

ARTS WA

WASHINGTON STATE ARTS COMMISSION



Governor Rossellini signs
legislation creating the Arts
Commission, in 1961

ArtsWA Commissioners
November 2012

Board Toolkit | October 2013 | Olympia



arts.wa.gov



STATE OF WASHINGTON

WASHINGTON STATE ARTS COMMISSION

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October 2013

ArtsWA Commissioners:

We are pleased to provide you with this Board Toolkit as a handy reference to help you serve effectively as an appointed member of the Board of the Washington State Arts Commission (ArtsWA). This Toolkit explains the roles of Board and staff, and provides information about the priorities, programs, services, budgets, and policies of ArtsWA.

The Washington State Arts Commission is charged with the conservation and development of the state's artistic resources as described in RCW43.46.005. It is authorized ... to study, plan, and advise the governor, state departments, and the legislature regarding cultural development. [WAC 30-02-040]

As specified in the Washington Administrative Code, or WAC, Title 30-02-055, the Board's responsibilities are vital to achieving our shared goals:

- Approve the agency budget each fiscal year and each biennium.
- Approve the agency's strategic plan and goals each biennium.
- Approve all grants, except when such authority is specifically delegated to the Executive Director.
- Approve changes to rosters, as specified in WAC 30.

Board members are also expected to serve on Board committees, as well as on panels to review grants, rosters, and other applications.

Additionally, the Board's advocacy role is essential to the success of the agency and the future of the arts in the state. Each Board member is expected to participate actively in advocating for ArtsWA resources and programs. This involves ongoing communication with legislators about the ArtsWA advocacy agenda, as well as tracking related issues and keeping informed and connected with related advocacy efforts.

As a Board member, you may also be asked to participate in other advocacy work, which might include working with the Governor or his staff, speaking at a legislative hearing, or participating in the Legislature's Heritage Caucus.

As Executive Director, I serve as the chief executive officer of the agency, including supervision of staff and management of the agency. My position is appointed by the Governor, and I am the chief spokesperson for the agency. I work with the Board to develop our advocacy agenda, strategic plans, and budgets.

Together, our role is to advance the arts to benefit the people of Washington State. We share this commitment because we believe in the public value of the arts.

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Before each Board meeting, you will receive a meeting packet formatted to be easily added to this binder. Please use the binder to help keep things in one place for each meeting, enabling you to have close-at-hand what you need for each part of the agenda.

Familiarize yourself with the agency website, www.arts.wa.gov, which supplies details about specific programs, deadlines, recent grantees, research, and news from the field. Follow us on Facebook and Twitter, and watch for the ArtsWA monthly e-news.

Thank you for supporting the important work of advancing the arts.

Sincerely,

A handwritten signature in black ink that reads "Kris Tucker". The signature is written in a cursive, flowing style.

Kris Tucker
Executive Director

BOARD ROLES AND RESPONSIBILITIES

Established in 1961 by the Washington State Legislature, the Washington State Arts Commission is a small agency within state government. The Executive Director, appointed by the Governor, reports to the Board of Commissioners.

The Board of Commissioners includes 19 citizens appointed by the Governor to 3-year terms. The Governor considers the following criteria when considering a potential appointee:

- Representation of the various disciplines within the visual, performing, and literary arts.
- Representation of Washington state's varied geographic areas.
- Representation of cultural, state, and community organizations.

In addition, the Legislature appoints two members of the Senate and two members of the House (one from each party from each chamber), for a total of four legislators serving as Commissioners.

The Washington Administrative Code (WAC), Title 30 (revised in 2010) outlines how the Board of Commissioners is governed. The Board's responsibilities include the following:

- Approval of the agency budget for each fiscal year and biennium.
- Approval of the agency strategic plan and goals each biennium.
- Approval of grants and artist rosters.
- Advocating for the arts, including meeting with legislators and other public officials, as allowable under state regulation.

The success and sustainability of ArtsWA depends on the commitment and support of each Commissioner in taking the following actions:

- Attend all Board meetings.
- Prepare for the Board meetings by reading all materials before the meeting begins.
- Serve on grant panels and committees.
- Follow rules and policies, including those concerning conflict of interest.
- Decline complimentary tickets, except for an event that is free to the public.
- Keep current with activities and issues of ArtsWA by following eNews, Facebook, and Twitter updates.
- Speak for ArtsWA only as authorized.
- Work with other Commissioners so that the arts are indispensably integrated into state priorities.

Board Committees and Officers

Executive Committee

The Executive Committee meets outside the regularly scheduled Board meetings, to discuss issues that arise between Board meetings, and to review the agenda and prepare for Board meetings. The Executive Committee includes the Chair, First Vice-Chair, and Second Vice-Chair, plus one or more at-large members who are chosen by the Chair. Officers are elected by the Board at the first meeting of each fiscal year (WAC 30.01.050).

Nominating Committee

At the final Board meeting of the fiscal year, in May, the Chair appoints a Nominating Committee to prepare the slate of officers for election at the August meeting. The Nominating Committee surveys or interviews all Commissioners about Board leadership, meetings, and similar topics

Other Committees

The Chair may establish other committees and appoint members. The Advocacy Committee has been active in recent years to monitor legislative activity and guide the Board's advocacy efforts.

Board Review and Timeline

The fiscal year for Washington state government is July 1 through June 30. The Board meets at least four times each fiscal year. The table on the following page shows the types of decisions that may require Board action at each of the meetings during a typical year. The agenda for each meeting may not include all of these items and is likely to include other Board actions as needed, including one-time, biennial, or occasional actions—as well as reports, updates, and similar topics.

Social Media

ArtsWA actively uses social media to share news and information. We distribute eNews monthly to a list of about 3,000 constituents, including all Board members. Board members are encouraged to follow ArtsWA on Facebook and Twitter, and to share, “like,” and comment on ArtsWA posts. You also may identify yourself as a Board member of ArtsWA on your own social media accounts. Please remember that your role with ArtsWA is one of public service—and that social media is a tool that can be misused and misunderstood.

