



North Dakota Council on the Arts Strategic Plan – 2011 through 2013

“Approved by the NDCA Board of Directors July 28, 2010”

Mission

North Dakota Council on the Arts promotes, preserves and perpetuates the arts in North Dakota.

Promise

To use the power of the arts to enhance the vitality of North Dakota through:

- Cultural Traditions in North Dakota
- Pre K-12 Academic Success
- Accessibility for All Citizens
- Economic Development
- Quality Art Experiences
- Support of Artists and Arts Organizations

Goals

1. **Leadership** -- Deepen citizen arts and cultural engagement by developing strong leadership.
2. **Advocacy/Awareness** -- Enable community to community grass-roots arts advocacy engaging citizen participation and cultivating increased government and public support.
3. **Arts Learning** -- Advance the arts in Pre K-12 education and provide lifelong learning in and through the arts in North Dakota.
4. **Community Building** -- Assist artists and arts organizations in strengthening North Dakota communities.

Vision

The North Dakota Council on the Arts envisions North Dakota as a state in which:

- Artists are valued as members of their communities and encouraged in their creative expression.
- The arts are recognized as an essential educational tool - a tool that assists youth in reaching their full potential through creative thinking and problem solving.
- Artistic quality is honored and valued for its role as diverse community members add richness and excitement to the lives of all citizens.
- A network exists through which citizens from all walks of life are made aware of the availability of arts opportunities and benefits.
- The arts are recognized as a valuable partner in building the state's economy and enhancing daily life by other state agencies, businesses, organizations, and the general public.

Key Outcomes

- Increased arts participation and awareness among citizens of all ages and abilities.
- Nurtured the newly formed Arts North Dakota into a vibrant statewide citizens' advocacy and support organization.
- Identified a growing group of influential North Dakota arts leaders from across the state sharing expertise and resources as well as engaging in community collaborations.
- Increased appropriated dollars for agency efforts.
- Expanded opportunities for North Dakota students and teachers/artists to participate and increase their understanding and/or skills in the arts.
- Sustained preservation and practice of folk and traditional art in North Dakota.

Goal 1: Leadership -- Deepen citizen arts and cultural engagement by developing strong leadership.

<u>Actions</u>	<u>Delegates</u>	<u>Budget/Resources</u>	<u>Completion Timeframe</u>
Provide assistance and direction to the newly formed Arts North Dakota and its executive director so that it is an organization complimenting and expanding the work of the NDCA.	<ul style="list-style-type: none"> • Executive Director • Program Officers 	NEA Partnership	2013 and on
Strengthen arts council's ability to reach artists and arts leaders with NDCA grant programs, resources and services especially in the development of peer coaches for the Artist to Artist Program.	<ul style="list-style-type: none"> • Program Officers 	NEA Partnership State	Ongoing
Maintain and upgrade the NDCA website following ADA guidelines.	<ul style="list-style-type: none"> • Program Officers 	NEA Partnership	Fall 2011
Build relationships with statewide associations addressing local economic development in order to broaden leaders' tools and resources.	<ul style="list-style-type: none"> • Executive Director 	Administration	Ongoing

Goal 1 Leadership Evaluation Indicators:

- Arts North Dakota membership is increased by 75 members per year.
- The biennial Governor's Awards in the Arts in 2011 and 2013 are successfully produced in partnership with Arts North Dakota.
- Arts North Dakota leaders report enhanced influence in their communities as a result of strategies and NDCA funding during the three year period.
- Peer coaches in the Artist to Artist Program conduct a minimum of one workshop per year for schools and/or arts organizations.
- Completion of an online video tutorial for application to all NDCA grant programs by 2012.
- NDCA staff members will have initiated strategy talks with groups such as the League of Cities, Greater North Dakota Association, and State Commerce by 2012.

Goal 2: Advocacy/Awareness -- Enable community to community grass-roots arts advocacy engaging citizen participation and cultivating increased government and public support.

