



Please Give Us Your Feedback!

Over the last two years, the New Jersey State Council on the Arts has worked to create a carefully directed, inclusive Long Range Plan to guide the agency's progress and priorities.

The plan was crafted with the input of dedicated Council members, staff and members of the arts industry this agency seeks to serve, and all within the context of the broader Arts Plan New Jersey.

Since 2011, the Council's Planning Committee has hosted a series of statewide meetings in Trenton, Red Bank, Jersey City, New Brunswick and Pomona seeking input from artists and arts organizations on what they saw as the arts community's greatest challenges going forward, and how the Council might better address them in the context of a new Long Range Plan.

Now, as we reach the end of our process, we are once again asking for your input.

Please scroll to the next page to read the Council's draft Long Range Plan and tell us what you think by filling out a brief, [five question survey](#).

We will keep the plan posted and the survey open until June 21st. The Council will review all comments in time to adopt a final Long Range Plan at the annual meeting in July.

Thank you for your feedback!

**New Jersey State Council on the Arts
Long Range Agency Plan
2013**

WHAT WE BELIEVE

We believe the arts are central to every element we value most in a modern society including: human understanding; cultural and civic pride; strong communities; excellent schools; lifelong learning; creative expression and economic opportunity.

**OUR MISSION:
GIVEN TO US BY THE PEOPLE OF NEW JERSEY**

In 1966, the legislature passed and the governor signed a law creating the NJ State Council on the Arts and directing us to do all that is necessary and appropriate to: support, encourage, and foster public interest in the arts; enlarge public and private resources devoted to the arts; promote freedom of expression in the arts; and facilitate the inclusion of art in every public building in New Jersey. The arts include, but are not limited to “music, theater, dance, literature, painting, sculpture, architecture, photography, film art, handicrafts, graphic arts and design.”

**THE GOALS WE HAVE SET FORTH
TO ACCOMPLISH THIS MISSION**

- 1. Build stronger communities through the arts**
- 2. Encourage arts education and lifelong learning for everyone**
- 3. Broaden and deepen arts participation and access**
- 4. Support New Jersey artists**
- 5. Expand the use of technology in the arts**
- 6. Increase public awareness of the value of the arts**
- 7. Employ Council resources to leverage other support for the arts**

HOW WE ARE FUNDED

Public support for the arts in New Jersey is drawn from a dedicated, renewable revenue source--the Hotel/Motel Occupancy Fee--established in 2003. Under this law, 22.68% of the fees collected shall be annually allocated to the Council with a minimum annual appropriation of \$16 million. Additionally, the Council receives an annual, competitive federal grant from the National Endowment for the Arts.

HOW WE WILL PURSUE THESE GOALS

Each year during the life of this Long Range Plan, the Council will adopt an Annual Operational Plan containing specific strategies designed to achieve the goals outlined herein. Subject to appropriation, the Council will administer competitive grant programs in support of the New Jersey's arts industry. Awards will be made through a rigorous, fair and transparent process. The Council will also seek and support strategic partnerships with various public and private entities in order to insure that the Council's mission and goals will benefit every citizen of New Jersey.

HOW WE WILL KNOW WE'VE ACCOMPLISHED OUR GOALS

1) WE'LL MEASURE STRONGER COMMUNITIES THROUGH THE ARTS BY

- * The impact of the Council's Local Arts Program in every county in New Jersey.
- *The individual successes of those New Jersey communities using the arts to spur development and revitalization which includes emergency planning.
- *The impact of cross-sector arts partnerships -- including but not limited to those with education, health, housing, transportation, tourism, business and industry.

2) WE'LL MEASURE ARTS EDUCATION AND LIFELONG LEARNING BY

- *The number of New Jersey children with access to the arts, both in and out of school.
- *A focused and effective follow through on the recommendations of the Council-sponsored New Jersey Arts Education Census report.
- *The statewide impact of Council cosponsored projects including but not limited to Artists in Education, New Jersey Arts Education Partnership, Poetry Out Loud, New Jersey Writers Project and the Artist Teacher Institute.

3) WE'LL MEASURE GREATER ARTS PARTICPATION AND ACCESS BY

- * The growth and reach of targeted Council cosponsored projects including but not limited to Discover Jersey Arts and the Cultural Access Network of New Jersey.
- *The level of arts programming, services and support for underserved regions of New Jersey.
- *Audience attendance at New Jersey cultural events as reported by Council grantees.

4) WE'LL MEASURE SUPPORT FOR NEW JERSEY ARTISTS BY

- *The impact of direct and indirect Council grants to individual artists.**
- *The frequency and quality of professional development opportunities and workshops for artists, in addition to Council-sponsored Artists' Showcases.**
- *The improved access for New Jersey artists to public art commissions both in state and out.**

5) WE'LL MEASURE THE USE OF TECHNOLOGY IN THE ARTS BY

- *The integration of technology in the Council's grants and communications process.**
- *The impact of targeted technology assistance programs for arts organizations and artists including technical assistance workshops for Council applicants and grantees.**
- *The creation, growth and implementation of the Council's "Art Matters" web-based map tool providing access to New Jersey arts stories for residents and policymakers.**

6) WE'LL MEASURE PUBLIC AWARENESS OF THE VALUE OF THE ARTS BY

- *Public recognition and commentary by local elected officials, community leaders, and average citizens in support of the Council and its initiatives.**
- *The growth and reach of "State of the Arts" and other Council public value initiatives.**
- *Public demonstrations of arts support by the Governor, Lieutenant Governor, state legislators, or other statewide public officials.**

7) WE'LL MEASURE ADDITIONAL LEVERAGED SUPPORT FOR THE ARTS BY

- *Matching funds, contributions to, and total spending by Council grantees/partners.**
- *By the impact of Cultural Trust awards recommended by the Council.**



Please give us your feedback through this brief [survey](#).

Thank you!