BOARD MEETING	AGENDA FOCUS	PURPOSE
November	<u>ADVOCACY:</u> Preview upcoming Legislative session. Discuss advocacy goals/agenda and related strategies.	Information
	<u>BUDGET:</u> Review 1st Qtr Report/ current fiscal year; Review final (4th Qtr) Report for previous fiscal year.	Information
	<u>BOARD:</u> Approve Board meeting schedule for next calendar year.	Approval
February	<u>ADVOCACY:</u> Refine advocacy strategies; participate in Arts & Heritage Day.	Information
	<u>BUDGET:</u> Review 2 nd Qtr Report/current fiscal year.	Information
May	<u>ADVOCACY:</u> Review status of Legislative session and related implications.	Information
	<u>BUDGET:</u> Approve budget for next fiscal year. Review 3 rd Qtr Report/current fiscal year.	Approval
	<u>PROGRAM:</u> Approve grants.	Approval
August	<u>BUDGET:</u> Approve biennial budget request.	Approval
	<u>BOARD:</u> Orientation for new Board members. Elect Board officers. Review preliminary Board meeting schedule for next calendar year.	Information
	<u>PROGRAM:</u> Approve grants.	Approval

ADVOCACY

Advocacy is central to the Board's purpose. As stated in RCW 43.46.050, the Board "shall meet, study, plan, and advise the governor, the various departments of the state and the state legislature and shall make such recommendations as it deems proper for the cultural development of the state of Washington." The Board's advocacy role is coordinated by the Executive Director and the Board Chair, often in consultation with the Executive Committee and/or a Board Advocacy Committee. Advocacy and lobbying are addressed in the Revised Code of Washington (RCW 42.17.190). While advocacy activities are allowed, grassroots lobbying, as defined below, is not.

Definitions

Advocacy. To influence legislative decision-making about the arts by building relationships with state elected officials. Inform them of the public benefit of the arts and of ArtsWA by providing meaningful information about funding and program impacts. Encourage legislators to participate in the arts in their community.

Lobby. To ask a state elected official to take a specific action on an issue. (Example: Request that a legislator vote for an increase in state funding for the arts.)

Grassroots lobbying. To ask anyone besides state elected officials to take a specific action on an issue. (Example: Ask a neighbor to contact legislators to vote for an increase in state funding for the arts.)

Educate/Inform. To provide information about an issue or program without asking for action. (Example: Write a letter to the editor of your local newspaper citing the impacts of ArtsWA in the community.)

Advocacy Goals

- Increase the funding for and awareness of ArtsWA programs and activities by our authorizers (the Governor and Legislature).
- Communicate the public value of the arts to the public, elected officials, and other policy leaders.

Advocacy Actions

Commissioners must coordinate their advocacy efforts with the Executive Director and Board Chair. As a Commissioner, you CAN:

- Directly lobby the Governor, state legislators, and state agencies while on official ArtsWA business. This includes placing phone calls, writing letters, and meeting in person with elected officials and state agency directors.
- Educate and inform anyone, using talking points and materials provided by ArtsWA staff.
- Advocate the official agency position or interests of the agency to any elected official.

Grassroots Lobbying Actions

By law, Commissioners cannot take part in the following actions:

- Ask someone else to lobby about ArtsWA or arts issues in general. You cannot encourage others to take action on an arts issue; for example, by urging colleagues to contact their legislators about ArtsWA funding.
- Campaign for or endorse any elected official.

However, as a citizen, you can lobby, and you can also belong to the Washington State Arts Alliance (WSAA) and other advocacy organizations. If you do lobby in such a role, please remember that you cannot represent yourself as a Commissioner, and must not wear your ArtsWA name badge when acting in a citizen lobbying role or in any campaign activity.

2012 - 2016 STRATEGIC PLAN

The legislation that established ArtsWA also set the framework for the programs we manage and the way we go about our work. Legislation—and good business practice—requires that our agency follow a strategic plan that is updated every 2 years. The strategic plan establishes our mission, vision, values, goals, and objectives to ensure that our programs and services are meeting the needs of the public. The Board takes an active role in developing our strategic plan, and the public is asked to weigh in as well. Our most recent revisions to the strategic plan were approved by the Board in August 2012, and are outlined below.

Our Vision

The arts are thriving and celebrated throughout Washington State, woven into the fabric of vital and vibrant communities.

Our Mission

The Washington State Arts Commission is a catalyst for the arts, advancing the role of the arts in the lives of individuals and communities throughout the state.

Our Values

- ***The arts:*** To express and celebrate human experience, explore our identity, bring people together, and imagine and create the future.
- ***Cultural legacy and artistic innovation:*** To honor the past and envision the future, protect heritage, and contribute to new possibilities.
- ***Public support for the arts:*** To expand opportunities and to generate social, educational, and economic benefits.
- ***Diversity:*** To affirm a multitude of art forms and perspectives, and to promote fairness and equity in access to arts resources and experiences.

Our Goals

- Be a voice for the public value of the arts.
- Expand arts participation in communities across Washington State.
- Improve stewardship of the State Art Collection.
- Strengthen K-12 arts education as part of, and fundamental to, basic education.
- Document the impact of the arts and arts education, and share the findings.
- Build leadership in and for the arts.

mission	ArtsWA is a catalyst for the arts, advancing the role of the arts in the lives of individuals and communities throughout the state.					
goal	Be a VOICE for the public value of the arts.	Expand ARTS PARTICIPATION in communities across Washington State.	Strengthen K-12 ARTS EDUCATION as part of, and fundamental to, basic education.	Improve stewardship of the STATE ART COLLECTION.	Document the IMPACT of the arts and arts education, and share the findings.	Build LEADERSHIP in and for the arts.
						
