

Louisiana Division of the Arts “Strategic Plan”

Strategic Plan Executive Summary

The Louisiana Division of the Arts has devised a four-year strategic plan meant to foster the growth of the arts across the state. In service of this, three Strategic Directions have been identified: 1. Increasing visibility for the arts and culture field, 2. Supporting the arts and education in the arts by providing funding, and 3. Adding value to the arts and culture field.

The first Strategic Direction, “Increasing Visibility for the Arts and Culture Field,” seeks to accomplish a change in the conditions for artists and the arts and culture field in the State of Louisiana. In order to increase the public’s sense of the value of the arts, the LDOA will work to increase the visibility of the field through a variety of efforts: a coordinated media campaign for the public (under the auspices of the Office of Cultural Development), an information campaign to provide data about the impact of the arts in the state, increased State-level recognition for artists and organizations, and improved access to arts and culture information for the state’s cultural community.

The second Strategic Direction, “Supporting the Arts and Education in the Arts by Providing Funding,” speaks to what is traditionally regarded as the LDOA’s primary function: providing funding and implementing mandated programs. Contingent on available funding, the LDOA seeks to resume direct support for individual artists in all disciplines and to broaden support for arts in education. In addition, grant-making processes will be simplified and clarified.

The third Strategic Direction, “Adding Value to the Arts and Culture Field,” addresses the need for greater connectivity among arts and cultural practitioners in the state, and between the arts and culture eco-system and the state agency tasked with supporting it. There will be increased communication, opportunities for both face-to-face and virtual meetings within existing arts and cultural networks, and greater opportunities for professional and organizational development.

The three strategic directions were developed through extensive input from citizens all over the state: through a comprehensive survey, focus group meetings, and individual interviews. The implementation steps and annual benchmarks were developed by members of the Louisiana State Arts Council and the LDOA staff working with the planning consultant Lisa Mount. Responsibility for implementation of the plan rests with the LDOA staff. Each Strategic Direction is populated by a set of outcomes, which are the conditions we seek to create or a set of outcomes, which are the conditions we seek to create or initiatives we will accomplish. Each outcome has annual benchmarks (steps along the way to achieving these conditions) that the staff uses internally. Each outcome also has a means of measuring if we are achieving the aims we have articulated, including some suggested indicators for the measurements.

Originally, the plan was conceived to cover a timeline from 2012 to 2014, but it has been extended a year due to impending changes in administration and new LDOA leadership. The current four-year plan is now approaching its final year of implementation.

Louisiana Division of the Arts: Implementation Plan July 2012 - June 2015 - Update

										Staff				Staff				Staff				OTHER	
										CH		GH		DL		PJ		MO		DB			
Strategic Direction 1: Increasing Visibility for the Arts and Culture Field																							
Outcome A: as part of a coordinated campaign under the auspices of the Office of Cultural Development, a media initiative highlights Louisiana's arts and culture opportunities +										Measurements: Increased awareness of the breadth of arts and culture in Louisiana.													
X	Create a "Swiss Cheese" press release for all grantees		X																				
X	Assist with the Implementation of the OCD Newsletter / Insert						X																
X	Spotlight of Louisiana Division of Arts in at least one arts / general publication		X																	GIA & NASA			
X	Explore deeper connections to RDA's, Tourism, LPB, Economic Development and others						X								X								
Outcome B: Individuals and organizations in the arts and culture field are publicly recognized.										Measurements: Increased work opportunities for recognized and roster artists, deeper public understanding of state's cultural resources.													
X	Plan and implementation for resumption of State Arts Awards		X									X											
X	Exhibit on Louisiana arts designed and implemented									X					X								
X	Create artist residency program with various awards / incentives		X							X							X						
X	Resume management of the LA Touring Directory (teaching artist links)																X						
IP	Streamline services for the LPN (Small / untraditional presenters)																			LPA			
X	Create Visual Artist Directory									X							X						
Outcome C: Access to information on arts and cultural activities in the state improves.										Measurements: Arts and culture providers have a site for coordinated information, arts consumers have easy access to event information. Indicators: Robust user-driven content on the LDOA website, click-throughs on arts activities at LouisianaTravel.com, recognition of Louisiana arts by other states													
IP	Increased utility of LDOA web site as a resource for the cultural community						X			X							X						
X	Explore LDOA social media options: You Tube Video Channel & LDOA Blog																X						
X	Increased links to LouisianaTravel.com investigated						X								X								
X	National reputation increases through presence by LDOA staff / constituents at national and regional conferences		X							X													

