



n m | a  
new mexico arts

# Strategic Plan

2013-2015



## Executive Summary

New Mexico Arts has consistently pursued four strategic goals that support our vision of an educated public with access to high-quality and varied arts experiences, communities that use the arts as drivers to support their cultural and economic health, and children who receive the full artistic and developmental benefits that the arts can provide.

Our four strategic goals are:

- **Arts Awareness** – *Educate the public about the arts and stimulate support for the arts*
- **Arts Vitality** – *Encourage excellence in the arts, foster cultural tourism, add social value, and stimulate economic activity through the arts*
- **Arts Education** – *Expand development of arts education programs across the state*
- **Arts Access** – *Promote inclusion and access to resources and programs*

Our plan addresses the need to serve New Mexico's large rural and low-income population, a significant Native American population that desires to preserve their traditional arts, as well as expand their contemporary expressions, the development of young people through arts education and youth programs, and provide lifelong arts learning opportunities. Key to the success of our work and our plan is the continual development of partnerships with divisions within our own agency, the Economic Development Department, Public Education Department, Navajo Nation, other tribes and pueblos, private funders, and constituents.

# New Mexico Arts Strategic Plan 2013-2015

**Our Mission:** *To preserve, enhance, and develop the arts in New Mexico through partnerships, public awareness, and education, and to enrich the quality of life for present and future generations.*

STRATEGIC GOAL	STRATEGIC OBJECTIVE	STRATEGIES	CONTRIBUTING PROGRAMS	PERFORMANCE GOAL
<b>Arts Awareness</b>  <i>Educate the public about the arts and stimulate support for the arts</i>	Encourage public awareness and participation in the arts	1)Partnerships with constituents to stimulate marketing and audience development 2)Statewide arts marketing and awareness campaign 3)National arts marketing, awareness, and advocacy campaign 4)Marketing and awareness campaign for New Mexico Arts programs	1)Arts Trails granting program (rural), NM Fiber Arts Trails (rural), Arts and Culture Districts (urban, rural, frontier), Folk Art CDs and books 2)Regional advertising campaign, marketing materials, Folk Art lectures 3)National magazine advertising campaign, marketing materials 4)Annual Culture Day at state capitol, marketing materials	1)Services to a minimum of 5 Arts and Cultural Districts and 3 Arts Trails 2 & 3)Reach targeted audience of 250,000 through advertising and rack cards in NM, surrounding states, and nationally 4)Distribute marketing materials to 550 Culture Day visitors
	Foster legislative awareness of important role of art in the lives of all New Mexicans	1)Legislative Arts Caucus 2)Constituent-coordinated statewide efforts to educate legislators on cultural, educational, and economic value of the arts 3)Research on the impact of arts and culture	1)Partnership with WESTAF advocacy efforts, DCA divisions, museum foundations, Creative NM, and others 2)Partnerships with Creative New Mexico, New Mexico Advisory Council on Arts Education 3)Research: NM Arts Investment in Nonprofit Arts Businesses; DCA and BBER studies, FAEA impact study	1)Attend regular meetings and drive agenda 2)At least one staff representative per partnership 3)Produce investment report annually
	Energize constituent-coordinated statewide initiatives	1)Information for constituent-driven advocacy efforts 2)Workshops in networking and advocacy training, especially in rural areas	1)Partnership with WESTAF advocacy efforts, Creative New Mexico, NM Alliance for Arts Education, NM Advisory Council on Arts Education, NM Folklore Society 2)Partnership with Creative New Mexico	1)Provide marketing/educational materials for advocacy efforts 2)Develop joint educational workshops with Creative New Mexico
	Cultivate inter-departmental awareness of New Mexico Arts' unique resources and needs of the arts in the state	1)Collaborations with Economic Development and Tourism departments and the private sector 2)Partnerships with DCA divisions	1)Arts and Cultural Districts, joint conferences 2)Governor's Award for Excellence in the Arts, Folk Art partnerships	1)Participate in joint annual or bi-annual conferences 2)Produce annual Governor's Arts Awards events