FY 2013 evidence and examples (indicators <u>underlined</u> here are official performance measures.)	<p>Expanded content and activity on Facebook, Twitter, arts.wa.gov</p> <p>Integrate eNews topics with Strategic Plan Goals</p> <p>State and Federal \$ for the arts in WA (ArtsWA, NEA, Building for the Arts)</p> <p>Federal funding for the arts resulting from ArtsWA assistance</p> <p># board members participating in Arts & Heritage Day</p>	<p>\$ distributed through ArtsWA grants</p> <p># counties reached by ArtsWA grants</p> <p># individuals participating in <u>ArtsWA-funded arts organizations activities</u></p> <p># artists participating in <u>arts organization programs funded by ArtsWA</u></p> <p># APLI learning forums; # participants</p>	<p># K-12 students receiving <u>high-quality arts instruction supported by ArtsWA arts education grants</u></p> <p># K-12 teachers learning arts teaching techniques</p> <p>% of <u>additional/other project funds leveraged by AIE grants</u></p> <p>External evaluation of AIE grants and grantee reports</p> <p>Teaching Artist Training (TAT) Lab learning outcomes and participant growth</p> <p>Statewide arts education initiatives advanced through partnerships</p>	<p>Launch K-12 pooling fund for all public school artwork allocations</p> <p># <u>artworks conserved</u></p> <p>% of the State Art Collection <u>with current location and condition information</u></p> <p>% <u>artwork acquisitions rated "good" or "excellent" by community representatives</u></p> <p>Implement conservation review process as part of proposal/design</p> <p>Initiate arts curriculum project during artwork acquisition process</p>	<p>Share program evaluations, including AIE, AIPP, Community Foundations, Creative Vitality Index</p> <p># Legislators receiving letters from grantees about ArtsWA-supported projects</p> <p>APLI documentation of "innovations"</p> <p># and variety of ArtsWA stories shared via enews, facebook, twitter and arts.wa.gov</p> <p>Impact of Creative Vitality Index pilot projects</p>	<p>APLI forums: total attendance + web activity</p> <p>Learning outcomes of AIE Grantee convening</p> <p>Outcomes and impacts of Community Foundation partnerships</p> <p>support for Cultural Congress: ArtsWA leadership, funding, scholarships for statewide participation</p>
Next steps towards goal	<p>Excerpt and index quotes and photos from grantees</p> <p>Continued improvements to website and social media efforts</p> <p>Arts in Governor's messages and events</p> <p>Generate video content for social media</p>	<p>Revise grant programs and guidelines for FY 2015</p> <p>Share APLI findings and continue the discussion about building arts participation</p>	<p>Continue to support TAT Lab through transitions with new partners</p> <p>Develop AIE/AIPP joint programs past initial pilot phase</p> <p>Support grantee learning in program evaluation and assessment of student learning</p> <p>Consider transitions with Roster of Teaching Artists</p>	<p>Proceed with K-12 Pooling Fund application process in FY 2014 (second statewide process)</p> <p>Initial phase of a hands-on inventory of entire State Art Collection</p> <p>State Art Collection launched online</p> <p>Arts Curriculum lesson plans published online</p>	<p>Expand use of final report data from grantees.</p> <p>Compile and share excerpts from grantee letters to Legislators</p> <p>Share CVI-based stories</p>	<p>Distribute APLI findings through web portal, conferences, webinars</p> <p>Explore leadership development/convening options including but not limited to Cultural Congress</p>

ArtsWA Strategic Plan 2012-2016 was approved August 2012; the full plan is on the following pages. This matrix identifies key indicators of progress for the first year of the plan's implementation, as evidence and examples for FY 2013. Also shown here are next steps towards each goal. At the Board meeting we will take a closer look at some measures and stories of the impact of the plan, and discuss how to keep the plan fresh and relevant.

Photos, left to right:
 1. Artist Julie Prather with students whose drawings were incorporated into her artwork for Shorewood Elementary in Burien, during the school's 2011 dedication assembly.
 2. Art in Canton Alley draws participants of all ages. Photo courtesy of Wing Luke Asian Museum.
 3. A student works with clay and patterns in an Arts Impact lesson.
 4. Etsuko Ichikawa installs "Spectrum of Light" at Bethel School District, Puyallup, in 2012.
 5. Vancouver Mayor Tim Leavitt participates in the CVI discussion at Arts & Culture Summit, 2012. Photo by Cameron Suttles.
 6. Arts leaders network at the March 2013 Arts Participation Leadership Initiative forum: Mayumi Tsutakawa, Rana San of Bellevue Arts Museum and Steve Sneed of Festal. Photo by Robert Wade.

PROGRAMS, PROJECTS, AND SERVICES

ArtsWA staff manages four major program areas and several projects that support our strategic plan. The programs form the foundation of our work, but we have the flexibility to add specific projects as the need and funding arise. We have a very small administrative staff to provide program support in the areas of communications and outreach, technology, accounting, and logistics.

Our programs include:

- Grants to Organizations
- Art in Public Places
- Arts in Education

Our projects include:

- Creative Vitality Index
- Governors Arts & Heritage Awards
- State Poet Laureate
- Poetry Out Loud
- Arts Participation Leadership Initiative
- Washington State Heritage Caucus

Our services include:

- Agency and program administration—accounting and logistics
- Memberships and networks
- Communications—newsletter, website, social media, reports, announcements, news releases
- Technology—online grant applications and webinars

Programs

Our programs are guided by state law and policies and advance the arts and the agency's mission.

Grants to Organizations

Competitive grants support Washington's non-profit arts organizations and local arts organizations. Funding has become more limited in recent years, so the size of each grant has diminished. However, because of the stringent review process we use in awarding the grants, our money helps to leverage larger donations and grants from other organizations. Grants expand access to arts programs, reduce admission costs, support outreach efforts, encourage working in and with underserved communities, strengthen management practices, and support artistic excellence. For each grant category, staff determines the application cycles, forms, guidelines, eligibility requirements, and review criteria established in accordance with the Washington Administrative Code (WAC 30.12).

Grant applications are reviewed by a panel; most grant panels include a Commissioner. Panel recommendations must be approved by the Board.

We offer two programs: Project Support Grants and Cooperative Partnership Grants, described below.

Project Support Grants provide funding for arts organizations, community service groups, and local or tribal governments that host arts events targeted to public audiences in Washington State. The grants support a diversity of performances, exhibitions, workshops, and services to expand arts engagement and arts participation. Goals and guidelines for ArtsWA grants will be revised for FY 2015 through a process involving staff, Board and constituents.

The FY 2014 Project Support grants accomplish the following:

- Support artistic excellence, defined as demonstrated mastery of skills and techniques, professional approaches to process and presentation, and communication of unique vision or perspective of an artistic effort, event, program, or service.
- Support artistic and cultural development of a community or individuals.
- Broaden access to the arts; expand and diversify the audiences.
- Evaluate and document arts programs by measuring results and using this information for future planning.
- Encourage good management strategies for planning, budgeting, collaborating with community partners, and fund-raising.

