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Strategic Planning Survey

June-July 2012

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www.nasaa-arts.org

- Please use the chat box on the right hand side of your screen for any questions.

STRATEGIC PLAN GOALS

- A voice for the public value of the arts
- Expand arts participation
- K-12 arts education
- Stewardship of the State Art Collection
- Document the impact of the arts
- Build arts leadership

"ArtsWA is a catalyst for the arts, advancing the role of the arts in the lives of individuals and communities throughout the state."



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STEVE GARDNER, *Where Will You Go?*
2010. Pasco High School.



SURVEY DEVELOPMENT AND GOALS

- Public input for planning
- Arts Participation
- Perceived benefits of the arts
- Important issues: 5-year outlook

Survey implemented by NASAA
(National Assembly of State Arts
Agencies)



Mike Mandel, *Seeing Blue*. 2010.
Pasco School District
Photo by the artist.



SURVEY IMPLEMENTATION

- Administered online
- Promoted by email, website, personal invitations, and social networks.
- 370 responses

"Art is an opportunity to express what is happening in life, to teach others; it can and does change lives."



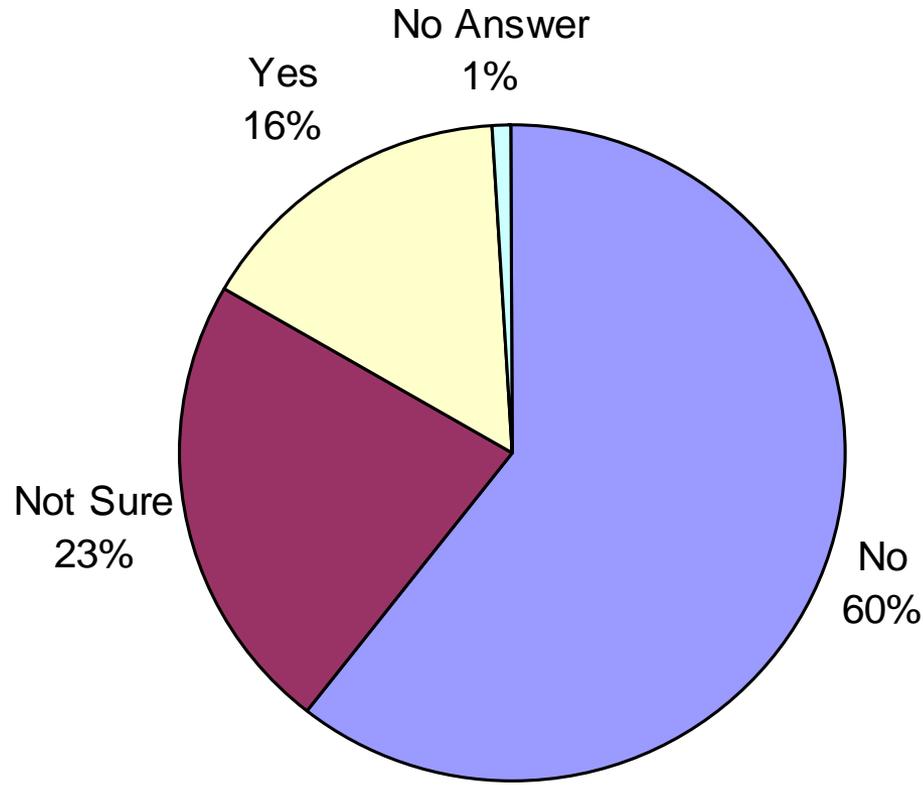
STEVE GARDNER, *Where Will You Go?*
2010.
Pasco High School.
PHOTO BY THE ARTIST.

Who were the respondents?

