



**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 and strengthen New Jersey communities through the arts.**
- 2. Advance quality arts education and lifelong learning for everyone.**
- 3. Broaden, deepen and diversify arts participation for people of all ages, abilities and backgrounds.**
- 4. Increase support for New Jersey artists and arts organizations.**
- 5. Improve access to and the use of technology in the New Jersey arts industry.**
- 6. Increase public awareness of the value of the arts.**
- 7. Employ Arts 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 Arts Council with a minimum annual appropriation of \$16 million. Additionally, the Arts 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 Arts Council will adopt an Annual Operational Plan containing specific strategies designed to achieve the goals outlined herein. Subject to appropriation, the Arts Council will administer competitive grant programs in support of New Jersey artists and arts organizations. Awards will be made through a rigorous, fair and transparent process that insures the arts are accessible and that New Jersey's arts industry remains stable, sustainable and of the highest quality. The Arts Council will also seek and support strategic partnerships with various public and private entities in order to insure that the Arts Council's mission and goals will benefit every citizen of New Jersey.**

## **HOW WE WILL KNOW WE'VE ACCOMPLISHED OUR GOALS**

**The Arts Council will use the following sampling of indicators to gauge our progress in reaching each goal. The Arts Council will also rely on feedback from grantees, partners, constituents, as well as formal evaluative measures.**

**GOAL 1: We'll recognize stronger communities through the arts by:**

- \*The impact of cross-sector arts partnerships -- including but not limited to those with education, health, housing, transportation, tourism, business and industry.**
- \* The impact of the Arts Council's grantee arts organizations on their respective communities.**
- \* The impact of the Arts Council's Local Arts Program on artists and arts organizations in every county in New Jersey.**
- \*The number of New Jersey communities using the arts to spur development and revitalization.**

**GOAL 2: We'll recognize progress on quality arts education and lifelong learning by:**

- \*More New Jersey children having access to a complete education that includes the arts--both in school and out.**
- \*A focused and effective follow through on the recommendations of the Arts Council-sponsored New Jersey Arts Education Census report.**
- \*The availability of high-quality community arts education programs for people of all ages.**
- \*Increased participation in Arts Council cosponsored projects including but not limited to Artists in Education, NJ Arts Education Partnership, Poetry Out Loud, NJ Writers Project and Artist Teacher Institute.**
- \*Increased emphasis on enforcing core curriculum standards and extending best practices in arts learning.**

**GOAL 3: We'll recognize progress in arts access and participation for people of all ages, abilities and backgrounds by:**

- \* The growth and reach of targeted Arts 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 Arts Council grantees.**
- \*More Arts Council grantees and re-grantees providing accessible programs, specialized programs, and other opportunities for people with disabilities.**

**GOAL 4: We'll recognize progress for New Jersey artists and arts organizations by:**

- \*The impact of direct and indirect Arts Council grants to individual artists and arts organizations.**
- \*The frequency and quality of professional development, networking, showcasing, and educational opportunities for artists and arts administrators.**
- \*Improved access for New Jersey artists to public art commissions both in state and out of state.**
- \* Improved awareness of and engagement in emergency planning and preparedness by individual artists and arts organizations.**
- \*Operational, programmatic and artistic excellence of Arts Council-supported organizations.**

**GOAL 5: We'll recognize improved access to and use of technology to advance the arts industry by:**

- \*A more seamless and integrated use of technology in the Arts Council's own grants programs and communications processes.**
- \*The impact of targeted technology assistance programs for arts organizations and artists including technical assistance workshops for Arts Council applicants and grantees.**
- \*The creation, growth and implementation of the Arts Council's "Art Matters" web-based map tool providing access to New Jersey arts stories and other arts information for residents, visitors and policymakers.**

**GOAL 6: We'll know that public awareness of the value of the arts has improved by:**

- \*Public recognition and commentary by local elected officials, community leaders, and average citizens in support of the Arts Council and its initiatives.**
- \*The growth and reach of Arts Council public value initiatives including but not limited to the Emmy Award-winning "State of the Arts" and "Art Matters."**
- \*Increased Arts Council communication with local, state and national stakeholders about events, opportunities and benefits of the arts.**
- \*The impact of strategic partnerships with statewide arts service organizations that strengthen advocacy and networking opportunities for the field.**
- \*Public demonstrations of arts support by the Governor, Lieutenant Governor, state legislators, or other local and statewide public officials.**

**GOAL 7: We'll know that Arts Council resources have made a difference by:**

- \*The level of matching funds, contributions to, and total spending by Arts Council grantees/partners.**
- \*The impact of Cultural Trust awards recommended by the Arts Council.**
- \*The amount of new and sustained sources of support for the arts in New Jersey.**