Cooperative Partnership Grants for FY 2014 support statewide arts service organizations for partnership contracts that further our mission in supporting artists and arts professionals across Washington State. Application for the Cooperative Partnership Project Support Grants was open to all statewide arts service organizations for FY 2014 grants and all applicants were given equal consideration based on the eligibility requirements and application review criteria. Grants were awarded to:

- **Artist Trust** to support the works of individual artists through training, direct funding support, and advocacy.
- **Arts Northwest** to provide an annual booking conference and other services for performing artists and presenters.
- **Centrum** to provide festivals, workshops, training, residencies, and youth programs (located at Fort Worden State Park, Port Townsend).
- **WA Alliance for Arts Education (aka ArtsEd Washington)** to further arts education in Washington state schools and coordinate information and activities during Arts Education Month, in May.

Art in Public Places

The Art in Public Places (AIPP) program facilitates the acquisition, placement, and stewardship of public art throughout Washington. Established by the state legislature in 1974, the program is funded from the state's capital construction budget. By law, 1/2 of 1 percent of construction budgets must be set aside to acquire public art. The law applies to new construction of state agency buildings and public schools, and to new construction and renovation projects exceeding \$200,000 for colleges and universities. Each artwork acquired becomes a part of the State Art Collection. The law also mandates that 15 percent of each art allocation supports ArtsWA for administration of the program. Of the remaining 85 percent, up to a total of \$100,000 is set aside per biennium for conservation of the collection.

Washington was the second state in the nation (after Hawaii) to establish a percent-for-art program. Of the 30 states with percent-for-art programs, only a few include the public school system.

Washington State's percent-for-art program is viewed by other percent-for-art programs as a leader in the field.

Public art for each eligible site is commissioned through a local committee process, facilitated by staff from the AIPP program. Managers of the host site form an art selection committee to select the artist, establish criteria and possible locations for the artwork, and approve the design of the artwork. Our role is to manage the funds for the process, ensure that the artist contracts are fulfilled, manage and support the committee through the art selection process, and offer training and technical support for follow up care of the artwork as it becomes part of the State Art Collection.

Public Artist Roster. The art selection committee chooses an artist from our Public Artist Roster. An open competition is held to update the roster every 3 years. A panel consisting of artists and arts professionals is convened to jury the artists' portfolio applications.

State Art Collection. All the artwork acquired through the Art in Public Places program is collectively termed the *State Art Collection*. The collection, which consists of more than 4,500 artworks, is publicly owned, publicly sited, and publicly selected. One of our roles in guiding the artwork selection process is to help shape the collection so that it represents the diversity of contemporary artistic production. Notable local, regional, and national artists are represented in the collection holdings.

Conservation of Artwork and ArtCare Policies. The AIPP program manages conservation of artwork in the State Art Collection in accordance with the *ArtCare* collections management policies. The sites that house the artwork are stewards of the collection and are required to provide routine care of artworks. In addition, host sites can contribute funds toward urgent care of the artworks they house. In July 2005, the Legislature approved use of up to \$100,000 of the percent-for-art allocations biennially to help conserve the collection.

Arts in Education

The Arts in Education (AIE) Program supports the arts as an essential part of K–12 education through grants, training, partnerships, and resources. Our arts education strategies support Washington's Essential Academic Learning Requirements (EALRs) in the arts, as well as cultivate community partnerships and champion proven arts education practices.

Community Consortia Grants. These grants help community arts and education partners to build and sustain arts education programs in their local schools. Consortium programs often involve multiple arts organizations or agencies, teaching artists, schools and/or districts, parents, and other community partners. Funded consortia have received ongoing support through grantee trainings, such as workshops on evaluation and sustainable arts education, and other professional development opportunities.

First Step Grants. These grants support newer and/or smaller arts education partnerships. Like the Community Consortia Grants, successful First Step grantees have goals related to long-term impacts rather than short-term projects. First Step partnerships, however, are likely to be in earlier stages of development, with a narrower focus and/or a smaller group of participants.

Roster of Teaching Artists. This is a juried listing of high-quality teaching artists who are especially well suited for working in K–12 public schools. The teaching artists included in this roster are able to support classroom teachers by making connections between their art form and the Washington state

educational standards in the arts. Many of these teaching artists are also skilled in integrating arts concepts with other subject areas, such as combining dancing and math, or drawing and literacy. They also may have particular skills and interests related to professional development for classroom teachers, or to working with specific student populations.

Projects

Creative Vitality Index

In 2005, ArtsWA teamed up with WESTAF (Western States Arts Federation) and the Seattle Office of Arts and Cultural Affairs to establish the Creative Vitality Index (CVI). The CVI tracks employment in the creative sector and arts participation through specific, credible indicators. The CVI helps us to understand the context of artistic and creative enterprises, educate the community at large about the creative economy, and inform public policy decision-making about trends and related issues.

In FY 2013 and FY 2012, we supported pilot projects to explore how the CVI could inform and encourage local efforts to define, support, and advance the creative economy. Participating organizations received customized training from WESTAF researchers, including technical support; free access to CVI Data on Demand, with customizable queries and reports (valued at up to \$6,000 per year); invitations to creative economy webinars; and a \$1,000 grant from ArtsWA to support related publications, training, and/or other costs.

Governor's Arts and Heritage Awards

The Governor's Arts and Heritage Awards recognize individuals and organizations who have contributed significantly to the arts and cultural development of Washington State. ArtsWA manages the nominations and panel review process; the Board reviews panel recommendations and advises the Governor of its decisions. The Governor approves and presents the awards. We anticipate the awards will next be presented in fall 2014.

Poet Laureate

The Washington State Poet Laureate works to build awareness and appreciation of poetry through public readings, workshops, lectures, and presentations in communities, schools, colleges/universities, and other public settings in geographically diverse areas of the state. The Poet Laureate is appointed by the Governor to serve a 2-year term and receives a small stipend to help cover the cost of providing poetry programs and activities statewide. The program is currently a partnership with Humanities Washington. The selection process is now underway for the next Washington State Poet Laureate, to be appointed for a term to begin February 2014.

Kathleen Flenniken was appointed State Poet Laureate in February 2012. Kathleen grew up in Richland, Washington, and currently lives in Seattle. She is president of Floating Bridge Press, a nonprofit organization dedicated to publishing Washington poets, and teaches poetry writing to students of all ages with the support of arts organizations including ArtsWA, Seattle Arts & Lectures' Writers in the Schools program, and Jack Straw Productions.