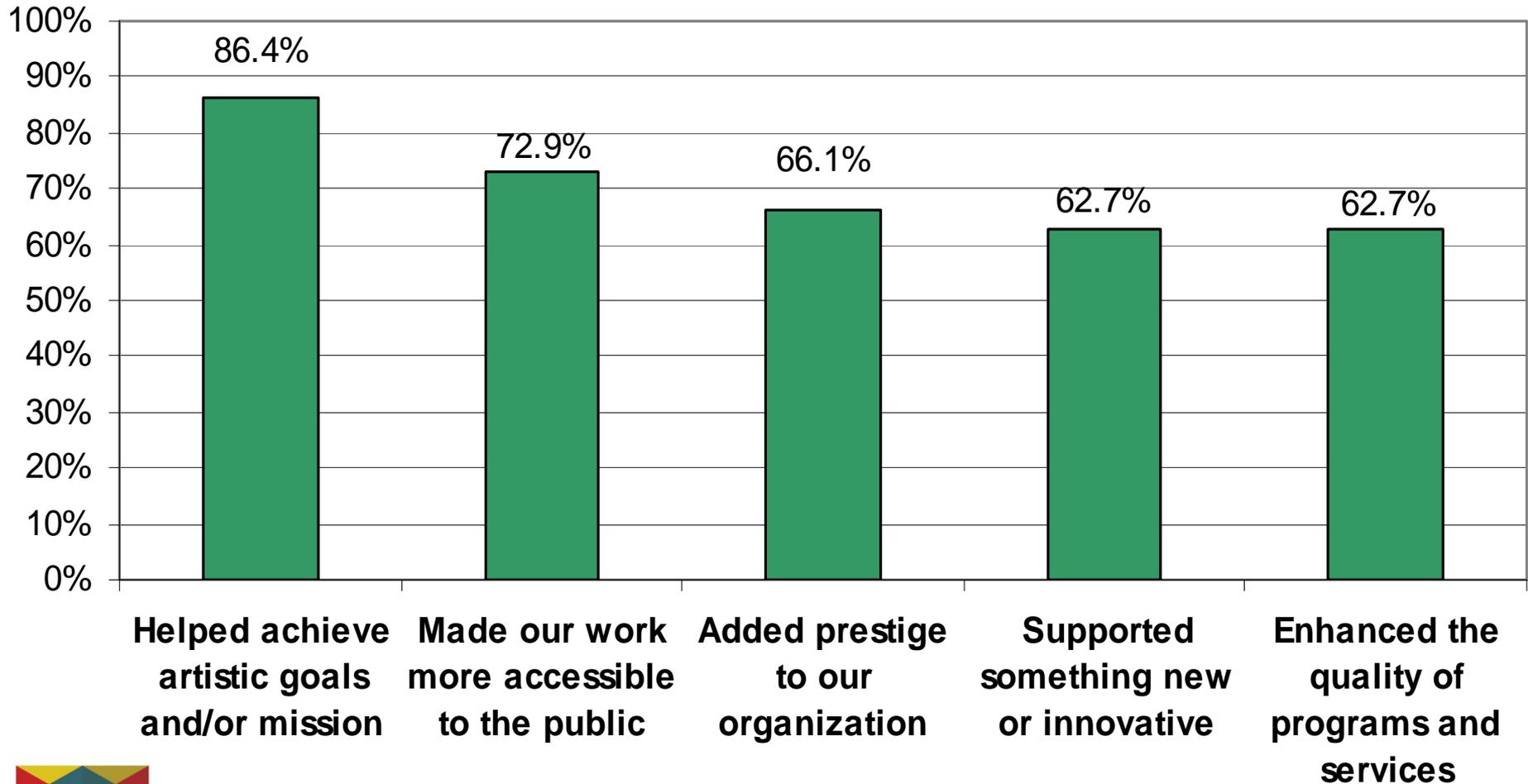
How did you learn about this survey?	Count	Percentage
From a friend or acquaintance	114	30.8%
Other	92	24.9%
ArtsWA email promotion	69	18.6%
Facebook	62	16.8%
Interacting with a ArtsWA Board Member	24	6.5%
ArtsWA Website	9	2.4%

Responses by grantees

Have you or your organization received an ArtsWA grant in the last three years?



How does receiving a grant from ArtsWA benefit your organization and/or your community?