<u>Actions</u>	<u>Delegates</u>	<u>Budget/Resources</u>	<u>Completion Timeframe</u>
Support culturepulse.org to include artists and arts activities statewide with an emphasis on rural participation.	<ul style="list-style-type: none"> • NDCA and regional partners 	NEA Partnership State Local funds	2013 and on
Collect success stories of artists and arts organizations positively impacting the vitality of specific individuals and communities through final reports.	<ul style="list-style-type: none"> • Public Information Officer 	Administration	Ongoing
Develop PR strategy to convey message of how artists and arts activities impact community vitality across sectors and fields.	<ul style="list-style-type: none"> • Public Information Officer • Program Officers 	Administration	Spring 2011
Implement a marketing plan for the sales and distribution of NDCA items.	<ul style="list-style-type: none"> • Public Information Officer • Program Officers 	Administration	Spring 2011
Work with Arts North Dakota and local arts groups to develop regional networking.	<ul style="list-style-type: none"> • Executive Director 	NEA Partnership	Summer 2011
Continue employing the best technology tools in which to reach constituents.	<ul style="list-style-type: none"> • Program Officers 	NEA Partnership State	2013 and on
Promote the advocacy toolkit and educational resources that assist in the development of advocacy efforts.	<ul style="list-style-type: none"> • Public Information Officer • Program Staff 	Administration	2011 and on

Goal 2 Advocacy/Awareness Evaluation Indicators:

- Increase rural artists and arts events on culturepulse.org by 25% per year.
- Local success story is included in each NDCA published newsletter.
- Each month 3,000 unique users visit culturepulse.org by 2013.
- Market distribution centers will have been identified in five locations by the summer of 2012.
- Annually 100 copies of NDCA folk art books are sold, including the new 2010 book on the folklore and folk art of the Northern Great Plains in which all 53 counties of ND are represented
- Arts North Dakota in partnership with NDCA will have developed a strategy for regional networking by 2012.
- E-news contacts increase by 25% by 2012. (currently 800)
- Facebook fans increase by 25% each year.
- Video for You Tube link on webpage is changed quarterly by 2012.
- NDCA has three flip cameras by summer 2011 for statewide podcasts.
- Place photographic placards featuring North Dakota artists including NDCA website and culturepulse.org in appropriate highway rest areas by 2013.
- Advocacy toolkit is used by Arts North Dakota during the biennial legislative session in 2013.

Goal 3: Arts Learning -- Advance the arts in Pre-K education and provide lifelong learning in and through the arts in North Dakota.

<u>Actions</u>	<u>Delegates</u>	<u>Budget/Resources</u>	<u>Completion Timeframe</u>
Provide ongoing 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"> Arts Education Director 	NEA Partnership State	Ongoing
Support and provide technical assistance to residency artists, specifically folk artists on the roster.	<ul style="list-style-type: none"> Arts Education Director 	NEA Partnership State	2013 and on
Provide coaching to teams in ways to gather evidence of both student learning and program effectiveness in the SALT program.	<ul style="list-style-type: none"> Arts Education Director 	NEA Partnership State	Ongoing
Continue online arts education documentation strategies.	<ul style="list-style-type: none"> Program Officers 	NEA Partnership State	Ongoing
Create a focus around which schools, arts leaders, artists, and community arts organizations can work together through Kennedy Center Assessment to examine the arts' impact on education in grades Pre K-12.	<ul style="list-style-type: none"> Arts Education Director 	NEA Partnership State	2012
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"> Arts Education Director 	NEA Partnership State	Ongoing

Expand the current arts education public awareness campaign in the media.	<ul style="list-style-type: none"> • Program Officers 	NEA Partnership State	Fall 2011
Identify partnership models of innovation arts education programming at the local level for implementation in other communities, i.e. Rural Arts Initiative and Northern Prairie Performing Arts.	<ul style="list-style-type: none"> • Program Officers 	NEA Partnership State	Spring 2011
Coordinate summer institutes for educators to provide North Dakota curriculum resources and materials.	<ul style="list-style-type: none"> • Arts Education Director 	NEA Partnership State	Annually
Implement Poetry Out Loud statewide.	<ul style="list-style-type: none"> • Arts Education Director 	NEA Partnership	Spring 2011