Poetry Out Loud

The National Endowment for the Arts (NEA) and the Poetry Foundation partner with state arts agencies to support Poetry Out Loud, which encourages the nation's youth to learn about great poetry through memorization and performance. The program helps students master public speaking skills, build self-confidence, and learn about their literary heritage.

Poetry Out Loud uses a pyramid structure that begins at the classroom level. Winners advance from classroom competitions to school-wide competitions, regionals, and then to the state competition. One student from each state advances to the National Finals.

Arts Participation Leadership Initiative

In 2009 ArtsWA received a grant from The Wallace Foundation to implement the Arts Participation Leadership Initiative (APLI), a 4-year program of learning activities in support of the Wallace Excellence Awards, in Seattle. The goals of the APLI were to:

- Develop, test, and share effective ideas and practices to build current and future audiences for the arts.
- Build arts participation, especially among youth and young adults and diverse populations, reflecting the changing demographics of the Puget Sound region.
- Build the capacity of arts organizations to expand arts access through new technology.

ArtsWA convened a series of forums and workshops; re-granted Wallace funds to support innovations in arts participation; and created related documentation and research. An online portal now provides quick access to project-related resources. The APLI was completed in June 2013.

Washington State Heritage Caucus

The Heritage Caucus meets regularly while the [Washington State Legislature](#) is in session to discuss heritage, arts, and other cultural and recreational issues.

The Heritage Caucus meets every Wednesday of the legislative session from 7 to 8 am in Olympia, on the [Capitol Campus](#) in Cherberg Building conference room A/B. All meetings are open to public. Most recently the Heritage Caucus has been co-chaired by [Sen. Jim Honeyford \(R\)](#), 15th District, and [Rep. Kevin Van De Wege \(D\)](#), 24th District; and co-staffed by the [Washington State Historical Society](#) (WSHS) and ArtsWA.

Services

Communications

In 2000, ArtsWA established a communications program to function as both an agency program with tangible products and services for external customers and as an administrative position serving staff and Commissioners internally. Communications responsibilities include managing the agency website and social media accounts; producing a monthly electronic newsletter, briefing papers, and agency publications; conducting research and special projects; and serving as the agency spokesperson when the Executive Director is not available.

Administration

The Executive Director leads program staff and administration. The Executive Director's role is to provide leadership and advocacy for the arts statewide, manage agency programs and operations, and serve as chief spokesperson for the agency. The Deputy Director manages the finances and personnel

for the agency. The Executive Assistant supports the Board meetings, including logistics and meeting minutes.

Memberships and Networks

National Assembly of State Arts Agencies (NASAA) is a membership organization that unites, represents, and serves state and jurisdictional arts agencies.

<http://www.nasaa-arts.org/>.

Americans for the Arts (AFTA) is a national nonprofit organization for advancing the arts and arts education through policy, advocacy, research, information, and professional development.

www.artsusa.org.

WESTAF (Western States Arts Federation) is a regional non-profit arts service organization serving the 13 Western states. Dedicated to the creative advancement and preservation of the arts, WESTAF provides innovative programs and services, technology solutions, funding opportunities, advocacy and cultural policy work, and other services. www.westaf.org.

Grantmakers in the Arts (GIA) is the national association of private and public funders who make grants to artists and arts organizations. GIA provides leadership and service to advance the use of philanthropic resources on behalf of arts and culture. www.giarts.org.

FY 2014 BUDGET PROPOSAL & COMPARISON TO FY 2013 BUDGET (as approved July 18, 2013)										
Line #		FY 2014	All Funds FY 2013	% Change	State - Gen. Fund & Poet Laur. FY 2014	FY 2013	Federal - NEA Grants FY 2014	FY 2013	Private - Wallace Funds FY 2014	FY 2013
1	AGENCY FUNDS BY SOURCE →	1,967,865	2,857,841	-31.1%	1,130,000	1,095,605	827,200	963,608	10,665	798,628
	PROGRAM EXPENDITURES									
	ART IN PUBLIC PLACES									
	Acquisitions (Capital Funds)									
2	Artwork Acquisitions	1,000,000	667,999	49.7%	1,000,000	667,999	0	0	0	0
3	Staffing Costs	198,657	195,308	1.7%	198,657	195,308	0	0	0	0
4	Program Expenses	37,250	39,250	-5.1%	37,250	39,250	0	0	0	0
5	Interagency Reimbursements	(1,235,907)	(902,557)	36.9%	(1,235,907)	(902,557)	0	0	0	0
	AIPP Acquisitions Sub-Totals	0	0	0.0%	0	0	0	0	0	0
	Conservation									
6	Artwork Conservation (Capital Funds)	50,000	41,414	20.7%	50,000	41,414	0	0	0	0
7	Staffing	134,565	134,069	0.4%	134,565	134,069	0	0	0	0
8	Program Expenses	33,500	25,500	31.4%	33,500	25,500	0	0	0	0
9	Interagency Reimbursements	(53,750)	(46,514)	15.6%	(53,750)	(46,514)	0	0	0	0
	AIPP Conservation Sub-Totals	164,315	154,469	6.4%	164,315	154,469	0	0	0	0
	COMMUNITY SERVICES									
10	Arts Education Grants & Projects	309,864	426,218	-27.3%	219,240	244,050	90,624	174,168	0	8,000
11	Project Support Grants	370,400	435,632	-15.0%	22,915	101,632	347,485	334,000	0	0
12	Poetry Initiatives	32,500	25,250	28.7%	5,000	0	27,500	25,250	0	0
13	Arts Participation Leadership Initiative	10,665	599,942	-98.2%	0	0	0	0	10,665	599,942
14	Local Investments	40,300	97,343	-58.6%	0	5,843	40,300	89,000	0	2,500
15	Folk Arts Grants & Projects	0	15,000	-100.0%	0	0	0	15,000	0	0
16	Partnerships & Alliances	111,298	133,423	-16.6%	46,298	51,423	65,000	82,000	0	0
17	Staffing	214,332	275,896	-22.3%	123,837	105,065	90,495	107,969	0	62,862
18	Program Expenses	44,000	42,600	3.3%	14,000	13,650	30,000	28,950	0	0
	Community Services Sub-Totals	1,133,359	2,051,304	-44.7%	431,290	521,663	691,404	856,337	10,665	673,304
	AGENCY OPERATIONS									
19	Public Relations/Promotions	18,800	27,487	-31.6%	0	6,212	18,800	21,275	0	0
20	Commission Support	15,000	13,300	12.8%	9,000	7,000	6,000	6,300	0	0
21	Staffing	354,152	315,125	12.4%	260,917	193,759	93,235	43,953	0	77,413
22	Strategic Planning	1,000	4,797	-79.2%	0	0	1,000	4,797	0	0
23	Administrative Expenses	281,239	291,359	-3.5%	264,478	212,502	16,761	30,946	0	47,911
	Agency Operations Sub-Totals	670,191	652,068	2.8%	534,395	419,473	135,796	107,271	0	125,324
	AGENCY TOTALS	1,967,865	2,857,841	-31.1%	1,130,000	1,095,605	827,200	963,608	10,665	798,628
	Balance (Funds Less Expenditures)	0	0	0	0	0	0	0	0	0
	Staffing (Full Time Equivalents)	12.3	12.8	-3.9%	9.5	11.8	2.8	0.0	0.0	1.0

