Oklahoma Arts Council Strategic Plan 2009-2014



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

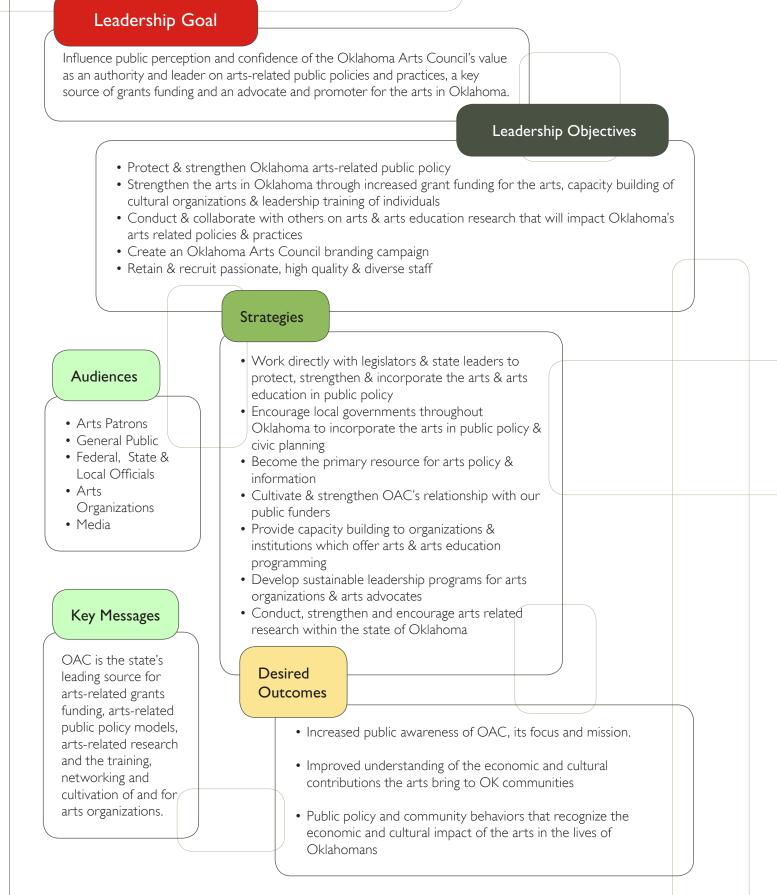
- We believe in the pursuit of artistic quality and intrinsic value of cultural diversity
- We believe in the creative arts process and its potential impact on individuals and communities
- We commit to cultivate awareness in our citizens, community leaders and policy makers as to the necessity of the 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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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 Óklahoma'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 Audiences Communication Plan • Develop local, regional, state, and national appreciation and support of Oklahoma artists • Media • Support & provide professional development for General Public artists • Federal, State, Local • Support collaborative opportunities for artists to Officials create, perform, exhibit and teach • Arts Organizations • Increase the visibility of the State Arts Collection & • Artists artists within the Collection Business Leaders • Provide funding to non-profit organizations for cultural programs that are diverse & accessible to all Oklahomans • Foster the creation of a statewide advocacy organization **Key Messages** The arts have an Desired implicit value to the people of the state Outcomes of Oklahoma as it impacts economic • Increased public awareness of artists & how their contributions vitality, education, & lift the public perception of Oklahoma quality-of-life. • 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

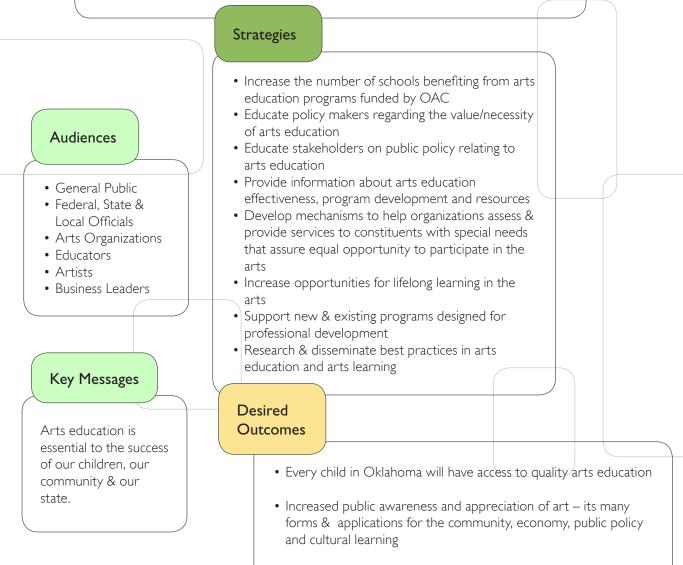


Arts Education Goal

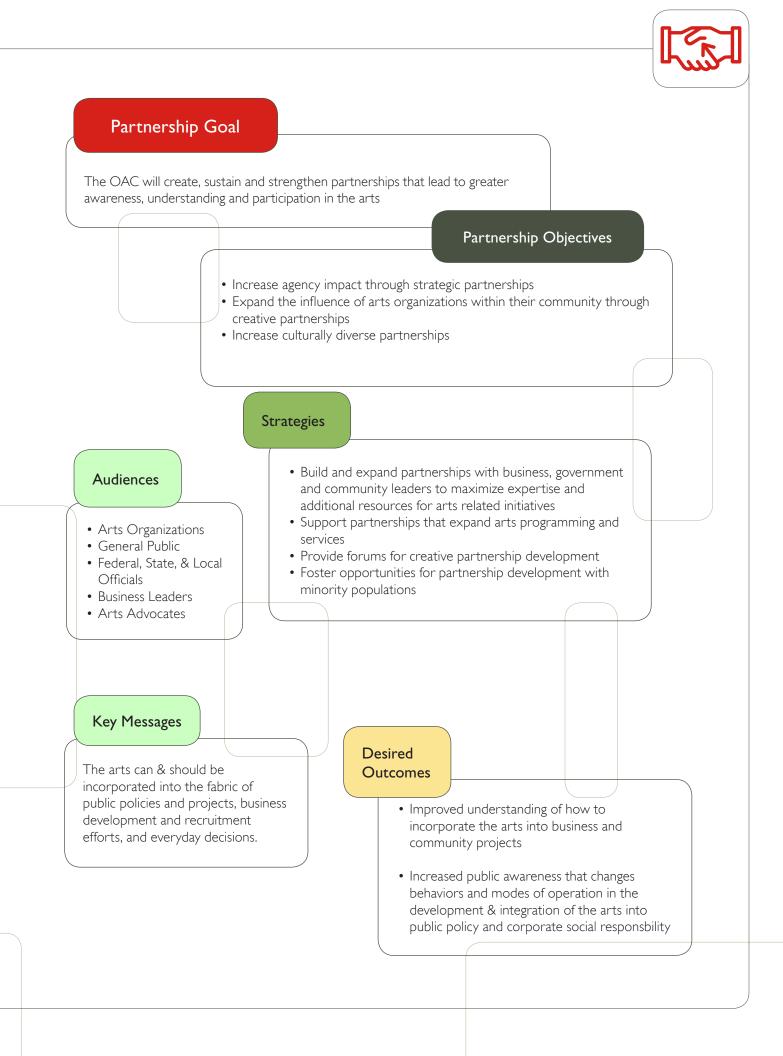
Ensure that every Oklahoman, regardless of age, income or location in the state, has access to participate in arts learning.



- 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



• Public policy & community behaviors that recognize the economic & cultural impact of the arts in the lives of Oklahomans





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