
Utah Division of Arts and Museums

Utah Arts Council And Office of Museum Services

Strategic Plan 2007 – 2011

VISION

The vision of the Division of Arts and Museums is to engage every person in Utah in arts and culture.

MISSION

The mission of the Division of Arts and Museums is to advance arts and culture in the State of Utah.

PURPOSES

1. The purpose of the Utah Arts Council is to advance the arts in all their phases.
2. The purpose of the Office of Museum Services is to promote Utah museums and the essential role they play in the state.

GOALS

1. Increase awareness and understanding of the public value of arts and culture.
2. Cultivate and formalize strategic partnerships.
3. Foster education, life-long participation, creativity, and technological innovation in arts and culture.
4. Invest in artists and communities by strengthening the arts and cultural infrastructure.
5. Improve access to opportunities and resources through communication networks.

IMPLEMENTATION OF GOALS

1. Increase awareness and understanding of the public value of arts and culture.

A. Objective: *Communicate the economic and educational value of arts and culture in community building.*

Strategies:

- 1) Develop an effective strategic communications plan.
- 2) Promote involvement and volunteerism statewide through agency-supported trainings, communications, and partnerships.
- 3) Track how arts and culture contribute to the creative health of Utah's communities through the Creative Vitality Index.

B. Objective: *Provide training, research and tools for advocacy.*

Strategies:

- 1) Conduct an annual statewide advocacy summit.
- 2) Design a web-based advocacy toolkit.
- 3) Design a web-based arts education advocacy toolkit that addresses arts education's unique authorizing environment.

C. Objective: Publicly recognize and reward artistic excellence through grants, awards, fellowships, commissions and acquisitions.

Strategies:

- 1) Enhance the artistic quality and organizational capacity of arts and cultural organizations through grants.
- 2) Seek out opportunities to recognize excellence in all artistic disciplines through exhibitions, competitions, apprenticeships, and fellowships.
- 3) Provide artist in residency, arts education projects and teacher-initiated project grants to schools and community organizations.

D. Objective: Offer program services that preserve, present and perpetuate the broad range of art forms valued by diverse constituents.

Strategies:

- 1) Present Utah's unique artistic heritage through annual exhibits, concerts and other events.
- 2) Promote access to arts and culture through publications, recordings, lectures, web offerings and educational products.
- 3) Perpetuate folk and traditional arts through the purchase, display, interpretation and conservation of objects in the State Arts Collection (Visual, Folk and Public).
- 4) Provide access to Utah's unique heritage and artists through exhibits, concerts, and events, with a broad range of topics, cultures and perspectives.

2. Cultivate and formalize strategic partnerships.

- A. *Objective:* Develop and sustain partnerships to integrate arts and culture into civic, political, educational, tourism, and economic policies.

Strategies:

- 1) Conduct training seminars throughout the state with constituents and community leaders to include arts and culture in community planning.
- 2) Strengthen existing partnerships that provide financial compensation and recognition to arts and cultural organizations.
- 3) Develop key partnerships with public and private organizations that support arts education.

3. Foster education, life-long participation, creativity, and technological innovation in arts and culture.

- A. *Objective:* Disseminate best practice information and supportive research about the importance of comprehensive arts education in schools.

Strategies:

- 1) Disseminate information including best practices and emerging models in arts education.
- 2) Support arts education that is standards-based, comprehensive, sequential, and sustainable.
- 3) Provide grants and training to community-based partnerships involving arts organizations, artists, and schools.

- B. *Objective:* Facilitate a strategic partnership between the Governor's office and the private sector to increase funding for arts education.

Strategies:

- 1) Advocate for increased funding for arts education programs.
- 2) Secure commitments from the private sector for arts education partnerships.

- C. *Objective:* Increase and improve quality arts teaching.

Strategies:

- 1) Partner with institutions of higher education to develop web-based teaching and learning methods for teachers and students.
- 2) Strengthen the arts teaching workforce (e.g. teaching artists, arts organizations, classroom teachers, and arts specialists through a juried roster of teaching artists and investments in training and curriculum.

- D. Objective: Provide learning and participation opportunities in arts and culture to citizens of all ages, ethnicity and socio-economic standing.

Strategies:

- 1) Offer free performances and educational outreach through the Utah Performing Arts Tour.
- 2) Encourage and support arts programs and services provided by public agencies.
- 3) Provide access to high quality arts and cultural experiences and instruction to underserved populations.

- E. Objective: Increase awareness of the role the arts play in creativity, innovation, and technological development.

Strategies:

- 1) Sponsor an annual conference featuring experts in the areas of creativity and technology.
- 2) Sponsor and curate an annual exhibition of Utah designers to further the value of design innovation in and through technology.
- 3) Sponsor conference for educators about arts education and technological innovation.

- F. Objective: Encourage the arts community to use current technology.

Strategies:

- 1) Provide digital and web-based applications, resources, and information.

- G. Objective: Identify industries that use both the arts and technology.

Strategies:

- 1) Develop and provide a web-based list of arts-based careers and employers using the arts and technological applications.

4. Invest in artists and communities by strengthening the arts and cultural infrastructure.

- A. Objective: Provide professional development and networking opportunities.

Strategies:

- 1) Conduct workshops, conferences, and retreats.
- 2) Develop a web-based resource of latest press, research, bibliography and best practices.
- 3) Maintain a current, cost-effective, comprehensive resource center accessible to any interested artist, administrator, educator, or resident.

- 4) Support local efforts to develop arts programs, facilities, and funding strategies by providing technical assistance and information.

B. *Objective:* Promote the development of multi-purpose cultural facilities.

Strategies:

- 1) Encourage local leadership to work together to create multi-purpose cultural facilities.

5. Improve access to opportunities and resources through efficient delivery of services.

A. *Objective:* Provide access to services and resources through communication networks.

Strategies:

- 1) Provide statewide arts and cultural events calendar and database of artists, arts and cultural organizations, and partners.
- 2) Promote access to arts and culture through publications, communication networks, recordings, lectures, web offerings, and educational products.
- 3) Make available online images and biographical information of artists and artwork in the State Art Collection.
- 4) Implement new technologies to provide interactive and distance learning opportunities.