



Strategic Plan 2011-2012 updated and revised

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.

- ☀ **ARTS ADVOCACY** *Educate the public about the importance of the arts; market and celebrate New Mexico's multicultural tapestry*
 - Emphasize public value of art in everyday quality of life
 - Encourage public awareness of and participation in the arts
 - Maintain and nurture partnerships with constituents to stimulate marketing and audience development and retention
 - Revitalize and support statewide arts marketing and awareness campaign
 - Develop national arts marketing, awareness, and advocacy campaign
 - Promote legislative awareness of important role of art in lives of all New Mexicans
 - Encourage and support the newly created legislative Arts Caucus
 - Revitalize and support constituent-coordinated statewide efforts to educate legislators on cultural and economic value of the arts
 - Cultivate inter-departmental awareness of New Mexico Arts' unique resources and needs of the arts in New Mexico
 - Continue and expand partnerships with Economic Development and Tourism departments and the private sector
 - Develop marketing and awareness campaign for New Mexico Arts programs
 - Target-market services to underserved communities and youth

- ☀ **ARTS VITALITY** *Stimulate funding and economic activity in the arts through partnerships*
 - Strengthen arts-based economic development and cultural tourism
 - Promote TIME (Temporary Installations Made for the Environment) public art projects
 - Strengthen and expand Arts Trails
 - Nurture economic development in rural and underserved areas of New Mexico
 - Support arts enterprise partnerships, including those programs with young people as primary participants
 - Collaborate with other state agencies
 - Promote cultural tourism
 - Continue to work with and expand Arts and Cultural Districts
 - Showcase and promote New Mexico musicians through Music Commission programs
 - Maintain musician referral and news web site
 - Continue to sponsor workshops on the business of music
 - Maintain relationships with the Film Office to connect New Mexico musicians with the film industry
 - Energize constituent-coordinated statewide initiatives to increase legislative funding

- Provide information for constituent-driven lobbying efforts
- Continue to sponsor workshops in networking and advocacy training, especially in rural underserved areas



ARTS EDUCATION *Expand development of statewide arts education programs*

- K-12 students and educators
 - Continue Arts Learning in Schools grant categories
 - Arts Learning in Schools Projects
 - Arts Learning in Schools Residencies
 - Continue to develop and participate in regional and statewide partnerships
 - Explore partnerships to present unique professional development for educators, especially in rural areas
 - In partnership with the New Mexico Public Education Department, create a teaching artist registry and online workshops to further teaching artist opportunities to work in the schools
 - Foster partnerships for program development, including new statewide New Mexico School for the Arts high school
 - Continue to utilize our Education Leaders Institute (ELI) team to further arts in education and passage of related legislation
 - Continue Poetry Out Loud program
- Lifelong learning
 - Develop and maintain community arts education programs
 - Develop and maintain professional development for emerging and professional artists
 - Develop and maintain mentoring programs



ARTS ACCESS *Enhance communication and skills for constituents and New Mexico Arts*

- Continue to improve processes and incorporate new technology into Arts Services grants and Art in Public Places
- Conduct regional technical assistance conferences and workshops
 - Professional development and business skills for artists
 - Marketing
 - Networking opportunities
 - Workshops and technical assistance
 - Grants and Public Art applications
 - Professional skills for musicians (Music Commission)
 - “Getting Ready for Company” and other special topics in the business of art
 - Professional development and business skills for arts organizations
 - Audience development and retention
 - Networking opportunities
 - Workshops and technical assistance
 - Grant writing
 - Specific topics, e.g., cultural planning, board governance, marketing special events
- Improve communication between New Mexico Arts and all constituencies
 - Increase and foster the development of more avenues for constituent feedback for evaluative and planning purposes
 - Continue to be an information clearing house for all things arts
 - Maintain and update New Mexico Arts web site
 - Maintain New Mexico Arts calendars

- Update FAQs (Frequently Asked Questions)
- Utilize multimedia in services and technical assistance (e.g., streaming audio/video, podcasts, webinars, social media)
 - Digitize public art collection
- Incorporate and use appropriate new and emerging technologies to increase communications avenues
 - Utilize these technologies to appeal to young people
- Continue dissemination of quarterly newsletter, ARTSpeak; shift to electronic version
- Enhance outreach and technical assistance to rural and underserved areas and populations, including youth
 - Art in Public Places
 - Grant Agreements with Native American tribes
 - TIME (Temporary Installations Made for the Environment)
 - Continue to include young people in calls for proposals
 - Continue to reach more underserved communities across New Mexico
 - Governor's Awards for Excellence in the Arts
 - Arts Trails
 - Local Arts Councils
 - Arts and Cultural Districts
 - New Mexico 2012 statehood Centennial planning and programming
- Continue New Mexico Arts professional staff development and career training opportunities
 - Multilingual capability
 - Technical computer and media skills
 - Current trends, networking, and education

New Mexico Arts works in concert with the New Mexico Department of Cultural Affairs, of which we are a division, and DCA's new strategic plan released in September 2010.

<http://dcatoday.dca.state.nm.us/uploads/plans/2011report.pdf>