

FY18-19 Biennial Goals, Strategies, Outcomes, Measures

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Based on 25 Year Legacy Goals, FY18-19 Needs Assessment Results, FY16-17 Goals

Goal 1: Educate and empower arts leadership for sustained growth and stability in the arts.

Strategies for Goal 1:

- Expand the arts leadership base from traditional and non-traditional pools
- Provide tools and guidance, offering opportunities for visibility, inclusion, and relationship building.
- Equip arts leaders and community members with skills and knowledge about the arts.

Outcomes for Goal 1:

- R2AC professional development opportunities in Clearwater, Hubbard, LOW and Mahnomen Counties will establish a cohort of rising leaders in the arts with an awareness of and access to tools and resources for meeting artistic needs in their communities, and concrete plans for establishing new arts programming.
- R2AC professional development opportunities addressing capacity building for new and established arts organizations will result in a stability within those organizations and growing consistency in programming
- R2AC outreach efforts to town and city leaders and officials will result in an increased network of support for both new and established leaders in the arts.

Evaluation Methods for Goal 1 Outcomes:

- ✓ At the close of the biennium, new arts leaders in Clearwater, Hubbard, LOW, and Mahnomen counties will rate, on average, 4 out of 5 on a likert scale of 1-5, the extent to which their awareness of and access to tools and resources have increased, and rate 4 out of 5 the extent to which plans for arts programming have increased as a result of R2AC support and professional development opportunities.
- ✓ New and established arts leaders will rate, on average, 4 out of 5, on a likert scale of 1-5, the extent to which R2AC support and professional development opportunities have resulted in organizational stability and consistency in arts programming.
- ✓ New and established arts leaders will rate, on average, 4 out of 5, on a likert scale of 1-5, the extent to which R2AC outreach efforts to town and city leaders and officials have resulted in an increased network of support for the work the arts leaders are undertaking in their communities.

Needs that informed these outcomes for Goal 1:

- Need to elevate the arts in Clearwater, Hubbard, LOW, and Mahnomen Counties
- Need for capacity building for arts organizations

Goal 2: Increase participation in the arts by people of all ages, ethnicities, abilities, socio-economic statuses, and geographic locations within our region.

Strategies for Goal 2:

- Establish a closer working relationship between R2AC Board and Anishinaabe Arts Initiative Council members resulting in broader and more comprehensive representation of all programs and services that Region 2 Arts Council offers.
- Ensure engagement of artists and community members of a greater range of ages, ethnicities, abilities, socio-economic statuses and geographic locations in Region 2 Arts Council funded activity.
- Identify and support the development of arts programming of at least two not-for-profit groups that have not previously been involved with the arts.
- Facilitate opportunities for display of Individual Artist Grantee works in various locations via temporary and/or traveling exhibits.

Outcomes for Goal 2:

- Constituent engagement with Region 2 Arts Council will broaden and deepen as a result of closer working relationships between and greater awareness of R2AC Board and Anishinaabe Arts Initiative Council member goals, roles, and visions.
- Participation by artists and community members of a greater range of ages, ethnicities, abilities, socio-economic statuses and geographic locations in Region 2 Arts Council supported programs and services will increase.
- R2AC financial, tools-based, or promotional/showcasing support of two not-for-profit groups will result in the development and execution of arts programming by these groups.
- Individual Artist grantees will indicate increased visibility due to Region 2 Arts Council development of showcasing opportunities for their artwork.

Evaluation methods for Goal 2 Outcomes:

- ✓ Surveys and data collection in FY18 & 19 will show an increase in constituent engagement with R2AC across demographics, an increase in non-arts, not-for-profit groups offering arts programming as a result R2AC support, and increased visibility due to R2AC showcasing opportunities for individual artists.

Needs that informed the Outcomes for Goal 2:

- Need for Access and Inclusivity

Goal 3: Raise public awareness of the importance, value, and impact of the arts via direct outreach, education, advocacy, and information sharing

Strategies for Goal 3:

- Engage board member support in outreach, education, and advocacy by providing them tools such as a power point presentation highlighting the actual impact of the arts in our region.

- Release board members from grant rounds on a rotating basis to participate in outreach and advocacy activities
- Engage identified arts leaders in arts advocacy work by asking them for support in raising public awareness of the value of the arts
- Increase and improve information and resource sharing on R2AC website

Outcomes for Goal 3:

- Public awareness of the importance, value, and impact of the arts and knowledge of regional and state arts resources will be raised via direct outreach, education, advocacy, and information sharing.

Evaluation Methods for Goal 3 Outcomes:

- ✓ Surveys measuring the general public's awareness of the importance, value, and impact of the arts and knowledge of regional and state arts resources will measure 4 on a likert scale of 0 being no knowledge or awareness to 5 being a great deal of knowledge or awareness.
- ✓ 80% of respondents will indicate Region 2 Arts Council sponsored and supported outreach, advocacy, or information as the source of their knowledge and awareness.

Needs that Informed Outcomes for Goal 3:

- Need for Info Sharing
- Need for Arts Advocacy

Goal 4: Create and support arts learning and training opportunities for artists, arts organizations and the general public.

Strategies for Goal 4:

- Facilitate an r2ac artist-in-residence program; assisting the implementation of community classes and/or displays
- Provide the general public with training opportunities in the arts via lectures on topics such as viewing and appreciating art and specific art forms
- Provide arts organizations with training opportunities that support capacity building
- Utilize information sharing platforms for the business of the arts-style workshops for artists

Outcomes for Goal 4:

- R2AC supported workshops, training opportunities and lectures will increase the general public's knowledge of the arts and further capacity building for arts organizations and artists

Output for Goal 4:

- The use of information sharing platforms to present workshop information will increase the number of constituents accessing and participating in Region 2 Arts Council workshops over previous years.

Evaluation Methods for Goal 4 Outcomes:

- ✓ Surveys conducted following arts workshops, lectures, and training opportunities will show an increase in knowledge of the arts or an increase in capacity building skills.

Needs that informed Outcomes for Goal 4:

- Need for training
- Other

Goal 5: Demonstrate responsible stewardship of funds

Strategies for Goal 5:

- Create and share visual representations of the use and distribution of r2ac funds.
- Share monthly business meeting minutes on r2arts.org website.
- Seek broad public input and engagement in decision making and planning
- Update and improve documentation ensuring transparency in staff and board operations.

Outcomes for Goal 5:

- Greater transparency in R2AC's decision making, planning, practices and operations will result in increased constituent engagement with Region 2 Arts Council and an expressed trust in our stewardship of funds.

Evaluation Method for Goal 5 Outcomes:

- ✓ Surveys will show constituent awareness and engagement with Region 2 Arts Council and evidence of trust in our stewardship of funds.

Needs that informed Outcomes for Goal 5:

- Risk management committee
- Practices in transparency
- Other ideas from FY16-17 / Goal 5