

IOWA DEPARTMENT OF CULTURAL AFFAIRS

STRATEGIC PLAN 2016–2018



MISSION

We empower Iowa to build and sustain culturally vibrant communities by connecting Iowans to the people, places and points of pride that define our state.

VISION

Iowa is recognized as a state that fosters creativity and serves as a catalyst for innovation where the stories of Iowa are preserved and communicated to connect past, present and future generations.

STRATEGIC GOALS

- To preserve and promote Iowa's collective heritage and unique sense of place
- To cultivate creativity, participation and learning in the arts
- To engage diverse statewide audiences through education initiatives, exhibitions and public programs
- To provide tools, resources and knowledge to promote networking, collaboration and best practices to nurture cultural leadership
- To invest in people and projects that foster economic growth and enhance the cultural identity of local communities

PRIORITIES 2016-2018

- Partnerships
- Storytelling
- Technology
- Internal Collaboration
- Metrics

VALUES

Responsiveness: We believe our priorities and programs should be adaptable, reflecting and respecting the evolving needs of Iowans.

Community: We believe culture at its root is a shared experience and we seek to foster relationships among people with everything we do.

Creativity: We believe that encouraging new ideas, approaches and fresh thinking are necessary for Iowa and our organization.

Collaboration: We believe partnership is essential to achieving greater impact, relevance and sustainability for our organization and our state.

Ingenuity: We believe in making the best use of the resources that we have, including space, time, expertise and dollars.

Stewardship: We believe it is our responsibility to preserve Iowa's cultural legacy and resources.

WHAT IOWANS WANT FROM THE IOWA DEPARTMENT OF CULTURAL AFFAIRS

The Department of Cultural Affairs convened community conversations across Iowa to elicit a vision for arts, history and culture based on the needs and wants of Iowans. Participants discussed what makes their communities vibrant, ways the department can serve as a resource for Iowans, and how this all might be shared in a revitalized State Historical Building of Iowa. After hearing from over 1,500 Iowans, we can create a better plan to help us determine how to build and sustain culturally vibrant communities by connecting Iowans to the people, places and points of pride that define our state.



Connectivity

Iowans want opportunities for residents, creative businesses, arts and cultural organizations, and others to network with each other and across the state. They are looking to the department to provide and facilitate opportunities to connect, communicate, and access resources.



Awareness

Promoting Iowa's identity as a progressive, innovative and culturally healthy state that has much to offer is imperative for many Iowans. Iowa has too many "best kept secrets" and we need to ensure Iowans – and those outside our borders – are aware that Iowa and its communities are culturally vibrant and have much potential to seize.



Sustainability

Capacity-building and providing access to resources to ensure sustainability of Iowa's art, heritage and cultural assets was a top priority for Iowans. Communities want the department to help enable them so they can grow and thrive, implement long-term visioning with community buy-in, and identify ways to attract and retain young talent.



Education

Communities want access to creative learning experiences, especially for students related to arts in education and Iowa history. The department can enhance these innovative learning experiences, and continue to help build a 21st century skilled workforce.



Cultural Center for All Iowans

Iowans want a state flagship museum for Iowa that is reflective of all 99 counties.

