

STRATEGIC PLANNING SURVEY

To assess public's perception of the
Washington State Arts Commission
and the arts

May 2008



HOW IMPORTANT ARE THE ARTS IN YOUR COMMUNITY?

90%

Very important / Important

MOST IMPORTANT WSAC SERVICES

Advocating for the Arts (77.8%)

Arts Education in K-12 schools (76.7%)

Making art a priority of the State (76.2%)

Promoting the Arts (68.9%)

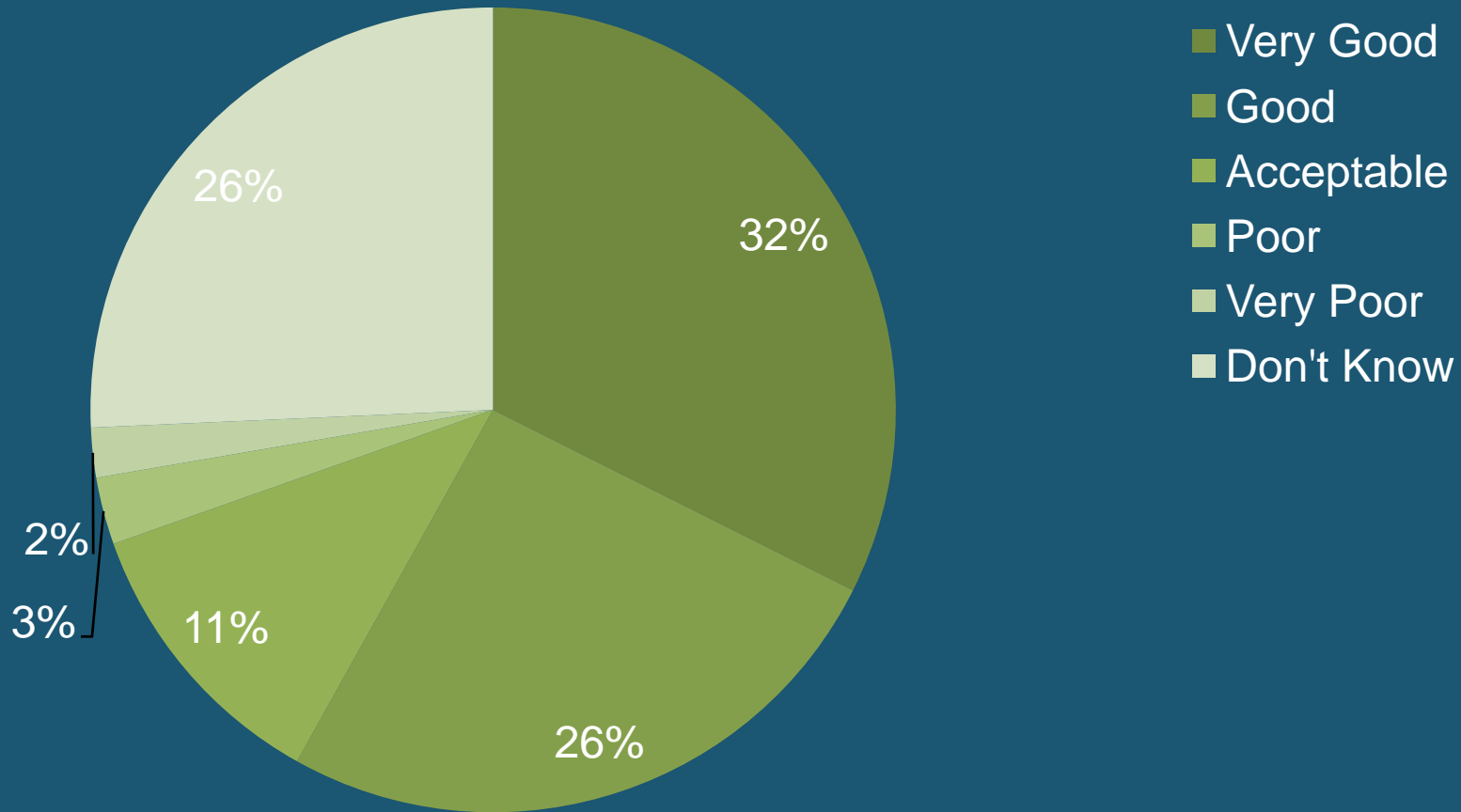
Grants to Arts Organizations (62.7%)

