PRIORITY 1

Priority 1: Re-grant funds for arts activity in our northwestern region with state funds in five categories.

GOALS: Award fourteen Arts Legacy grants to arts organizations, schools, and communities.

Award eight Arts Project Grants to arts organizations and communities with general funds.

Award eight Arts Equipment Grants to schools with general funds.

OBJECTIVES:

a. Implement the Arts Legacy and Arts Project grant programs with state funding.

b. Foster and nurture local arts groups to grow and/or sustain levels of programming through one-on-one visits and suggestions.

c. Publicize the availability of grant funds in the seven-county area in a timely manner prior to each application deadline. Send reminders of deadlines through our e-newsletter.

d. Provide technical assistance on the grant application process to organizations and schools.

e. Administer the review and evaluation process.

f. Measure outcomes related to these re-grant programs and adjust the process.

 Measurable Outcome (150 characters max)

The variety and diversity of applicants and participants increases, as they enrich the ways they connect to their communities through the arts.

Which of the 25-year arts legacy outcomes will this measurable outcome address (select all that apply)?

* The arts are interwoven into every facet of community life Yes
* Minnesotans believe the arts are vital to who we are
* People of all ages, ethnicities, and abilities participate in the arts Yes
* People trust Minnesota's stewardship of public arts funding
* The arts thrive in Minnesota

Plan for measuring results (1,000 characters max)

Evaluation will occur through asking needs assessment and demographic questions to all applicants, grantees, focus groups, and panelists.

Success will be measured by an increased percentage of people stating that they were enriched through arts in community, and our office documenting at least four different types of applicants including nonprofit arts organizations, schools, cities, and other nonprofit organizations.

PRIORITY 2

Priority 2: Provide professional stewardship through executive and contract staffing, board orientation and equity training, and accessible office space.

GOAL: Provide Arts Council Director staffing to the Northwest Minnesota Arts Council in FY 2022 and FY 2023 to ensure work functions related to planning and procedure are met and progress is made on equity training within board and staff.

OBJECTIVES:

a. Staff and maintain the Northwest Minnesota Arts Council.

b. Provide orientation as well as education on equity for Arts Council board members and staff

c. Revise and update the Arts Plan and Budget on an annual basis

d. Conduct a regional arts needs assessment every four years

e. Update and revise agreements with the RDC as needed.

f. Fulfill administrative requirements of the Minnesota State Arts Board, including preparation of: annual final report; work plan and budget; and re-grant activities reporting.

g. Participate in statewide "arts system" planning/strategy within the Forum of RAC's; MN Citizens for the Arts and MN State Arts Board.

h. Active arts advocacy efforts throughout the year

Measurable Outcome (150 characters max)

Regional residents experience increased access to the arts via a reduction in cultural and/or physical barriers.

Which of the 25-year arts legacy outcomes will this measurable outcome address (select all that apply)?

* The arts are interwoven into every facet of community life
* Minnesotans believe the arts are vital to who we are
* People of all ages, ethnicities, and abilities participate in the arts
* People trust Minnesota's stewardship of public arts funding Yes
* The arts thrive in Minnesota

Plan for measuring results (1,000 characters max)

Evaluation will occur through our needs assessment and focus groups.

Success will be measured by Board, staff, and volunteer personnel reflecting the demographic of our area in terms of age distribution and race. Respondents say that they are highly satisfied with service and our office/showcase spaces.

PRIORITY 3

Priority 3: Showcasing artists and arts organizations from our northwest region primarily through our annual NW Art Exhibt and our gallery exhibits.

GOALS: Organize and implement the Northwest Minnesota Art Exhibition in 2022 and 2023 funding the Student portions with State Funds. Schedule four exhibits with McKnight funds including one featuring artists of color, and two exhibits with State funding.

