

# Oklahoma Arts Council Strategic Plan 2009-2014

Leadership



Public Value



Education



Partnership



## **About the Oklahoma Arts Council**

The Oklahoma Arts Council is the official state agency for the support and development of the arts in Oklahoma.

For more than 40 years, the Oklahoma Arts Council has sustained Oklahoma's vibrant non-profit arts industry. Since 1965, the Council has played a pivotal role in fostering the arts across the state.

## **About the Planning Process**

An Advisory Committee made up of former and current Council members worked with OAC staff for more than a year overseeing the entire process. During that time staff visited 25 communities conducting over 300 personal interviews and 72 focus groups. In addition nearly 450 surveys were completed both at events and online. The entire Council met several times and worked with the staff to review the findings of the research and offer feedback as the plan evolved. After analyzing all the information gathered through meetings, surveys and interviews, the Council staff applied the appropriate strategies to accomplish these goals and objectives.

## **Mission**

To lead in the development, support and enrichment of a thriving arts environment

## **Vision**

The arts will be essential to education, economic vitality and the quality of life for all Oklahomans

## **Core Values**

- We believe in the pursuit of artistic quality and intrinsic value of cultural diversity
- We believe in the creative arts process and its potential impact on individuals and communities
- We commit to cultivate awareness in our citizens, community leaders and policy makers as to the necessity of the arts
- We believe more can be accomplished by working collaboratively than individually
- We strive to enhance the quality of our customer service
- We commit to flexibility in order to take advantage of opportunities
- We commit to embrace technology and its global implications
- We believe in the value of integrity and transparency

## **Goals**

- Leadership – Provide leadership to advance the arts in Oklahoma
- Public Value – Create & communicate public value of the arts in Oklahoma
- Education – Ensure every Oklahoman has the opportunity for access to arts education
- Partnerships – Advance the arts through collaborations and partnerships

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## Leadership Goal

Influence public perception and confidence of the Oklahoma Arts Council's value as an authority and leader on arts-related public policies and practices, a key source of grants funding and an advocate and promoter for the arts in Oklahoma.

## Leadership Objectives

- Protect & strengthen Oklahoma arts-related public policy
- Strengthen the arts in Oklahoma through increased grant funding for the arts, capacity building of cultural organizations & leadership training of individuals
- Conduct & collaborate with others on arts & arts education research that will impact Oklahoma's arts related policies & practices
- Create an Oklahoma Arts Council branding campaign
- Retain & recruit passionate, high quality & diverse staff

## Strategies

- Work directly with legislators & state leaders to protect, strengthen & incorporate the arts & arts education in public policy
- Encourage local governments throughout Oklahoma to incorporate the arts in public policy & civic planning
- Become the primary resource for arts policy & information
- Cultivate & strengthen OAC's relationship with our public funders
- Provide capacity building to organizations & institutions which offer arts & arts education programming
- Develop sustainable leadership programs for arts organizations & arts advocates
- Conduct, strengthen and encourage arts related research within the state of Oklahoma

## Audiences

- Arts Patrons
- General Public
- Federal, State & Local Officials
- Arts Organizations
- Media

## Key Messages

OAC is the state's leading source for arts-related grants funding, arts-related public policy models, arts-related research and the training, networking and cultivation of and for arts organizations.

## Desired Outcomes

- Increased public awareness of OAC, its focus and mission.
- Improved understanding of the economic and cultural contributions the arts bring to OK communities
- Public policy and community behaviors that recognize the economic and cultural impact of the arts in the lives of Oklahomans



## Public Value Goal

Influence public perception to convince community leaders, public and state officials of the importance and value of the arts to Oklahoma's economic vitality & prosperity.

## Public Value Objectives

- Communicate the value of the arts & importance of the arts to Oklahoma's vitality & prosperity
- Promote the value of Oklahoma artists
- Support an environment that allows artists to create, thrive & live in Oklahoma
- Establish the State Art Collection as the most comprehensive public art collection of Oklahoma artists in the state
- Support and provide opportunities for all Oklahomans to experience the value of the arts
- Promote the public value of the arts through advocacy

## Strategies

- Develop & implement a comprehensive Communication Plan
- Develop local, regional, state, and national appreciation and support of Oklahoma artists
- Support & provide professional development for artists
- Support collaborative opportunities for artists to create, perform, exhibit and teach
- Increase the visibility of the State Arts Collection & artists within the Collection
- Provide funding to non-profit organizations for cultural programs that are diverse & accessible to all Oklahomans
- Foster the creation of a statewide advocacy organization

## Audiences

- Media
- General Public
- Federal, State, Local Officials
- Arts Organizations
- Artists
- Business Leaders

## Key Messages

The arts have an implicit value to the people of the state of Oklahoma as it impacts economic vitality, education, & quality-of-life.

## Desired Outcomes

- Increased public awareness of artists & how their contributions lift the public perception of Oklahoma
- Improved understanding of economic & cultural contributions the arts bring to OK communities
- Public policy & community behaviors that recognize the economic & cultural impact of the arts in the lives of Oklahomans



## Arts Education Goal

Ensure that every Oklahoman, regardless of age, income or location in the state, has access to participate in arts learning.

## Arts Education Objectives

- Support the implementation of arts education as part of the core curriculum in K-12 schools
- Support opportunities for lifelong learning through the arts
- Support arts education professional development for artists, arts educators, classroom teachers & community arts providers

## Strategies

- Increase the number of schools benefiting from arts education programs funded by OAC
- Educate policy makers regarding the value/necessity of arts education
- Educate stakeholders on public policy relating to arts education
- Provide information about arts education effectiveness, program development and resources
- Develop mechanisms to help organizations assess & provide services to constituents with special needs that assure equal opportunity to participate in the arts
- Increase opportunities for lifelong learning in the arts
- Support new & existing programs designed for professional development
- Research & disseminate best practices in arts education and arts learning

## Audiences

- General Public
- Federal, State & Local Officials
- Arts Organizations
- Educators
- Artists
- Business Leaders

## Key Messages

Arts education is essential to the success of our children, our community & our state.

## Desired Outcomes

- Every child in Oklahoma will have access to quality arts education
- Increased public awareness and appreciation of art – its many forms & applications for the community, economy, public policy and cultural learning
- Public policy & community behaviors that recognize the economic & cultural impact of the arts in the lives of Oklahomans



## Partnership Goal

The OAC will create, sustain and strengthen partnerships that lead to greater awareness, understanding and participation in the arts

## Partnership Objectives

- Increase agency impact through strategic partnerships
- Expand the influence of arts organizations within their community through creative partnerships
- Increase culturally diverse partnerships

## Strategies

- Build and expand partnerships with business, government and community leaders to maximize expertise and additional resources for arts related initiatives
- Support partnerships that expand arts programming and services
- Provide forums for creative partnership development
- Foster opportunities for partnership development with minority populations

## Audiences

- Arts Organizations
- General Public
- Federal, State, & Local Officials
- Business Leaders
- Arts Advocates

## Key Messages

The arts can & should be incorporated into the fabric of public policies and projects, business development and recruitment efforts, and everyday decisions.

## Desired Outcomes

- Improved understanding of how to incorporate the arts into business and community projects
- Increased public awareness that changes behaviors and modes of operation in the development & integration of the arts into public policy and corporate social responsibility