1/2 of 1% Public Art Program (60.4%)

Grants for arts projects (53.4%)

Support to arts service organizations working statewide (51.4%)

HOW WOULD YOU RATE WSAC SERVICES?



WSAC SHOULD SUPPORT...

Arts Education in K-12 schools (66.9%)

Community partnerships that improve arts education (62.1%)

Arts opportunities in many communities across the state (57.9%)

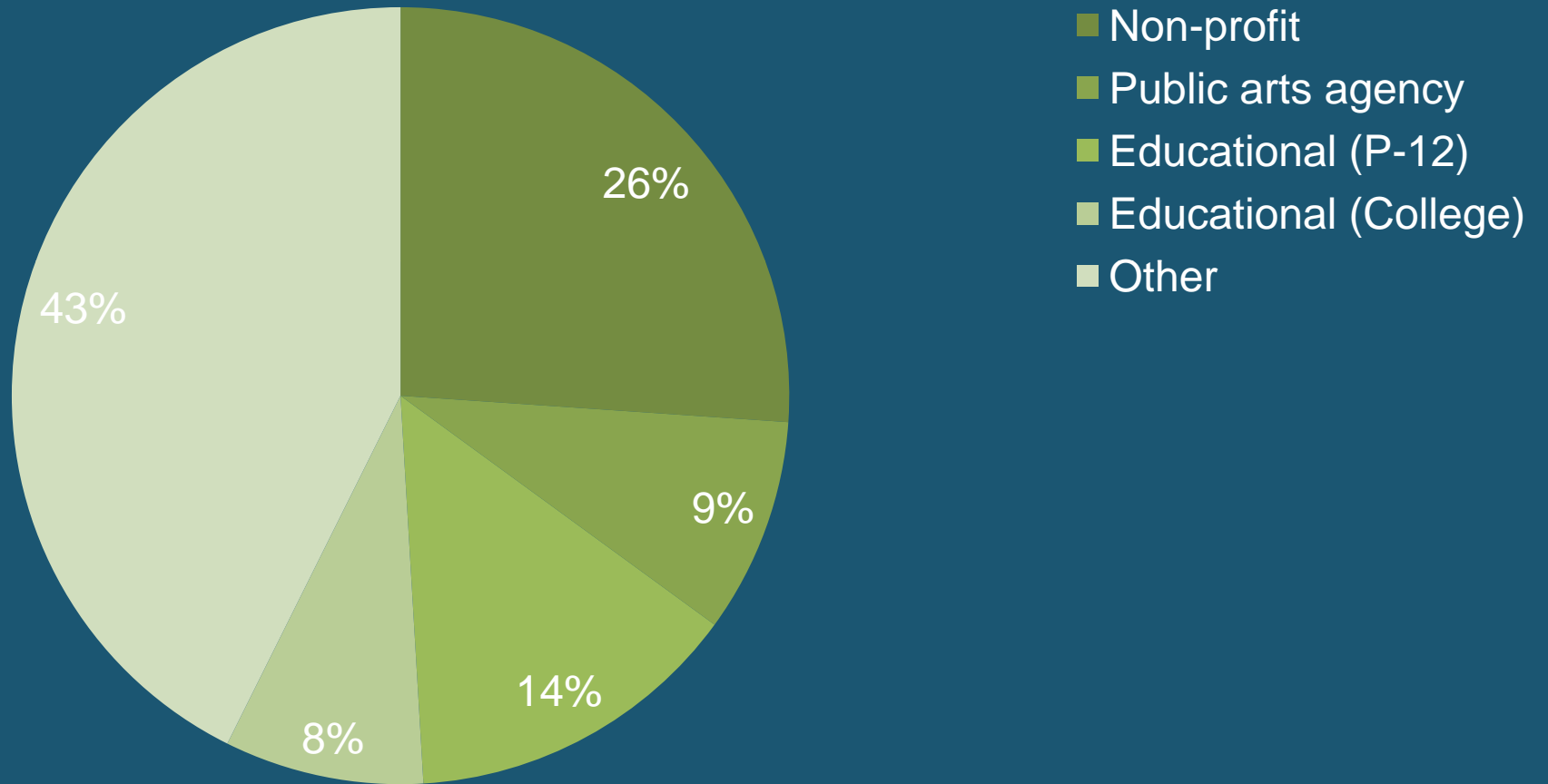
Arts as part of economic development efforts (54.6%)

