

North Dakota Council on the Arts (NDCA) Strategic Plan 2013-16 with approved revisions from July 2014

Mission Statement: The North Dakota Council on the Arts promotes, preserves and perpetuates the arts in North Dakota.

Key:

- **Responsible Party** - Individual or group assigned to complete a strategy or activity.
- **T-Date (Target)** - The projected date established to complete a strategy or activity.
- **C-Date (Completion)** - The actual date that a strategy or activity is completed.

Goal #1.0: The NDCA will support cultural engagement opportunities for citizens and promote awareness of the public value of the arts.

Strategies/Action Steps:

Strategies/Action Steps:	Responsible Party:	T-Date:	C-Date:
1.1- Strengthen arts councils' ability to reach artists and arts leaders with NDCA Grant programs, resources and services.			
1.1.a- Complete online tutorials for application to NDCA Education and other grant programs, including potential revision of final report and budget page	Program Officers	Ongoing	2016
1.1.b- Review grant application process annually and revise as needed	Public Information Officer	Annually	
1.1.c- Define narrative questions for grantees to better understand the desired information	Program Officers	2015	
1.1.d- Continue fieldwork and site visits to identify and document folk artists	Folklorist	Ongoing	
1.1.e- Continue to do site visits for verification of completion of grant activities and to advise grantees	Program Officers	Ongoing	
1.2- Build relationships with statewide associations addressing local economic development in order to broaden leaders' tools and resources.	Executive Director	2013	
1.2.a- Pursue a closer relationship with State Commerce/Tourism		Ongoing	
1.2.b- Continue to partner with the Small Business Development Agency in programs for artist business professional development	Folklorist	Ongoing	
1.2.c- Develop exhibit and raffle program with ND Game & Fish		2015	
1.3- Review and revise annual program of training to address regional needs	Executive Director and Regional Partners	Ongoing	

<p>1.3.a- Assess regional needs based on the planning focus groups input 1.3.b- Determine best methods to address regional training needs based on cultural uniqueness and plan training accordingly 1.3.c- Implement training program</p>		2015	
<p>1.4- Sustain and grow public awareness through media & website 1.4.a- Continue partnership with Prairie Public Broadcasting that includes documentaries, NDCA program/production highlights, Poetry Out Loud, and statewide art projects</p>	<p>Executive Director and Program Staff</p>	2014	
<p>1.4.b- Air arts education PSA's as funding allows 1.4.c- Determine and utilize best methods for promoting/marketing the new NDCA website</p>		2015	

Key Outcomes:

Constituents have ready access to training on the grant application process through a tutorial and examples of well-written grants for each grant program are available online.

NDCA has held webinars on regionally requested topics

Folk and Traditional Arts application has been revised and added to the online program

Public Broadcasting radio series and CD based on "Sundogs and Sunflowers..." is completed and airing

Public Broadcasting documentary completed each year with Poetry Out Loud winner

Public Broadcasting includes at least one additional arts program in partnership with NDCA annually

Goal #2.0: The NDCA will support leadership in the field by providing training, networking, consulting and funding opportunities for individuals and the public.

Strategies/Action Steps:

Strategies/Action Steps:	Responsible Party:	T-Date:	C-Date:
<p>2.1- Provide support and technical assistance for the work of Arts ND, as needed.</p> <p>2.1.a- Provide technical advice and monetary assistance as available.</p> <p>2.1.b- Provide technical assistance in training for regional collaborative groups in partnership with Arts ND as needed.</p> <p>2.1.c- Provide technical assistance for legislative advocacy training for arts partners in the private sector as needed.</p> <p>2.1.c- Arts ND Advocacy Toolkit is promoted in partnership with ArtsND and will be used during the biennial session of the ND legislature in 2015.</p>	<p>Executive Director</p>	<p>On going</p> <p>Ongoing</p> <p>Ongoing</p> <p>2014</p> <p>2014</p>	<p>2015</p>
<p>2.2- Collect and communicate success stories of NDCA arts programs artists, teaching artists and arts organizations positively impacting the vitality of specific individuals, schools and communities through final reports and other methods.</p> <p>2.2.a- Local success story is included in each NDCA published newsletter.</p> <p>2.2.b- Develop stories and examples of economic development impacts through the arts and make them publicly accessible (i.e. Whittier, Kramer.)</p>	<p>Public Information Officer</p>	<p>Ongoing</p> <p>2014</p>	
<p>2.3- Convene a work group to develop public relations strategies to convey messages of how artists and arts activities impact community vitality across sectors and fields.</p> <p>2.3.a- Assist arts organizations with developing and sharing marketing plans.</p> <p>2.3.b- Identify and convene delegates from each region.</p> <p>2.3.c- Develop a 2-year model marketing plan with regional organizations.</p> <p>2.3.d- Identify possible funding methods for regional collaborations.</p> <p>2.3.e- Disseminate economic impact study in alternate mediums for use by regional advocates.</p> <p>2.3.f- Do a new economic impact study</p>	<p>Executive Director and NDCA Staff</p>	<p>2013</p> <p>2013</p> <p>2014</p> <p>Ongoing</p> <p>2016</p>	

<p>2.3.g- Complete analysis and implement results from the Wahpeton pilot program for regional collaboration</p>	<p>Executive Director</p>	<p>2013</p>	
<p>2.4- Employ current technology tools with which to reach constituents.</p>	<p>Public Information Officer</p>		
<p>2.4.a- Upgrade and redesign NDCA website and maintain electronic communications with timely and relevant information</p>		<p>2015</p>	
<p>2.4.b- Promote E-news and Facebook communication to increase the reach of NDCA information for/to the public</p>		<p>Ongoing</p>	
<p>2.4.c- Provide training for NDCA staff in social media, current technologies, and new marketing techniques whenever possible</p>			

Key Outcomes:

Guidelines for creating a regional marketing plan are available to organizations.

Delegates from all eight regions of the state have met annually to discuss regional needs.

A new *Economic Impact of the Arts in ND* is completed and available in multiple formats.

The NDCA website is upgraded and redesigned.

E-news reaches at least 1375 individual e-mails by fall 2014. (25% increase)

Facebook fans are numbering 805 by 2014 and 1006 by 2015. (25% increase each year)

Twitter followers number over 400. (20% increase)

Communities have information and a model on how to utilize the arts in economic and community development.

Examples/stories of successful arts programs and in ND are promoted to the general public, increasing support and appreciation for artists and arts organizations.

Goal #3.0: The NDCA will promote arts learning by advancing the arts in Pre-K – 12 education and providing lifelong learning in and through the arts in North Dakota.

Strategies/Action Steps:	Responsible Party:	T-Date:	C-Date:
<p>3.1- Revise and align Arts in Education grants to effectively meet the needs of teachers and students, the goals of the NDCA, and address current research in arts education.</p> <p>3.1.a-Clarify intent, goals and expected outcomes for Teacher Incentive, Artist-in-Residence and STE[A]M by revising guidelines, narrative questions and final reports.</p> <p>3.1.b-Develop methods for obtaining evidence and data from TI, AIR and STE[A]M team grants for ongoing assessment and evaluation of programs.</p> <p>3.1.c- Provide online information that informs answers to narrative questions for TI & AIR</p> <p>3.1.d- Provide online tutorials for TI, AIR and STE[A]M team grant application process</p> <p>3.1.e- Review and revise the Instructional Coach, Artist-to-Artist and STE[A]M programs</p>	<p>Arts Education Director</p>	<p>2014</p> <p>Ongoing</p> <p>2015</p> <p>2014</p> <p>2013</p>	<p>AIR - 2015</p>
<p>3.2- Provide ongoing leadership training for teacher/artist teams to develop and implement arts integrated projects that are intentional, nurture the whole student, and enhance creativity and 21st Century thinking and learning.</p> <p>3.2.a- Align with recent research in education by transforming SALT to STE[A]M teams.</p> <p>3.2.b- Develop partnerships with ND Department of Public Instruction and ND STEM.</p> <p>3.2.c- Train and provide two (2) Instructional Coaches to provide support, professional development and expertise in unit planning to STE[A]M Teams.</p> <p>3.2.d- Develop arts integration resources and professional development for teachers and teaching artists.</p> <p>3.2.e- Add two (2) new STE[A]M Teams as opportunity arises</p>	<p>Arts Education Director</p>	<p>2013</p> <p>Ongoing</p> <p>2015</p> <p>Ongoing</p>	<p>2013</p>

