



## North Dakota Council on the Arts Strategic Plan – FY 2014 through 2016

### 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. **Advocacy/Awareness** – Support cultural engagement opportunities and promote awareness of the public value of the arts
2. **Leadership** – Support leadership in the field by providing training, networking, consulting and funding
3. **Arts Learning** – Promote arts learning by advancing the arts in Pre-K-12 education and providing lifelong learning in and through the arts in North Dakota
4. **Community Building** – Support community building by utilizing resources and programs designed to enhance overall livability and economic development

## 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.
- Arts North Dakota increases in membership and influence statewide
- North Dakota arts leaders have greater expertise and new resources
- New and increased funding for arts support
- Arts learning has expanded in preschool programs and more educators are accessing resources and training provided by NDCA
- Sustained preservation and practice and more recognition of folk and traditional art in North Dakota

## North Dakota Council on the Arts (NDCA) Strategic Plan 2014-16

**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:**

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

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| <p><b>1.3.a-</b> Assess regional needs based on the planning focus groups input<br/> <b>1.3.b-</b> Determine best methods to address regional training needs based on cultural uniqueness and plan training accordingly<br/> <b>1.3.c-</b> Implement training program</p> <p><b>1.4- Sustain and grow public awareness through media &amp; website</b><br/> <b>1.4.a-</b> Continue partnership with Prairie Public Broadcasting that includes documentaries, NDCA program/production highlights, Poetry Out Loud, and statewide art projects<br/> <b>1.4.b-</b> Air arts education PSA's as funding allows.<br/> <b>1.4.c-</b> Determine and utilize best methods for promoting/marketing the new NDCA website</p> | <p><b>Executive Director and Program Staff</b></p> | <p><b>2015</b></p> <p><b>Ongoing Ongoing</b></p> <p>As available</p> <p><b>2015</b></p> | <p><b>Annually Annually</b></p> <p><b>2016</b></p> <p><b>2015</b></p> |
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**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 trainings 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



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| <p><b>2.3.e-</b> Disseminate economic impact study in alternate mediums for use by regional advocates.</p> <p><b>2.3.f-</b> Do a new economic impact study</p> <p><b>2.3.g-</b> Complete analysis and implement results from the Wahpeton pilot program for regional collaboration</p> <p><b>2.4- Employ current technology tools with which to reach constituents.</b></p> <p><b>2.4.a-</b> Upgrade and redesign NDCA website and maintain electronic communications with timely and relevant information</p> <p><b>2.4.b-</b> Promote E-news and Facebook communication to increase the reach of NDCA information for/to the public</p> <p><b>2.4.c-</b> Provide training for NDCA staff in social media, current technologies, and new marketing techniques</p> | <b>Public Information Officer</b> | <b>Ongoing</b> | <b>2015</b>         |
|  |                                   | <b>2013</b>    | <b>2015-16</b>      |
|  |                                   | <b>2015</b>    |                     |
|  |                                   | <b>Ongoing</b> | <b>2015</b>         |
|  |                                   | <b>Ongoing</b> | <b>2015/Ongoing</b> |
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**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 North Dakota model on how to utilize the arts in economic and community development.

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



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| <p><b>3.2.d-</b> Develop arts integration resources and professional development for teachers and teaching artists.</p>  |                                | <b>Ongoing</b>  | <b>2015</b>         |
| <p><b>3.2.e-</b> Add two (2) new STE[A]M Teams each biennium</p>   |                                | <b>Ongoing</b>  |                     |
| <p><b>3.3- Provide assistance and professional development to Teaching Artists that support the goals of NDCA grant programs.</b></p>  | <b>Arts Education Director</b> |                 |                     |
| <p><b>3.3.a-</b> Conduct one (1) Teaching Artist workshop per year</p>   |                                | <b>Annually</b> | <b>Annual</b>       |
| <p><b>3.3.b-</b> Provide assistance to new Teaching Artists on an individual or small group basis according to need.</p>   |                                | <b>Ongoing</b>  | <b>Ongoing</b>      |
| <p><b>3.3.c-</b> Update Residency Planning Guide.</p>  |                                | <b>2015</b>     | <b>Ongoing</b>      |
| <p><b>3.4- Continue online arts education documentation strategies.</b></p>  | <b>Arts Education Director</b> | <b>Ongoing</b>  | <b>Ongoing</b>      |
| <p><b>3.5- Build opportunities for early childhood educators and artists to use the arts to teach basic academic literacy and life skills to children under five.</b></p>              | <b>Arts Education Director</b> | <b>Ongoing</b>  | <b>Ongoing</b>      |
| <p><b>3.6- Research partnership models of innovative arts education programming at the local level for implementation in other communities, such as the Rural Arts Initiative.</b></p> | <b>Program Officers</b>        | <b>Ongoing</b>  |                     |
| <p><b>3.6.a-</b> Partner with other agencies and organizations to implement/conduct statewide programming.</p>   |                                | <b>Ongoing</b>  | <b>Ongoing</b>      |
| <p><b>3.6.b-</b> Explore the use of Sundogs and Sunflowers book in statewide ND Studies classes</p>  | <b>Folklorist</b>              | <b>Ongoing</b>  | <b>2015/Ongoing</b> |
| <p><b>3.6.c-</b> Explore further partnerships in the healthcare field, partnering with at least one health provider to develop projects/programs for use in elder care facilities.</p> | <b>Folklorist</b>              | <b>Ongoing</b>  | <b>2015/Ongoing</b> |
| <p><b>3.7- Partner with other agencies to conduct summer institutes for educators to provide North Dakota curriculum resources and materials.</b></p>                                  | <b>Arts Education Director</b> | <b>Annually</b> | <b>2015/Ongoing</b> |
| <p><b>3.7.a-</b> Summer education institutes maintain 25 educators per year.</p>   |                                |                 | <b>2015/Ongoing</b> |