Strategic Direction 2: Supporting the Arts and Education in the Arts by Providing Funding

Outcome A: Arts organizations, other organizations or agencies that produce arts programs, arts in education, folklife and tradition bearers, individual artists, percent for art, and cultural districts are supported through state arts grants and decentralized arts funding.

Part 1

Measurements: Resumption of funding has meaningful impact on individual artists and arts in education activities.

Indicators: Matching funds for individuals and schools increase in final reports, increased apprenticeship applications.

[illegible]

Part 2

Measurements: Grantees find processes simpler and more transparent.
Indicators: Decreased complaints about onerous reporting, increased applications. Submitted early, information useful for reporting outcomes to stakeholders is accessible and manageable.

X	LDOA funding policies evaluated and clarified	X					X										
X	Strengthen DAF Program by providing CDC training	X					X										
X	Technology implemented to improve reporting process											X					CGO Continues

Part 3

Measurements: Increased funding for new initiatives and statewide activities.

Indicators: An increase in funds.

[illegible]

Outcome B: Statewide programs, including mandates, are implemented.

Measurements: Statewide programs reach more constituents.
Indicators: Final reports demonstrate increased participation

X	NEA, Poetry Out Loud program is implemented											X		
X	ICI is implemented, evaluated, and next steps are planned											X		
X	Percent for Art program is implemented					X								
X	Folklife projects including BR Traditions Project, Folklife Website, Create Brochure and Bookmark, Advisor: National Geographic and Scenic Byways									X				
IP	Accessibility training and opportunities developed and implemented	X												

Strategic Direction 3: Adding Value to the Arts and Culture Field																
Outcome A: Communication between the state agency and the state's arts and culture network is enhanced.																
X	1 Town Hall style meeting developed and implemented		X									X				
X	Annual meeting with Showcase of Louisiana artists with statewide affiliates developed and implemented							X								
IP	3 Professional Development webinars to engage and convene researched and implemented		X		X			X		X		X		X		
Outcome B: Professional and organizational development opportunities increase.										Measurements: Individuals and organizations demonstrate increased capacity for operation and emergency response. Indicators: ArtsReady plans, greater numbers of qualified artists in schools, increased accessibility to sites and programs, increased enrollment in development programs						
IP	ArtsReady is restructured and implemented															
IP	Training and professional development for teaching artists and teachers opportunities provided											X		X		
X	Assessment of professional development needs for artists/CD's/Orgs		X		X											
Outcome C: Professional support services to the arts and culture field are provided or facilitated by the Division of the Arts.																
X	Statewide tour of LDOA staff		X		X			X		X		X		X		
IP	Formalize professional development services provided by LDOA staff		X		X											
Outcome D: Create Process or Policy documents for LDOA programs and services+																
IP	Work with Tourism to create plan for Year of Cultural Communities / and next phase for Year of Music				X							X				
IP	Create Internal Process and Policy manual for Cultural Districts				X											
IP	Create Internal Process and Policy manual for the State Arts Collection		X					X								
IP	Create Internal Process and Policy manual for the % for Art Program							X								
X	Develop Education Plan for LDOA: Folklife, Cultural Districts and % for Art		X									X		X		
IP	Restructure LDOA staff for greater efficiency		X													
IP	Develop Internal Communication plan with regional and national partners		X												Matthew Day / Jacques Berry	