Goal 3 Arts Learning Evaluation Indicators:

- Add one teacher/artist team at currently involved SALT schools by 2012.
- Department of Public Instruction becomes a more active partner with NDCA by 2013.
- NDCA conducts one folk arts leaders program per year.
- Implement two Artist to Artist workshops per year.
- Create three podcasts per year of artists' residency activities.
- Increased participation in professional training for residency artists by 10% each year.
- Three communities participate in the Kennedy Center Assessment by 2012.
- Add one satellite site for childhood educators per year.
- Picturing North Dakota workshops held in two Head Start communities annually.
- Add a 30 second public service announcement per year to the arts education public awareness campaign for television; include Prairie Public TV in 2011.
- Summer education institutes maintain 25 educators per year.
- Partnership models of local arts education programming are implemented in three communities by 2013.
- Poetry Out Loud conducts regional contests by 2012.
- Continue to seek participation in the NEA Education Leadership Institute Program.

Goal 4: Community Building -- Assist artists and arts organizations in strengthening North Dakota communities.

<u>Action</u>	<u>Delegates</u>	<u>Budget/Resources</u>	<u>Completion Timeframe</u>
Enhance the preservation and awareness of North Dakota culture by growing and sustaining the folk and traditional artist community through increased funding and dedicated resources.	<ul style="list-style-type: none"> • Folklorist • Executive Director • Program Officers 	NEA Partnership State	2013 and on
Strengthen the effectiveness of arts and civic organizations statewide by increasing funding for Institutional Support, Presenter Support, Community Arts Access and Technology Grants.	<ul style="list-style-type: none"> • Executive Director • Program Officers 	NEA Partnership State	Ongoing
Position culturepulse.org as a valuable opportunity for partnerships with other state agencies.	<ul style="list-style-type: none"> • Executive Director 	Administration	Fall 2011 and on
Complete conference on careers in the arts for people with disabilities.	<ul style="list-style-type: none"> • Program Officers 	New NEA Grant	2013
Increase and enhance partnerships with rural arts councils, assisted living, and long-term care facilities to promote arts access for North Dakota seniors through the Art for Life Program.	<ul style="list-style-type: none"> • Program Officers 	NEA Partnership State	Ongoing
Explore additional opportunities for enhancing the Iceland Exchange Program.	<ul style="list-style-type: none"> • Executive Director, Program Officers 	NEA Partnership State	Ongoing
Strengthen North Dakota's literacy heritage through the Read North Dakota Program.	<ul style="list-style-type: none"> • Executive Director • Program Officers 	NEA Partnership State	Ongoing

Expand the residency program with State Parks.	<ul style="list-style-type: none"> • Executive Director • Program Officers 	NEA Partnership State	Summer 2011
Explore new opportunities within the Prairie Public Broadcasting partnership.	<ul style="list-style-type: none"> • Executive Director • Program Officers 	Administration	Spring 2012

Goal 4 Community Building Evaluation Indicators:

- Provide Folk Arts Apprenticeships involving 45 artists annually.
- Annual final reports indicate that at least 3,000 individuals observed the folk arts presentations on Amtrak through North Dakota.
- Complete four online lesson plans associated with documentaries featuring traditional artists by 2012.
- Establish a partnership with ND Office of Tourism for promoting culturepulse.org for citizens and visitors by 2012.
- Identify artists with disabilities and associations working for people with disabilities by 2012.
- Activity lesson plans for elders in care facilities completed by 2013.
- Photographic exhibit of previous apprenticeship program participants for rural communities and elder care facilities completed by 2013.
- Art for Life Program reaches seven communities by 2013.
- Increase Read North Dakota participation to 300 individuals at the public event in 2012.
- Add one additional State Park residency per year.
- Develop a 5-year plan for enhancing future Icelandic Exchanges by Spring 2012.
- Arts Education public service announcements are on Prairie Public Broadcasting by 2011.
- Prairie Public Broadcasting adds three additional documentaries based on North Dakota artists annually.
- By Winter 2010-11, publish and begin distribution of the book on the folklore and folk art of the Northern Great Plains representing all 53 counties in North Dakota.