Key Outcomes:

Teachers have a better understanding of the goals and objectives of the various arts education grants, understand how to access those grants, and have improved their grantwriting skills.

NDCA has developed a stronger relationship with DPI and they meet annually to assess and improve arts education in ND schools.

The SALT program has successfully evolved in the STE[A]M program.

100% of NDCA Teaching Artists participate in yearly professional development programs, at a minimum utilizing an online Teaching Artists Training webinar designed by NDCA staff.

The arts are a valued part of early childhood education programs.

A guided imagery CD with an accompanying music CD has been produced for use in elder care facilities.

An activity plan utilizing the *Sundogs and Sunflowers* book has been developed for ND Studies and is being utilized by the Art for Life program as well.

An Artist-in-Residence program based on the *Sundogs and Sunflowers* book has been developed and utilized in one school in each biennial year.

<p>through the Art for Life Program. 4.3.a- Continue building the list of artists with disabilities and associations working for people with disabilities. 4.3.b- Activity lesson plans for elders in care facilities completed 4.3.c- Art for Life Program reaches ninth community (reached 10 – 2014)</p>	<p>Folklorist</p>	<p>2013 2014</p>	
<p>4.4- Strengthen North Dakota's literacy heritage through the Read North Dakota Program. —4.4.a- Collaborate with Read North Dakota partners to increase participation to public events by partnering with existing and ongoing events; continue to promote the program through www.readND.org —4.4.b- Expand writing workshop opportunities for the general public</p>	<p>Executive Director and Program Officers</p>	<p>DISCONTINUED</p>	
<p>4.5- Continue programs with ND State Parks and Recreation 4.5.a- Maintain routine communication with the State Park system by meeting annually to plan residency program. 4.5.b- Continue conversations with ND Parks & Rec Director regarding other programming in state parks – participate in one event by end of summer 2014 – Cottonwood project in 2015</p>	<p>Executive Director and Program Officers</p>	<p>Ongoing</p>	
<p>4.6- Develop partnerships with Higher Education. 4.6.a- Prioritize Higher Education funding for initiatives that result in increased community involvement and impact 4.6.b- Include formal recognition of faculty in the Arts, Architecture and other art related areas, possibly through the Governors Awards 4.6.c- Develop partnerships with colleges, universities and communities to use community buildings for art through activities similar to the Rural Arts Initiative</p>	<p>Executive Director and Program Officers</p>	<p>2014</p>	

Key Outcomes:

Thirty individuals with disabilities interested in the arts have been identified and contacted.

The Amtrak program has a minimum of 42 presentations each summer.

The *Sundogs and Sunflowers* exhibit has toured 20 libraries, at least 6 cultural centers, and all 9 (*10 actual) Art for Life partner sites by 2015.

Thirty-six Art for Life draft activity plans have been completed by 2014. (*actual 48)

ND colleges and universities have developed greater involvement in their communities through arts programs.

NDCA has co-sponsored at least one series of writing workshops annually through either its grant programs or ReadND.

At least one state park has developed an annual program involving artists and arts activities other than the NDCA sponsored Artist in Residency program.

The NDCA increases its state appropriation by a minimum of 10%.

Proposed funding the for plan includes NEA Partnership grants, State appropriations, cultural endowment funding, and earned income

Plan Revision 7/1/2014