access for North Dakota seniors.	<ul style="list-style-type: none"> <li>• Program Officer</li> </ul>	NEA Partnership/ State Grant	2009

Evaluation Indicators:

- 10% increase in appropriated program dollars for 2009/2010
- Staff reporting increased number and depth of partnership with other state agencies.