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| <b>3.8- Explore additional opportunities for enhancing the Icelandic Exchange Program.</b><br><b>3.8.a- Develop a 5-year plan for enhancing future Icelandic Exchanges</b> | <b>All Agency Staff</b> | <b>2015</b> | <b>Ongoing</b> |
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**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 grant-writing 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.

**Goal #4.0: The NDCA will support community building by utilizing resources and programs designed to enhance overall livability and economic development.**

| Strategies/Action Steps:   | Responsible Party:   | T-Date:  | C-Date:   |
|--|--|--|---|
| <p><b>4.1- Enhance the preservation and awareness of North Dakota culture by growing and sustaining the folk and traditional artist community through dedicated resources</b></p> <p>4.1.a- Continue the folk art partnership with Amtrak</p> <p>4.1.b- Provide Folk Arts Apprenticeships involving 40 artists annually</p> <p>4.1.c- Continue distribution of the book <i>Sundogs and Sunflowers</i> and reprint in 2016</p> <p>4.1.d- Complete and circulate the <i>Sundogs and Sunflowers</i> exhibits for a North Dakota Tour<br/>(Library Tour)<br/>Arts &amp; Cultural Centers<br/>Art for Life activity plans</p> <p>4.1.e- Develop Time Slips <i>Sundogs and Sunflowers</i> activity plans/exhibit</p> <p>4.1.f- Continue use of TimeSlips activity plans</p> <p>4.1.g- Continue to develop a multi-experiential exhibit featuring traditional American Indian stories related to specific geographic sites</p> <p>4.1.h - Continue to develop scrimshaw exhibit</p> <p><b>4.2- Strengthen the arts and civic organizations statewide by increasing funding through dedicated resources.</b></p> <p>4.2.a- Pursue increased appropriations for NDCA in the 2015-17 biennium</p> <p>4.2.b- Explore a permanent funding source outside general fund appropriations</p> <p><b>4.3- Increase and enhance partnerships with rural arts councils, assisted living, and long-term care facilities, and other special interest groups, to promote arts access for North Dakota Seniors through the Art for Life Program.</b></p> | <p>Folklorist</p> <p>Folklorist &amp; PIO</p> <p>Folklorist</p> <p>Executive Director and Program Officers</p> <p>Program Officers</p> | <p>Annually<br/>Ongoing<br/>Ongoing</p> <p>(2012)<br/>2013<br/>2014<br/>2014<br/>Ongoing<br/>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing and Expanding</p> | <p>Annually<br/>Annually</p> <p>(2012)<br/>2013<br/>2014<br/>2014<br/>Ongoing<br/>Ongoing</p> <p>Ongoing</p> <p>2015</p> <p>2015</p> <p>Ongoing</p> |

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| <p><b>4.3.a-</b> Continue building the list of artists with disabilities and associations working for people with disabilities.</p> <p><b>4.3.b-</b> Activity lesson plan drafts for elders in care facilities completed</p> <p><b>4.3.c-</b> Art for Life Program reaches ninth community</p>  | <p><b>ADA Coordinator</b></p> <p><b>Folklorist</b><br/><b>Folklorist</b></p> | <p><b>2013</b></p> <p><b>2014</b></p>       | <p><b>Ongoing</b></p> <p><b>Ongoing</b><br/><b>2014</b></p>       |
| <p><b>4.5- Continue programs with ND State Parks and Recreation</b></p> <p><b>4.5.a-</b> Maintain routine communication with the State Park system by meeting annually to plan residency program.</p> <p><b>4.5.b-</b> Continue conversations with ND Parks &amp; Rec Director regarding other programming in state parks – participate in one event by end of summer 2013</p>  | <p><b>Executive Director</b><br/><b>and</b><br/><b>Program Officers</b></p>  | <p><b>Ongoing</b></p> <p><b>Ongoing</b></p> | <p><b>All years</b><br/><b>but 2015</b></p> <p><b>Ongoing</b></p> |
| <p><b>4.6- Develop partnerships with Higher Education.</b></p> <p><b>4.6.a-</b> Prioritize Higher Education funding for initiatives that result in increased community involvement and impact</p> <p><b>4.6.b-</b> Develop partnerships with colleges, universities and communities to encourage the use of public buildings for community art programming through activities similar to the Rural Arts Initiative and the Wahpeton model</p> | <p><b>Executive Director</b><br/><b>and</b><br/><b>Program Officers</b></p>  | <p><b>2014</b></p> <p><b>Ongoing</b></p>    | <p><b>Ongoing</b></p> <p><b>Ongoing</b></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 2016

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