OBJECTIVES:

a. Hire/train Showcase Specialist contract position

b. Publicize the Call for Entries and contact artists

c. Select and contract with the juror.

d. Coordinate and implement registration, hanging the exhibit, creating programs, volunteer coordination, and prompt wrap-up.

e. Coordinate and implement all Artist Receptions

f. Organize the touring summer schedule and administer the tour

g. Measure outcomes and evaluate the program yearly

Measurable Outcome (150 characters max)

Minnesotans participate in the arts as creators and those interested gain inspiration, support, and encouragement to create new pieces of art and sell their art. (percentage increases)

Which of the 25-year arts legacy outcomes will this measurable outcome address (select all that apply)?

* The arts are interwoven into every facet of community life
* Minnesotans believe the arts are vital to who we are
* People of all ages, ethnicities, and abilities participate in the arts Yes
* People trust Minnesota's stewardship of public arts funding
* The arts thrive in Minnesota Yes

Plan for measuring results (1,000 characters max)

Evaluation form completed by artists who display work in our gallery and evaluation on-line by artists who show pieces in our annual exhibit.

Artists state in the form that our showcasing opportunities stimulate an increase of atleast 10% in new creations and report sales occurring during our showcases.

PRIORITY 4

Priority 4: Promotion and marketing of artists and arts activities in northwest Minnesota primarily through our e-newsletter, website, and podcast interviews.

GOALS: Focus on podcasts, website posts, and e-newsletters that feature 1/3 artists, 1/3 arts organizational leaders, and 1/3 staff and board members within our various promotional activities.

OBJECTIVES:

a. Hire/train Promotions Specialist contract position

b. Coordinate at least 40 Radio interviews that become Podcasts on our website with a minimum of 4 being people of color

c. Publish one e-newsletters per month with artists opportunities and arts leadership opportunities

d. Add venue listings to the directory

e. Increase likes in social media

f. Create enhanced artist listings

g. Measure outcomes and evaluate the program semi-annually at the NWMAC board meeting

Measurable Outcome (150 characters max)

Minnesotans value and view participation in our promotion and marketing efforts as enhancing their organization and individual careers. Featured Arts involved public report having used or knowledge of our programs and services.

Which of the 25-year arts legacy outcomes will this measurable outcome address (select all that apply)?

* The arts are interwoven into every facet of community life Yes
* Minnesotans believe the arts are vital to who we are
* People of all ages, ethnicities, and abilities participate in the arts Yes
* People trust Minnesota's stewardship of public arts funding
* The arts thrive in Minnesota Yes

Plan for measuring results (1,000 characters max)

Survey participants in our booklet and podcasts to chart both the facet of community life and the population that they represent.

Success will show different facets of community life and diverse populations participating at an increased rate from last biennium.

PRIORITY 5

Priority 5: Training and networking of creative people, artists, and arts leaders in our northwest region through in person and online workshops.

GOALS: Provide monthly training and networking experiences that appeal to and are attended by a diverse group of creative people.

OBJECTIVES:

a. Hire/train Training/Networking Specialist contract position

b. Implement one teaching artist roster program cohort with a training series.

c. Develop and implement online creative community gatherings once a month with one session for festival coordinators on traditional/folk arts

d. Coordinate and implement a Work of Art: Business Skills for Artists series

e. Coordinate and implement an annual training for performing arts leaders

f. Measure outcomes and evaluate the training program statistics semi-annually at a NWMAC Board meeting

Measurable Outcome (150 characters max)

Minnesotans study/develop skills in the arts and make connections through networking that increase their ability to create freely with less self-judgement while not losing any quality to their work.

Which of the 25-year arts legacy outcomes will this measurable outcome address (select all that apply)?

The arts are interwoven into every facet of community life

Minnesotans believe the arts are vital to who we are Yes

People of all ages, ethnicities, and abilities participate in the arts Yes

People trust Minnesota's stewardship of public arts funding

The arts thrive in Minnesota

Plan for measuring results (1,000 characters max)

Survey all participants who are involved in workshops, trainings, and networking with demographic questions and feedback on their ability to create freely, their growth in skills, and their increased connections in the arts community.

At least 80% of participants will say they had specific growth as they participated in our NWMAC training or networking session.