FY 2014 BUDGET: NARRATIVE

Overview

The FY 2014 (July 1, 2013—June 30, 2014) budget approved by the Board on July 18, 2013 details the first year of the 2013-2015 biennium. The narrative below explains the proposal as shown on the spreadsheet on the preceding pages, which compares this budget proposal with ArtsWA’s FY 2013 budget. You also may want to refer to the Budget Terms document in your toolkit.

This FY 2014 budget was informed by and developed as a result of the strategic planning process undertaken by the Board and staff since FY 2012. As directed by the Legislature, the budget restores 3% salary reductions for all staff through June 2015, and adjusts employee benefit costs and agency administrative charges.

Fund Sources

Line 1—ArtsWA’s FY 2014 fund sources include state, federal and private money. This biennium, state funds are from the General Fund rather than the Heritage Center Account used in 2011-2013. A small amount (\$5,000) of state funds is budgeted from the Poet Laureate Account to partially fund that program in FY 2014. Federal funds include our FY 2014 National Endowment for the Arts (NEA) Partnership Grant and the estimated carry forward of remaining FY 2013 grant funds. Private funds come from the unspent balance of the four-year Wallace Foundation grant. Both the federal and private carry forward projections will be finalized in the FY 2013 closing process from July – September 2013.

Total ArtsWA funds are down 31 percent from FY 2013 levels, primarily due to completion of the four-year Arts participation Leadership Initiative (APLI) funded by the Wallace Foundation. FY 2014 funds include:

\$1,125,000 from state General Fund

\$5,000 from state Poet Laureate Account

\$827,200 from the federal NEA, as follows:

- \$752,200 for FY 2014 Partnership Grant
- \$560,700 for State Arts Plan, of which 17,500 is for Poetry Out Loud
- \$56,300 for Arts Education
- \$135,200 for Underserved Communities¹

Projected \$75,000 carry forward from the FY 2013 Partnership Grant

Projected \$10,665 from private Wallace Foundation

Expenditures

Art in Public Places—Acquisitions

Line 2—**Artwork Acquisitions:** Includes \$1 million for artwork expenditures, based on existing allocations and status of ongoing projects; anticipates full reimbursement from the capital funds of Art in Public Places (AIPP) partner agencies.

¹ Washington State Arts Commission defines underserved as “geographically isolated, economically disadvantaged, ethnic or disabled.”

Lines 3—**Staffing:** Salaries and benefits for 3.0 FTE.

Line 4—**Program Expenses:** Includes contracts, goods and services, and travel.

Line 5—**Interagency Reimbursements:** Anticipates all FY 2014 costs for AIPP Acquisitions, including staffing and program expenses, will be fully offset by interagency reimbursements from AIPP partner agencies' capital budget appropriations (one-half of one percent).

Art in Public Places—Conservation

Line 6—**Artwork Conservation:** Artwork conservation expenses, offset by reimbursements from AIPP partner agencies' capital funds, are capped at \$100,000 per biennium, as allowed by the state capital budget.

Line 7—**Staffing Costs:** Salaries and benefits for 1.8 FTE.

Line 8—**Program Expenses:** Includes contracts, goods and services, and travel.

Line 9—**Interagency Reimbursements:** Anticipates artwork conservation costs will be fully offset by interagency reimbursements.

Community Service

Line 10—**Arts Education Grants & Projects:** FY 2014 grants funding is reduced 15 percent from previous biennium. This program includes:

- Community Consortia grants (year one of two-year grants as approved May 2013)
- First Step grants
- Professional Development Support grants
- ArtsWA support for the Teaching Artist Training Lab

Line 11—**Project Support Grants:** FY 2014 Project Support grant funding is 15 percent less than in FY 2013. These grants include:

- **Project Support—Level A** for small arts organizations (less than \$200,000 annual budget) or non-arts organizations.
- **Project Support—Level B** for mid-size arts organizations (\$200,000 to \$1 million annual budget) or local arts agencies.
- **Project Support—Level C** for large arts institutions (more than \$1 million annual budget).

Line 12—**Poetry Initiatives:** Includes Poetry Out Loud (POL) and the State Poet Laureate program. POL is a national poetry recitation contest for high school students. Despite reduced funding from the NEA, we will sustain the program at the same level as FY 2013 using the carry forward balance of POL-designated funds. The State Poet Laureate program is managed through a partnership with Humanities Washington. FY 2014 funding includes \$5,000 from the state Poet Laureate Account.

Line 13—**Arts Participation Leadership Initiative:** Remaining funds will be used to complete development of the Web portal to share the concepts and best practices of APLI forums, and APLI presentations by staff at two national conferences.

Line 14—**Local Investments:** This budget line includes \$40,300 of NEA carry forward to continue and sustain targeted projects:

ArtsWA Board Orientation Toolkit

- Creative Vitality Index: \$15,800 for design and production of a CVI publication, purchase of the CVI data set, and support for FY 2014 pilot projects
- Federal Funding Initiative: \$5,000 to assist communities in pursuing federal funding for arts programs and infrastructure
- AIE-AIPP Collaboration: \$2,000 to develop arts learning experiences related to public art acquisitions
- Community Foundation Initiative: \$10,000
- Arts convenings: \$5,000 to support an arts convening and \$2,500 for scholarships to the Washington Cultural Congress

Line 15—**Folk Arts Grants and Projects:** No funds are budgeted for Folk Arts in FY 2104.

Line 16—**Cooperative Partnerships & Alliances:** Includes \$72,250 approved at the May 7 Board meeting for Cooperative Partnership grants and membership/participation fees:

- \$11,550 National Assembly of State Arts Agencies (NASAA)
- \$26,098 Western States Arts Federation (WESTAF)
- \$1,000 Americans for the Arts
- \$400 Grantmakers in the Arts

Line 17—**Staffing:** Salaries and benefits for 3.0 FTE.

Line 18—**Program Expenses:** Includes annual renewal fee for the on-line grants system (\$14,000) and contracts, goods and services, and travel.

FY 2014 BUDGET TERMS

The terms defined below are used in the Board's budget reports. The terms are shown here in order of appearance (from top to bottom) on the budget reports distributed to Commissioners in Board packets. Funding sources are shown as column headers; expenditure categories by major program area are listed in the left column. Please keep this document for future reference; also available at <http://www.arts.wa.gov/about/meetings.shtml>.

The State budget is approved for a biennium, or two fiscal years. The current biennium is identified as the 2013 - 2015 Biennium, or FY 2014 and FY 2015.

Funding Sources

State—General Fund and Poet Laureate: The state General Fund is our largest operating fund source for the 2013 - 2015 Biennium. The General Fund is supplemented with \$5,000 from the Poet Laureate account in FY 2014.

Additional state funding comes from the state capital budget for the Art in Public Places (AIPP) program, including artwork acquisition, project management, and conservation fees for the State Art Collection. The public art allocation formula is one-half of one percent of total eligible project costs. At least 85 percent of the public art allocation is for artwork acquisition, less a small percentage dedicated to conservation fees; the remaining 15 percent may be used for AIPP project administration. Funding is appropriated to specific state institutions and agencies for capital construction, per RCW 43.46.090. ArtsWA bills these agencies to offset all public art acquisition expenses that are initially paid from its operating fund.

Federal—NEA Grants: ArtsWA receives grant funding from the National Endowment for the Arts (NEA) through the state Partnership program. NEA grants must be matched at least one-to-one by other state or local funds. Some NEA funds are earmarked for specific purposes, such as arts education and Poetry Out Loud. Unspent NEA balances may be carried forward from one fiscal year to the next, if approved by the NEA.

Private/Local—Wallace Funds: Grants and contracts from private or local sources, such as the Wallace Foundation, for specific purposes. Unspent private/local fund balances may be carried forward from one fiscal year to the next.

Expenditure Categories

Art in Public Places (AIPP)—Acquisitions

Artwork Acquisitions: Funded by capital budget appropriations to AIPP partner agencies, which include K-12 public schools, state agencies, universities, and community and technical colleges.

Staffing Costs: Salaries and benefits costs for staff assigned to a program area. (This line is found in AIPP-Acquisitions and AIPP-Conservation, Community Services, and Agency Operations.)

Program Expenses: Expenditures for related travel, personal service contracts, and goods and services in a program area. (This line is found in AIPP-Acquisitions and AIPP-Conservation, Community Services, and Agency Operations.)

Interagency Reimbursements: Reimbursements anticipated or received from AIPP partner agencies to offset ArtsWA's expenditures for artwork acquisition and the administrative costs of the acquisition program.

Art in Public Places (AIPP)—Conservation

Artwork Conservation: Conservation of artwork in the State Art Collection. We are authorized to expend up to \$100,000 of capital budget funds per biennium for artwork conservation.

Interagency Reimbursements: Reimbursements anticipated or received from AIPP partner agencies to offset ArtsWA's expenditures for artwork conservation.

Community Services

Arts Education Grants and Projects: Includes Community Consortia and First Step grants for community-based K-12 arts education partnerships; arts education-related Professional Development Support grants; and ArtsWA support for the Teaching Artists Training (TAT) Lab, a project funded by a special NEA grant to the Office of the Superintendent for Public Instruction.

Project Support Grants: These grants support a diverse array of performances, exhibitions, workshops, and services to expand arts engagement and arts participation. Grant categories include large arts institutions, mid-sized arts organizations or local arts agencies, and small arts or non-arts organizations.

Poetry Initiatives: For services and costs related to the state Poet Laureate program, and participation in Poetry Out Loud, a national poetry recitation competition funded by the NEA.

Arts Participation Leadership Initiative: Concluding activities of a four-year project into other areas of the state. This program includes completion of the APLI Web portal, travel costs to present APLI findings at national conferences, and some staff salary support using remaining Wallace Funds.

Local Investments: Contracts, grants and professional development to support collaborative initiatives that advance the arts, develop local expertise, and leverage local resources for the arts.

Folk Arts Grants and Projects: No funds are budgeted in FY 2014.

Partnerships and Alliances: Includes Cooperative Partnerships (contracts with organizations to deliver arts or arts education services with statewide impact), and membership fees that support regional and national arts service organizations providing services in Washington State – Western States Arts Federation (WESTAF), the National Assembly of State Arts Agencies (NASAA), Americans for the Arts (AFTA), and Grantmakers in the Arts (GIA).

Agency Operations

Public Relations/Promotions: Funding for Communications program services, including agency print and electronic communications costs.

Commission Support: Includes Board member conference registrations, meeting costs, and travel expenses.

Strategic Planning: Funding for strategic planning expenses, such as convening, facilitation, or related materials.

Administrative Expenses: Includes the costs of agency administration, such as office lease, telephone, internet access, services provided by other state agencies (data processing, accounting services) or private vendors (IT staffing support), management travel, and IT equipment purchases.

Staffing (Full Time Equivalentents)

Refers to the agency's authorized staffing level in terms of Full Time Equivalentents (FTE). One FTE equals one full-time staff year. The agency is authorized 13.0 FTE in 2013-2015.

RULES AND POLICIES

Agency Rules

ArtsWA programs and processes are governed by Title 30 WAC, updated in 2010 as approved by the Board through a year-long rule-making process. Title 30 WAC is available at <http://apps.leg.wa.gov/WAC/>.

Statutory Authority

ArtsWA has authority as established in RCW 43.46; the entire RCW is available at <http://apps.leg.wa.gov/RCW/>.

Purpose: The conservation and development of the State's artistic resources [are] essential to the social, educational, and economic growth of the State of Washington. Artists, works of art and artistic institutions contribute to the quality of life and the general welfare of the citizens of the State, and are an appropriate matter of concern to the government of the State of Washington. (RCW 43.46.005)

Powers and duties generally: The commission shall meet, study, plan, and advise the governor, the various departments of the state and the state legislature and shall make such recommendations as it deems proper for the cultural development of the state of Washington. (RCW 43.46.050)

The commission may develop, sponsor, promote, and administer any activity, project, or program within or without this state, which is related to the growth and development of the arts and humanities in the state of Washington and may assist any person or public or private agency to this end. (RCW 43.46.055)

Visual arts program established: The legislature declares it to be a policy of this State that a portion of appropriations for capital expenditures be set aside for the acquisition of works of art to be placed in public buildings or lands. There is hereby established a visual arts program to be administered by the Washington State Arts Commission. (RCW 43.46.090)

State art collection: All works of art purchased and commissioned under the visual arts program shall become a part of a state art collection developed, administered, and operated by the Washington State Arts Commission. (RCW 43.46.095)

Board Travel

Commissioners' travel expenses while on Board business are reimbursed by the state, with a few exceptions. You are on Board business, and therefore in travel status, from the time you leave for an ArtsWA meeting until your return.

Commissioners are encouraged to contact ask the Executive Assistant for assistance with car rental or air travel arrangements, in order to utilize cost-saving state negotiated rates. Use of carpools and public transportation are encouraged whenever possible.

Travel expenses are documented on the Travel Expense Voucher enclosed with each Board meeting packet. The following are a few tips to complete this form:

- Submit your travel reimbursement request as soon as possible; complete all information requested including your departure and return times.

- Save and submit all ORIGINAL receipts for hotels, parking, airport shuttles, taxis, and other miscellaneous expenses.
- Meals not provided by ArtsWA are reimbursed per the state per diem rate for that location; see <http://www.ofm.wa.gov/resources/travel/colormap.pdf> for rates per county as well as mileage and hotel reimbursement rates.
- Alcoholic beverages are excluded from reimbursement.

All travel vouchers must be submitted in the fiscal year during which expenses were incurred. **The fiscal year ends on June 30.** Legislative Commissioners are not reimbursed by ArtsWA. For more information on state travel regulations, reimbursement rates, or additional questions, contact our staff.

Helpful links include:

Chapter 10, State Accounting travel regulations at

<http://www.ofm.wa.gov/policy/10.htm>

<http://www.ofm.wa.gov/resources/travel/colormap.pdf>

Public meeting considerations

Open Public Meeting Act

All Board meetings are open to the public, and the public is encouraged to attend. In addition, the Executive Assistant takes minutes that are part of the public record and posted to our website. Commissioners are asked to keep in mind that any comments made during the Board meeting may be made public [Open Public Meeting Act, RCW 42.30].

Americans with Disabilities Act

Accessibility is an organizational asset and a civil right. ArtsWA complies with all local, state and federal laws and regulations concerning civil and human rights.

Our programs, grants and employment practices are free of discrimination based on race, color, religion, national origin, age, gender or disability. In addition, we are specifically committed to complying with the provisions of the Americans with Disabilities Act. The ADA requires that all programs, services and activities, when viewed in their entirety, are readily accessible to and usable by individuals with disabilities. ArtsWA strives for effective communication with individuals with speech, visual and hearing disabilities. Materials are available in alternative formats upon request.

In Washington, a person with a disability is defined as a person who has, or is perceived as having, the presence of any physical, mental or sensory disability or that uses a trained dog guide or service animal. These disabilities are sometimes visible and sometimes not; they can be permanent or temporary; they can affect people of any age; they can be severe or not. In short, disabilities can affect people in many different ways. You should be prepared to welcome everyone, of all abilities.

Chemical Sensitivity Awareness

A significant percentage of people are known to experience harmful physical symptoms when exposed to various chemicals. Even low levels of chemicals can make sensitive people ill. When preparing for a Board meeting or a meeting in ArtsWA offices, please don't use the following:

Perfume

Cologne/after-shave

Scented hand lotion

Highly scented shampoo

Scented fabric softener

Highly scented hair products

OTHER RESOURCES

ArtsWA website at www.arts.wa.gov.

[K–12 Arts Education: Every Student, Every School, Every Year](#) (available at www.arts.wa.gov). This booklet, part of ArtsWA’s Arts Education Research Initiative (AERI), includes the results from a statewide survey to principals conducted during the 2008-2009 school year, as well as additional policy and research context, and strategies for improving K-12 arts education in Washington State.

Boards and Commissions Membership Handbook, at www.governor.wa.gov/boards. The handbook includes information relevant to all Board and Commission members serving the state of Washington:

- Role of a Board Member
- Resources available
- Laws affecting board activities
- Board transactions

National Assembly of State Arts Agencies (NASAA) is a membership organization that unites, represents and serves state and jurisdictional arts agencies. <http://www.nasaa-arts.org/>.

Americans for the Arts (AFTA) is a national nonprofit organization for advancing the arts and arts education through policy, advocacy, research, information and professional development. www.artsusa.org.

WESTAF (Western States Arts Federation) is a regional non-profit arts service organization serving the 13 Western states. Dedicated to the creative advancement and preservation of the arts. WESTAF provides innovative programs and services, technology solutions, funding opportunities, advocacy and cultural policy work, and other services. www.westaf.org.

Grantmakers in the Arts (GIA) is the national association of private and public funders who make grants to artists and arts organizations. GIA provides leadership and service to advance the use of philanthropic resources on behalf of arts and culture. www.giarts.org.

GLOSSARY OF ACRONYMS

501 (c)(3)	IRS Tax-Exempt Status
504	Section 504 of the Federal Rehabilitation Act (protects from discrimination due to disability)
ADA	Americans with Disabilities Act
AERI	Arts Education Research Initiative
AIE	Arts in Education
AIPP	Art in Public Places
CP	Cooperative Partnerships
CVI	Creative Vitality Index
EALR	Essential Academic Learning Requirement
EFT	Electronic Funds Transfer
FDR	Final Descriptive Report (submitted annually to NEA)
FY	Fiscal Year
GO	Grants to Organizations
NASAA	National Assembly of State Arts Agencies
NEA	National Endowment for the Arts
OFM	Office of Financial Management
OSPI	Office of the Superintendent of Public Instruction
RCW	Revised Code of Washington
WAC	Washington Administrative Code
WSAA	Washington State Arts Alliance
WESTAF	Western States Arts Federation