

LONG- RANGE STRATEGIC PLAN 2018/ 2023



ABOUT THE NEW JERSEY STATE COUNCIL ON THE ARTS



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.

Who We Are

The New Jersey State Council on the Arts is a division of the New Jersey Department of State, created in 1966 by Public Law Chapter 214 and consists of 17 Governor-appointed members, and three ex-officio members representing the New Jersey Secretary of State, the Senate, and the Assembly. The Council's volunteer members are supported by a professional staff who carry out the Council's programs and services from the State Capital in Trenton.

Our Mission: Given to Us by the People of New Jersey

In 1966, the Legislature passed, and the governor signed, a bill creating the New Jersey 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.

How We Are Funded

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



STRATEGIC PLAN DEVELOPMENT

How This Plan Was Created

The multifaceted process for creating this plan began in October 2016 and included input from hundreds of stakeholders including representatives from the arts and non-arts sectors alike. Recognizing a critical priority, the Council began the process with a retreat to explore issues of diversity, access, and equity in grantmaking, which was followed by an evaluation of current Council grant programs, and an assessment of the advancements made under the previous strategic plan adopted in 2013.

From October 2017 through June 2018, the Council convened public feedback sessions, phone meetings, and an online survey to garner input on the previous plan, the issues that surfaced throughout the process and finally, the draft of the refreshed strategic plan.





The Role Of The New Jersey State Council On The Arts

The Council is uniquely positioned, resourced, and committed to reaching our goals in service to the arts industry and the people of New Jersey. We will seek to support and engage a diverse constituency, representative of New Jersey's changing demographics, to help inform relevant policies, practices, and programs in four distinct but related ways.

Funder

As the largest funder of the arts in New Jersey, the Council is committed to providing annual and multi-year grants to New Jersey's nonprofit arts organizations, arts projects, and artists. Strategic, responsive, and responsible grantmaking is the Council's highest priority, ensuring programs and services are equitable, accessible, and have the greatest possible statewide impact.

Advocate

Promoting the value of the arts is a common thread through all Council programs, services, and communications. Proactively educating community leaders, creatively marketing arts opportunities, and empowering artists and arts organizations for ongoing advocacy, are among Council efforts to help build audiences and raise awareness of the importance of the arts to New Jersey life.

Partner

The strength of Council programs and services is dependent, in part, on continual communication with grantees and stakeholders. Remaining mindful of industry trends, opportunities, and community needs helps the Council provide relevant professional development, training, and diversified support tools to best position the field for success.

Connector

Relationships and collaborations are central to the New Jersey arts industry's success. The Council is committed to identifying and capitalizing on opportunities to network organizations, foster cross-sector partnerships, and engage in a broader, diversified dialogue to strengthen the resources, capacity, and output of the field.

PLAN GOALS AND MEASUREMENT 2018-2023

Goals for 2018-2023



Goal 1

Strategically supported New Jersey artists and arts organizations.

Goal 2

Quality arts education and lifelong learning opportunities for everyone.

Goal 3

People of all ages, abilities, and backgrounds engaged in the arts.

Goal 4

New Jersey communities thriving through the arts.

Goal 5

Widespread public understanding of the importance of the arts.

How We Will Pursue These Goals

Each year during the life of this Strategic Plan, the State Arts Council will implement an Annual Operational Plan containing strategies designed to achieve the goals outlined herein. Subject to appropriation, the Council will develop and administer a roster of responsive, professional services and competitive grant programs in support of New Jersey artists and arts organizations.

Awards will continue to be made through a rigorous, fair, and transparent process that assures the arts are accessible to all, and that New Jersey's arts industry is stable, sustainable, and of the highest quality. The Council will also seek and support strategic partnerships with various public and private entities in order to extend the reach of our resources, and ensure that policies and practices benefit every citizen of New Jersey.

How We Will Measure Our Progress

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

Goal I

Strategically supported New Jersey artists and arts organizations.

The Council will seek to achieve access and equity in grantmaking, while maintaining stability in the field and encouraging innovation.

Indicators

- + Implementation of effective strategies for grantmaking and support that address issues of diversity, equity, access, and inclusion.
- + Increased capacity of the Local Arts Program, as well as New Jersey's Folk Arts networks, centers, and artists, helping to bridge identified gaps in arts support.
- + Increased Council grant and service opportunities that engage new voices and encourage innovation in the field.
- + Council funds leverage additional financial support for the arts statewide.
- + Meaningful professional development, networking, and showcase opportunities for artists and arts administrators.
- + Improved awareness of and engagement in emergency planning and preparedness by artists and arts organizations.

Goal 2

Quality arts education and lifelong learning opportunities for everyone.

The Council will seek to increase access to and participation in arts education opportunities for all New Jerseyans, in educational settings and throughout their lives.

Indicators

- + More New Jersey students have access to and participate in a complete education that includes the arts, both in school and out.
- + Demonstrated understanding by educators, families, and community leaders of the importance of arts learning and creating throughout every stage of life.
- + Continued support for the arts as a core subject and extending best practices in arts learning.
- + Focused and effective follow through on the recommendations and the refreshing of the Council-sponsored New Jersey Arts Education Census report.
- + Impactful and valued Council-supported projects including the Artists in Education Program, Poetry Out Loud, Teen Arts Festival, Arts Ed Now, and the Senior Art Show.

Goal 3

People of all ages, abilities, and backgrounds engaged in the arts.

The Council will seek to increase participation in and access to arts events, experiences, and opportunities for all people.

Indicators

- + More Council grantees and regrantees provide accessible programs, specialized programs, and other opportunities for patrons and artists with disabilities.
- + Increased arts programming, services, and support for traditionally under-resourced regions and populations statewide.
- + Increased audience attendance at New Jersey arts events as reported by Council grantees.
- + Evidence of diversified audience, staff, volunteer, and board make-up as reported by Council grantees, reflective of New Jersey communities.
- + Expanded reach of targeted Council cosponsored projects including Discover Jersey Arts and the Cultural Access Network.

Goal 4

New Jersey communities thriving through the arts.

The Council will seek to sustain, identify, and create opportunities for arts leaders and artists to participate in development and social change initiatives statewide, placing emphasis on the support of those communities traditionally under-resourced.

Indicators

- + Cross sector partnerships have a positive impact, including but not limited to those with entities in education, health, social services, business, and economic development.
- + Established relationships with grass roots and culturally specific arts groups for increased opportunities statewide.
- + Increased engagement of State Arts Council grantees with diverse cultural and socio-economic populations.
- + Sustained or increased financial health of State Arts Council grantees and their economic impact statewide.
- + Council grantees and regrantees positively affect social change in New Jersey by connecting with distinct needs of their neighborhoods and communities.



Goal 5

Widespread public understanding of the importance of the arts.

The Council will seek to raise awareness and understanding of the importance of the arts, and the positive impact of a thriving arts industry for all facets of New Jersey life.

Indicators

- + Strong strategic partnerships across public and private sectors that strengthen advocacy and networking opportunities for the field.
- + Demonstrations of arts support by empowered New Jersey citizens – parents, educators, youth, etc. – who believe the arts are critical to quality of life.
- + Public commentary and action by State leaders, lawmakers, and local and statewide public officials in support of the Council and our initiatives.
- + Increased commitment to tracking and promoting New Jersey's collection of public art.
- + Growth and implementation of the Council's Art Matters project, providing access to New Jersey arts stories and information for residents, visitors, and policymakers.



(609) 292-6130
ArtsCouncil.NJ.gov
33 West State Street
Trenton, New Jersey 08608

Select Photos Courtesy of:

Carolyn Dorfman Dance
Photographer: Christopher Duggan

New Jersey Poetry Out Loud
Writer's Theatre of NJ

Jazz House Kids
Photographer: Richard Conde

Symphony in C
Photographer: Kevin Monko

Wheaton Arts and Cultural Center
Photographer: Danielle Bursk



Art direction and design

spark
SPARK CREATIVE GROUP