Access for people who have few opportunities to participate (49.7%)

Local planning for arts and culture (46.5%)

Arts organizations with multi-year history of quality programming (42.4%)

SURVEY RESPONDENTS – DEMOGRAPHICS EMPLOYMENT



SURVEY RESPONDENTS - DEMOGRAPHICS

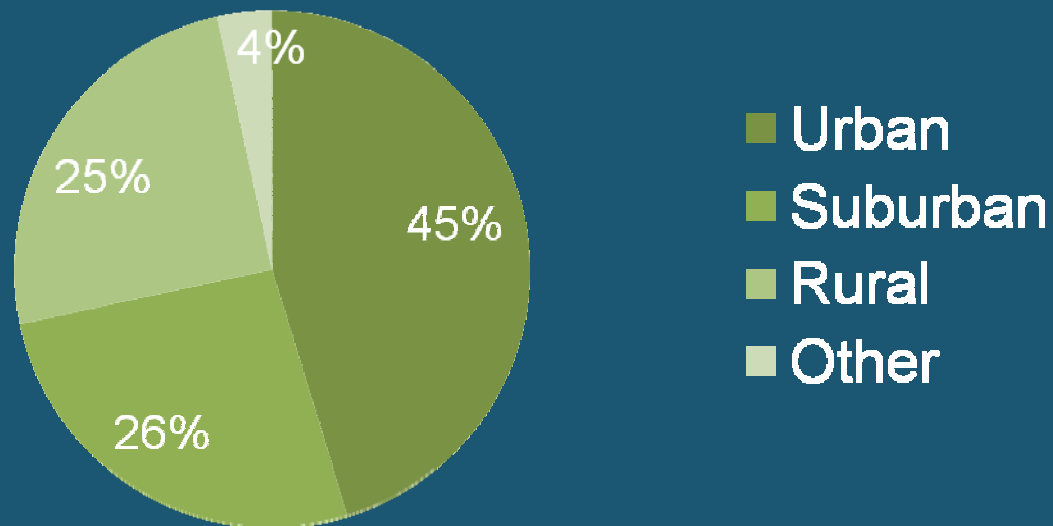
49.3% working artists

45.0% serve on an arts organization board

58.1% employed full-time

71.1% female

Primary Residence



OPINION LEADER INTERVIEWS

To assess how WSAC is perceived by key
leaders across the state

May 2008

KEY FINDINGS OF THE INTERVIEWS

WSAC is well-respected

WSAC could play a stronger role through partnerships and focused efforts

Opportunities:

- Increased effectiveness with Governor and Legislature
- Relate to economic development and local cultural planning
- Align WSAC work with other state agencies

WHAT WOULD YOU TELL THE GOVERNOR?

WA needs a state cultural policy and commitment to the arts;
valued and mature sector of community fabric
at the table solving the state's problems

Arts are part of our humanity

Statistical results of our investments

- tourism, economic growth
- breaking the cycle of poverty

Without public support the arts become elitist