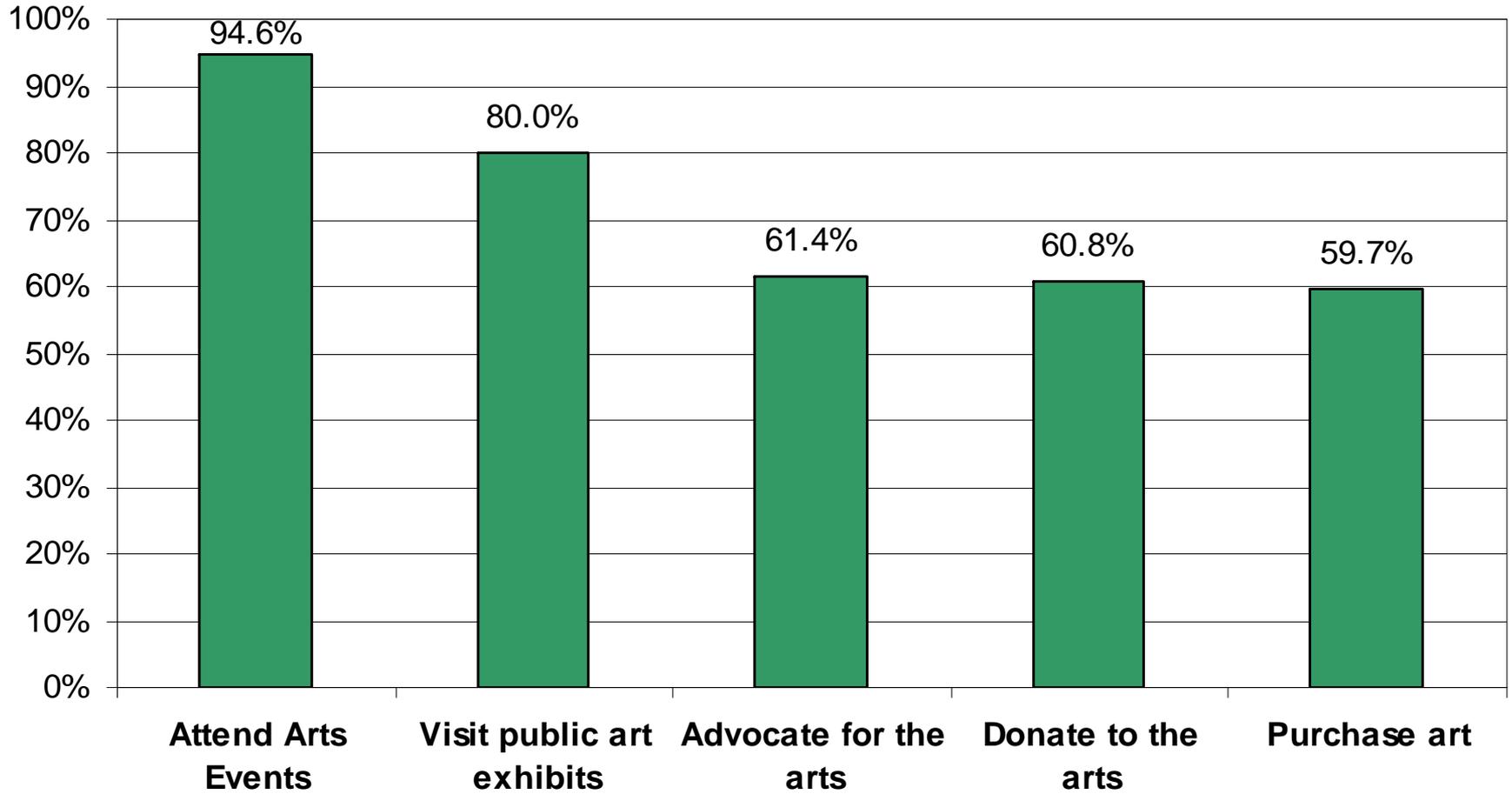




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Arts Participation in Washington

How do you participate in the arts?



What can ArtsWA best do to expand arts participation in your community?

