

Wyoming Arts Council

2011 to 2015 Strategic Plan

Approved by WAC Board 2/10/11

Mission: The Wyoming Arts Council provides leadership and invests resources to sustain, promote and cultivate excellence in the arts.

Vision: WAC envisions a Wyoming where the arts are integrated into the economy, education and everyday life of its citizens.

Philosophy: The arts are a foundation for community development, education, economic development, health, and cultural vitality.

- The arts help us understand ourselves, our world and our cultural heritage
- The arts preserve and protect our cultural history while opening a door to new cultural frontiers
- The arts influence lifelong learning practices that allow innovative ideas to flourish in all sectors of economic development
- The arts prepare children and adults to become creative, productive citizens of the state

Focus areas

- Providing Services, Investing in Capacity
- Lifelong Learning through the Arts
- Sustainable Funding
- Communication and Visibility
- Inspiration, Values and Public Benefits

Strategic Goals

Provide statewide leadership to ensure efficient, effective service to constituents, and invest in building capacities for artistic excellence throughout the state.

Promote and support comprehensive arts education and lifelong learning opportunities in and through the arts.

Research, develop and maintain resilient and diversified funding mechanisms that build capacity to better serve Wyoming.

Identify and implement messaging, design and marketing strategies that advance a cohesive WAC identity and increase its visibility, partnerships, accomplishments and constituent support.

Expand awareness and understanding of the value and power of the arts in building healthy, successful Wyoming communities.

Strategic Goal: Providing Services, Investing in Capacity

The Wyoming Arts Council provides statewide leadership to ensure efficient, effective service to constituents, and invest in building capacities for artistic excellence throughout the state.

Strategy 1:

Invest in Wyoming's artists, students, arts organizations and communities through a relevant, robust and efficient grants program.

Objective: Provide sufficient funding and capacity building programs to meet constituent needs.

Objective: Review, improve and streamline the grants process, including grants categories.

Strategy 2:

Increase the knowledge, critical skills and influence of artists, arts educators and arts organizations.

Objective: Design and deliver educational programs that develop and strengthen essential knowledge and skill sets.

Objective: Facilitate constituents' access to information through appropriate staffing, technology and customized information services.

Strategy 3:

Emphasize excellence in all programs and services provided to Wyoming artists, educators, arts organizations, communities and citizens.

Objective: Develop accountability and performance measurements as standard annual reports.

Objective: Maintain a commitment to research, assessment, evaluation and improvement in all areas.

Strategy 4:

Identify, preserve and promote Wyoming's folk, traditional and ethnic artists, and art forms.

Objective: Identify, document and promote Wyoming's folk, ethnic and traditional arts.

Objective: Raise visibility of the folk and traditional arts in Wyoming.

Strategy 5

Support, expand and promote a robust creative economy sector in the state.

Objective: Provide economic impact data for Wyoming's creative economy and arts sectors.

Objective: Help towns leverage local investors and developers to support the arts.

Objective: Help market, promote and support cultural heritage and arts tourism.

Strategy 6:

Develop, promote and annually review public policy needs to support the arts in Wyoming.

Objective: Support effort to include arts credit in Hathaway Success Curriculum.

Objective: Identify short and long-term legislative and policy needs.

Objective: Educate legislators regarding WAC legislative initiatives.

Strategy 7:

Identify underserved communities in Wyoming, proactively establish dialogue, and design programs to improve accessibility, inclusion and outreach.

Objective: Identify all communities that lack access to the arts in Wyoming, and prioritize their interests and needs.

Objective: Grow support for arts activities in underserved communities.

Objective: Advocate for, and assist grantees and staff to provide full access to the arts, and to comply with federally mandated Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973 (504) requirements.

Strategic Goal: Lifelong Learning through the Arts

The WAC will promote and support comprehensive arts education and lifelong learning opportunities in and through the arts.

Strategy 1:

Encourage comprehensive, systematic arts education in schools from Pre-Kindergarten through college.

Objective: Build knowledge of the value of arts education

Objective: Develop arts education leadership in Wyoming

Objective: Develop excellent staff support for arts education in Wyoming

Objective: Maintain a strong WAC partnership with Wyoming Department of Education (WDE)

Objective: Provide high quality professional development opportunities for educators

Objective: Develop state arts education planning process in collaboration with school and community partners

Strategy 2:

Support diverse, community based artistic development and learning through arts centers, arts councils and other arts providers

Objective: Provide opportunities for learning at all levels for all ages through partnerships with artists and local arts and education organizations.

Strategy 3:

Recognize and honor the cultural value of folk and traditional arts and skills mainly “learned orally, by imitation, or in performance.

Objective: Support Wyoming’s folk and traditional arts by expanding learning opportunities

Strategic Goal: Financial Resources

The WAC will research, develop and maintain resilient and diversified funding mechanisms that build capacity to better serve Wyoming.

Strategy 1:

Examine the potential for a sales tax revenue funding mechanism for the arts, including determining resource needs, revenue potential and implementation strategies.

Objective: Determine feasibility of this funding strategy for the arts in Wyoming.

Strategy 2:

Continue to identify and advocate for WAC’s resource interests at a state and national level

Objective: Identify opportunities to develop resources for the arts within the budgets of other partners, including federal and state agencies.

Strategy 3:

Implement Board and staff “scenario planning” process to examine potential resource needs and sources for critical arts programming improvements.

Objective: Prepare for future program needs and/or resource constraints

Strategy 4:

Assess potential, magnitude, feasibility and strategies for developing private philanthropic support for the arts in Wyoming.

Objective: Engage philanthropic community in identifying needs, goals and sources

Strategic Goal: Communications

Identify and implement messaging, design and marketing strategies that advance a cohesive WAC identity and increase its visibility, partnerships, accomplishments and constituent support.

Strategy 1:

The WAC will invest in and implement a professionally developed strategic communications plan to increase visibility, partnerships, accomplishments and support.

- Objective:** Identify messaging, design and marketing strategies that advance a cohesive WAC identity and support its policy agenda and constituent service goals.
- Objective:** Make accomplishments visible to policy leaders

Strategy 2:

Position WAC as the statewide resource center for technical assistance and information concerning the arts.

- Objective:** Establish WAC as a comprehensive arts information clearinghouse.

Strategic Goal: Inspiration, Values, and Public Benefits

The Wyoming Arts Council will expand awareness and understanding of the value and power of the arts in building healthy, successful Wyoming communities

Strategy 1:

The WAC will regularly engage leading artists, thinkers, academics, business and community leaders, educators and arts professionals to stimulate, inspire, communicate and promote the public values and benefits of the arts to the Wyoming arts community and general public.

- Objective:** Develop partnerships with other organizations to convene and connect Wyoming communities around important arts topics.
- Objective:** Support artists, arts leaders, Board and staff attendance at relevant state, regional and national arts events

Strategy 2:

WAC will empower and support state and local advocacy for the arts efforts.

- Objective:** Equip arts organizations and their advocates with arguments, evidence and talking points that underscore the benefits of investing in arts programs.

Strategy 3:

Use Governor's Arts Award (GAA) event to promote and recognize Wyoming arts and artists.

- Objective:** Facilitate communication and respect between GAA recipients and state officials.