# New Mexico Arts Strategic Plan 2013-2015

**Our Mission:** *To preserve, enhance, and develop the arts in New Mexico through partnerships, public awareness, and education, and to enrich the quality of life for present and future generations.*

STRATEGIC GOAL	STRATEGIC OBJECTIVE	STRATEGIES	CONTRIBUTING PROGRAMS	PERFORMANCE GOAL
<b>Arts Vitality</b>  <i>Encourage excellence in the arts, foster cultural tourism, add social value, and stimulate economic activity through the arts</i>	Foster artistic activity and excellence in the state	1)Granting Programs (underserved preference)  2)Public Art Programs  3)Recognition Programs	1)Arts Projects, Arts Councils, Service Orgs, Universities, Government and Tribal Entities, Major Cultural Orgs 2) TIME (Temporary Installations for Made for the Environment, Acclaimed Artist Series, Permanent Collection  3)Governor’s Award for Excellence in the Arts, Platinum Recognition Awards (music)	1)Award 100+ grants annually; >30% of grant \$s to rural orgs (overall) 2)1 TIME project annually, \$500K+ purchase initiative, and \$2M ongoing commissions 3)Governor’s Arts Awards 30+ nominations and 150+ attendees
	Strengthen arts-based economic development and cultural tourism especially in rural and underserved areas of New Mexico	1)Granting programs that support economic development (underserved preference) 2)Public Art programs  3)Arts Trails programs (rural)  4)Arts and Cultural Districts, in partnership with Economic Development/MainStreet (urban, rural, and frontier)	1)Economic and Entrepreneurial Development grants  2)New Mexico Only Purchase, Commissions, % for Art, TIME 3)Arts Trails granting program, regional and national advertising programs, Arts Trails website and marketing materials 4)Workshops, joint marketing, regional meetings, cultural planning, policy development, Arts and Cultural District Statewide Steering Council	1)Award 5-10 grants annually; >30% of grant \$s to rural orgs (overall) 2)10% increase in rural artist participation 3)Award 3+ grants; reach targeted audience of 250,000; develop arts trails website 4)Attend steering council meetings and semi-annual workshops and Arts and Cultural District meetings
	Preserve New Mexico’s traditional folk arts	1)Granting programs that support folk art projects 2)Traditional learning methods 3)Folk Art programs	1)Folk Art Projects granting category  2)Folk Art Apprenticeship program 3)Folk Art Scouts network & training	1)10-20 grants annually  2)5-12 grants annually 3)Maintain statewide
	Showcase and promote New Mexico musicians	1)Marketing programs  2)Professional development 3)Recognition programs	1)Musician referral and news website, New Mexico Film office partnerships, festivals, showcases, events 2)Sponsored workshops 3)Platinum Recognition Awards	1)Maintain directory, host one showcase annually, 2+ Art2Art events 2)One workshop 3)Award 1-4 annually
	Develop young arts leaders and support the growth of young audiences	1)Granting programs (underserved preference) 2)Recognition programs 3)Audience development programs	1)Funding programs for youth arts organizations and student learning 2) Young Arts Leader Award 3)Developing Young Audiences workshops	1)Benefit a minimum of 250,000 youth annually 2)Develop annual award 3)Develop 1 workshop

New Mexico Arts  
Strategic Plan 2013-2015

**Our Mission:** *To preserve, enhance, and develop the arts in New Mexico through partnerships, public awareness, and education, and to enrich the quality of life for present and future generations.*

STRATEGIC GOAL	STRATEGIC OBJECTIVE	STRATEGIES	CONTRIBUTING PROGRAMS	PERFORMANCE GOAL
<b>Arts Education</b>  <i>Expand development of arts education programs across the state</i>	Support and expand opportunities for K-12 students and educators in schools and in community that align with New Mexico Standards and Benchmarks (in school) or standards in the field (in community)	1) Granting programs that support arts learning and professional development for teachers	1) Arts Learning in Schools and Arts Learning in Community granting programs	1) Award 20+ grants annually; >30% of grant \$s to rural orgs (overall)
		2) Regional and statewide partnerships	2) Partnerships with NM PED, NM Alliance for Arts Education, NM Advisory Council for Arts Education, and other arts education organizations for professional development workshops for educators, teaching artist registry and online workshops, and research	2) Attend partnership meetings; develop online teaching artist registry; support NM PED arts education efforts including the FAEA
		3) Online resources	3) Website resources for advocacy, research, and arts education program resources	3) Update website resources annually
	Expand Poetry Out Loud Program	1) Year-round program marketing  2) Online resources for rural schools	1) NM Poetry Out Loud Facebook page, email list, flyers  2) NM Poetry Out Loud Performance Workbook, online teaching videos, live remote workshops	1) Increase Facebook followers by 10% annually  2) Add video to performance workbook, create one teaching video, and develop online class
	Support lifelong learning in the arts	1) Community arts education programs  2) Arts learning opportunities for emerging and professional artists	1) Granting programs that support arts learning for adults (especially Local Arts Councils, Arts in Social Service grant categories), website resources, Folk Art education  2) Folk Art Apprenticeship Program	1) Award 40+ grants annually; >30% of grant \$s to rural orgs (overall); update website resources annually at a minimum  2) Award 5-12 Folk Art apprenticeships annually

# New Mexico Arts Strategic Plan 2013-2015

**Our Mission:** *To preserve, enhance, and develop the arts in New Mexico through partnerships, public awareness, and education, and to enrich the quality of life for present and future generations.*

STRATEGIC GOAL	STRATEGIC OBJECTIVE	STRATEGIES	CONTRIBUTING PROGRAMS	PERFORMANCE GOAL
<b>Arts Access</b>  <i>Promote inclusion and expand access to resources and programs</i>	Enhance outreach and technical assistance to rural and underserved areas and populations	1)Regional technical assistance conferences and workshops that provide professional development and business skills for artists and arts organizations 2)Promote inclusion of persons with disabilities in NM Arts and grantee programs	1)Arts and Cultural Districts regional trainings for members, small group trainings with partners such as the College Arts Association, leadership and sustainability training  2)ADA standards compliance for all grantees, partnership with NM Horizons, online resources for grantees	1)Semi-annual technical trainings in person or using technology with >50% rural attendance  2)All grantees in compliance; develop ADA training for grantees
	Improve communication between New Mexico Arts and all constituencies using multiple technologies where appropriate	1)Communication channels increased between New Mexico Arts and its constituents 2)Act as an information clearing house	1)NM Arts Facebook page, webinars, online training, video conferencing  2) NM Arts Facebook page, ArtSpeak quarterly e-newsletter, website, news blasts	1)Develop semi-annual training using webinar or video conferencing 2)Weekly Facebook updates, quarterly ARTSpeak, weekly website updates
	Improve processes and delivery of services for all New Mexico Arts programs	1)New and evolving technology incorporated into all programs  2)Constituent feedback incorporated into all programs  3)Multimedia in services and technical assistance (streaming audio/video, pod casts, webinars, social media)	1)GO grants online system AIPP database, CAFÉ, WESTAF Public Art Archive  2)Granting: post application and grant completion surveys, panelist review, post workshop and technical assistance surveys 3) Poetry Out Loud and NM Arts Facebook pages, Poetry Out Loud videos, panelist orientation, AIPP programs	1)Complete AIPP database and budget upload in 2014; completion of GO reporting module 2)Institute post application and grant surveys in FY15  3)Develop one new Poetry Out Loud video; institute webinars for FY15 panelist orientations
	Provide New Mexico Arts staff professional development and career training opportunities	1)Technical computer and media skills training 2)Acquiring up-to-date knowledge on current trends, networking, and education 3)Participation in national networks	1)Excel and other software training, SHARE training 2)Staff participation in professional training by AFTA, WESTAF, NASAA, and NEA 3)Arts education, community development, folk art, grants, public art, deputy directors, executive directors	1)All staff to attend one training per year 2)A minimum of one staff member to attend national and peer events annually 3)A minimum of one staff member participation in national networks