Responses	Very Important
Support arts projects with grant funds	75.0%
Strengthen support for the arts among community leaders	66.9%
Support innovative approaches to building arts participation	48.1%
Strengthen leadership of arts managers	30.9%
Share information and research about the arts	29.1%
Develop understanding of arts participation trends	20.9%
Connect the arts with key local issues	28.3%



Expanding arts participation by grantees

What can ArtsWA best do to expand arts participation in your community?	Have you/your organization received a ArtsWA grant in the last three years?		
	Yes	No	Not Sure
Support arts projects with grant funds	4.8	4.7	4.7
Strengthen support for the arts among community leaders	4.6	4.6	4.6
Support innovative approaches to building arts participation	4.3	4.4	4.4
Strengthen leadership of arts managers	4.1	4.0	4.0
Share information and research about the arts	4.1	4.0	3.9
Connect the arts with key local issues	3.9	3.9	3.7
Develop understanding of arts participation trends	3.9	3.9	3.9

In the past twelve months, have you participated in an arts project, event or program supported by ArtsWA?

Response	Count	Percentage
Attended an arts event supported by ArtsWA funds	150	40.5%
I'm not sure if ArtsWA supported anything I attended or participated in	146	39.5%
Read ArtsWA e-news	98	26.5%
Used information or research provided by ArtsWA	85	23.0%
Checked ArtsWA's Facebook site and/or Twitter feed	56	15.1%
Attended a training or workshop hosted by ArtsWA	50	13.5%
Participated in an arts education project supported by ArtsWA	40	10.8%
I did not know that ArtsWA supports projects, events, or programs	36	9.7%
Applied for and/or received a ArtsWA grant	32	8.6%
Participated in a public art project of ArtsWA's Art in Public Places Program	31	8.4%



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Perceived Benefits of the Arts in Washington

Of the following potential benefits of the arts, which do you think are the most important to your community?

Responses	Rank					Total Mentions
	1	2	3	4	5	
Improve quality of life	162	44	28	19	27	280
Improve quality of K-12 education	67	67	35	21	25	215
Help us understand different cultures/ways of thinking	37	47	52	49	35	220
Contribute to lifelong learning	21	44	36	43	38	182
Contribute to the local economy	17	44	44	34	26	165
Build our community identity	14	33	29	41	28	145
Get people talking about things that matter	19	25	32	29	48	153
Provide fun things to do with friends and family	8	20	32	32	37	129
Make our community more visually appealing	17	8	22	29	31	107
Attract tourists to our community	3	16	20	14	17	70
Help attract and retain a qualified work force	3	10	17	24	20	74

OTHER BENEFITS

- Bringing communities together or “bridging” communities
- Importance of cultural education and opportunities to future generations
- Creating cultural opportunities for all-including underserved and diverse populations
- Health benefits

*“The arts build bridges.
The arts provide a safe
space for people to
explore and express
who they are...”*

WENATCHEE ARTS EDUCATION
CONSORTIA 2009.





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Important Issues to Address in the Next Five Years

Which of the following issues are most important for ArtsWA to address in the next five years?

Responses	Very Important
Be a voice for the public value of the arts	71.5%
Strengthen state funding and policies for the arts	71.5%
Strengthen K-12 arts education	60.2%
Expand arts participation	44.1%
Build leadership in and for the arts	40.1%
Document how the arts contribute to community and individual well-being	41.0%
Build and care for the State Art Collection of public art	25.7%
I don't think the state should be supporting the arts	2.3%

OTHER IMPORTANT ISSUES

- Increasing outreach in multiple forms:
 - rural communities, a variety of genres, diverse audiences, private partners
- Funding support for individual artists and arts organizations
- Entrepreneurial Support
- Messaging

"I think that some community stakeholders feel that arts is not as important to the economic vitality of their community as it is! That message is very important to me."



NORTHWEST FOLKLIFE 2012.
Seattle.
PHOTO BY: Piper Hanson.

Q&A

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National Assembly of State Arts Agencies
KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY