



**The MISSION of the Iowa Arts Council**  
is to enrich the quality of life for Iowans through support of the arts.

**The VISION of the Iowa Arts Council**  
is that Iowans recognize the arts are essential to their quality of life.

## **STRATEGIC GOALS FOR 2008-2011**

**Goal 1. There is a high level of visibility statewide for the contribution Iowa artists and arts organizations make to Iowa's quality of life.**

*Strategy 1.a. Broadly promote Iowa arts and artists through a public promotional campaign*

Action Step 1.a.i Develop and implement a coordinated strategy to promote the arts in IA: slogan, consistent message, viral methods, professional help possibly from corporations or Ad Pros of IA, regular media coverage in all media formats, etc.

Action Step 1.a.ii Develop tools and methods for heightened promotion of rostered artists

Action Step 1.a.iii Enhance public visibility of specific arts & artists

*Strategy 1.b. Boost the marketing abilities and resources of Iowa artists and arts organizations*

Action Step 1.b.i Host or make possible regular conferences and workshops for artists, and disseminate other marketing resource information.

*Strategy 1.c. Establish a data collection process to identify and track cultural workers and other entities that contribute to the creative economy in Iowa.*

Action Step 1.c.i Study and report on statewide economic impact of the arts.

Action Step 1.c.ii Promote implementation of Cultural Data Project

Action Step 1.c.iii Improve system of documenting numbers of artists in Iowa

**Goal 2. Excellent Iowa artists are recognized and supported.**

*Strategy 2.a. Plan and implement a means to provide financial support to emerging, mid-career, and established Iowa artists*

Action Step 2.a.i Support project grants for individual artists and to organizations who will hire Iowa artists for projects

Action Step 2.a.ii Establish an Artist Fellowship program

- Action Step 2.a.iii      Manage Art in State Buildings Program
- Action Step 2.a.iv      Transfer responsibility for leadership in public art in Iowa to Iowa Public Art Network
- Action Step 2.a.v        Improve interactive resources for artist opportunities online
- Action Step 2.a.vi      Manage Iowa Scholarship for the Arts Program

*Strategy 2.b.      Offer resources for artist professional development in entrepreneurial skills, collaboration, grant writing, and discipline-specific topics*

- Action Step 2.b.i        Provide grant writing training for Iowa artists
- Action Step 2.b.ii      Sponsor or support periodic professional development opportunities for artists
- Action Step 2.b.iii     Provide individual artist consultations

**Goal 3.    Iowa's arts organizations are viable and important contributors to high quality of life in their communities and regions.**

*Strategy 3.a.      Help arts organizations build sustainability and provide enhanced value to their communities and regions*

- Action Step 3.a.i        Coordinate the Cultural Leadership Partnership program
- Action Step 3.a.ii      Provide consultation services to Iowa arts organizations: one-time and ongoing
- Action Step 3.a.iii     Develop site visit plan for community arts agencies, possibly for other organizations
- Action Step 3.a.iv      Provide opportunities for peer-to-peer networking (development directors, AIE managers, etc.)
- Action Step 3.a.v        Create support system and education about community design themes

*Strategy 3.b.      Increase access to the arts by helping arts organizations build new relationships and reach out to new audiences*

- Action Step 3.b.i        Create models and provide outreach support to arts organizations wanting to reach out to a more ethnically and culturally diverse audience
- Action Step 3.b.ii      Identify & promote programs that provide good outreach or programming with new audiences

**Goal 4. Iowans have access to excellent lifelong opportunities for education in and through the arts.**

*Strategy 4.a. Collaborate with Dept of Education, IAAE, and other statewide entities to promote the importance of arts education in the PreK-12 school system*

Action Step 4.a.i Create materials to distribute regarding support needed for arts education, arts education data/stats, etc.

Action Step 4.a.ii Train roster artists to be articulate about arts education

Action Step 4.a.iii Strengthen relationships with statewide entities that have a stake in arts education for Iowa students

*Strategy 4.b. Support and share innovative educational practices in and through the arts in Iowa schools and communities.*

Action Step 4.b.i Support innovative educational practices through grants

Action Step 4.b.ii Support innovative practices through collaborative partnerships

Action Step 4.b.iii Provide curricular resources to teachers and teaching artists via web site, workshops, newsletter, listserves, etc.