

**AGENCY PERFORMANCE PLAN
FY 2022**

Name of Agency:

IOWA DEPARTMENT OF CULTURAL AFFAIRS

Agency Mission:

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.

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.

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 2019-2021

- Partnerships
- Storytelling
- Technology
- Internal Collaboration
- Metrics

Core Function	Performance Measures	Performance Target FY22	Actual FY21	Link to Strategic Plan Goal(s)
13 – Community Coordination and Development	SPA 259_13100 – Sustainable Community Development & Enrichment			To invest in people and projects that foster economic growth and enhance the

Desired Outcome(s): <i>DCA achieves the core function of community coordination and development by providing grants and incentives that serve as a catalyst by leveraging local support and by providing technical assistance to community and cultural leaders so they can create culturally vibrant communities.</i>				cultural identity of local communities To preserve and promote Iowa's collective heritage and unique sense of place To provide tools, resources and knowledge to promote networking, collaboration and best practices to nurture cultural leadership
Services, Products, Activities	Performance Measures	Performance Target FY22	Actual FY21	Strategies/Recommended Actions
A - State Historic Preservation and Cultural & Entertainment District Tax Credit Program	SPA Measure 259_13100_007: Historic Tax Credits Application Responses within 60 days	100%	100%	Partnerships, storytelling, technology, internal collaboration, metrics
B - Federal Historic Preservation Rehabilitation Tax Credit				
C – Certified Local Governments				
D – Historic Resource Development Program Grants				
E – Iowa Arts Council Grants	SPA Measure 259_13100_008: Ratio of State's Investment in Grant Programs to Local Match Target	2:1	2:1	
F – Iowa Great Places Grants	SPA Measure 259_13100_009: Number of Great Places Agreements SPA Measure 259_13100_010: Ratio of State's Investment in GP to Local Match	42 2:1	42 2:1	
G – Cultural Trust Stability Grants				
Core Function	Performance Measure (Outcome)	Performance Target FY22	Actual FY21	Link to Strategic Plan Goal(s)
25 – Education	SPA 259_25100 – Educational Programming, Access and Outreach			To cultivate creativity, participation and learning in the arts
Desired Outcome(s): <i>Education is a core function to emphasize the importance of cultivating creativity through participation and learning in arts, history and media; DCA accomplishes this by convening statewide audiences in professional</i>				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

<p><i>development to support best practices.</i></p> <p><i>Education is a core function to DCA and a cornerstone for lowans who engage in relevant learning opportunities as students, educators, cultural leaders and lifelong learners who are the quest to gain knowledge, to engage in unique cultural experiences and to get to know Iowa History.</i></p>				nurture cultural leadership
Services, Products, Activities	Performance Measures	Performance Target FY22	Actual FY21	Strategies/Recommended Actions
<ul style="list-style-type: none"> • Iowa Arts Summit • Preserve Iowa Summit • State Historical Museum Education Programs • State Historic Sites Education • National History Day • History- based Educator Training & Resource Development • Arts Educational Programming • THE FILM LOUNGE television series on IPTV 	<p>SPA Measure 259_25100_005: # of Visitors to the State Historical Museum/State Historical Building, Research Centers and Historic Sites</p> <p>SPA Measure 259_25100_006: # of user sessions on DCA Website lowaculture.gov (compared to page views in prior year)</p> <p>SPA Measure 259_25100_007: # engaged on social media including Facebook and Twitter</p>	<p>105,050</p> <p>600,000</p> <p>49,000</p>	<p>18,042</p> <p>1,098,415</p> <p>45,688</p>	<p>Partnerships – Develop strategic partnerships; convene statewide audiences with relevant learning opportunities and meaningful educational programs</p> <p>Storytelling – Through exhibits, collections, events, speakers, performances and programming, engage lowans with the stories of Iowa’s rich history to foster greater appreciation and connect current audiences with past generations</p> <p>Technology – Use technology to CONNECT to stakeholders through Salesforce, lowaculture.gov website, Iowa Culture app, blogs and social media</p> <p>Internal Collaboration – develop the team, connect and share resources</p> <p>Metrics – Track annual participation</p> <p>Showcase Iowa films and their filmmakers to educate the public about the quality and quantity of storytelling in our state. Build a win-win partnership with two other state entities—IPTV and the IAC</p>

Core Function	Performance Measure (Outcome)	Performance Target FY22	Actual FY21	Link to Strategic Plan Goal(s)
16 –Conservation, Preservation and Stewardship	SPA 259_16100 – Collections, Preservation, Stewardship and Management			To preserve and promote Iowa’s collective heritage and unique sense of place
Desired Outcome(s): <i>Conservation, preservation and stewardship are core functions to support the DCA’s State Historical Society of Iowa’s priority to PRESERVE, EDUCATE AND CONNECT with Iowans.</i>				To cultivate creativity, participation and learning in the arts To engage diverse statewide audiences through education initiatives, exhibitions and public programs
Services, Products, Activities	Performance Measures	Performance Target FY22	Actual FY21	Strategies/Recommended Actions
	SPA Measure 259_16100_003: # of People benefiting from DCA History, Culture and Arts Ed program SPA Measure 259_16100_004: # of People Impacted by Arts Projects Funded by IAC Target	32,700 10,005,000	19,435 25,884,435	Preserve the state’s collection of archives and artifacts; Educate Iowans as the content experts and serve as a valuable resource; connect people to Iowa and across all 99 Counties Rotate museum exhibits to increase access to the state’s historical collection Develop comprehensive museum collection management plan to address immediate needs and long-term integrity of collection Gain funding for the State Historical Building Renovation Sponsor The Film Lounge with IPTV
Core Function	Performance Measure (Outcome)	Performance Target FY22	Actual FY21	Link to Strategic Plan Goal(s)
19 - Economic Growth and Expansion	SPA 259_19100 – Economic Growth and Expansion			To invest in people and projects that foster economic growth and enhance the cultural identity of local communities
Desired Outcome(s): <i>DCA strives to achieve the core function of economic growth and expansion by being a catalyst to build and sustain culturally vibrant</i>				To provide tools, resources and knowledge to promote networking, collaboration and best practices to

