

IOWA DEPARTMENT OF CULTURAL AFFAIRS

STRATEGIC PLAN 2019-2021

IOWA ARTS COUNCIL PRODUCE IOWA STATE HISTORICAL SOCIETY OF IOWA

The Iowa Department of Cultural Affairs comprises the State Historical Society of Iowa, State Historic Preservation Office of Iowa, Iowa Arts Council, and Produce Iowa, the state office of media production.

MISSION

We empower Iowa to build and sustain culturally vibrant communities by connecting Iowans to the people, places and points of pride that define our state.

VISION

Iowa will be a state that fosters creativity and serves as a catalyst for innovation, job creation and a positive community culture for all.

ASSESSMENT

We serve all Iowans by supporting the historic preservation of records, artifacts, places and important moments that tell our state's story; by enhancing the economic and cultural vitality of our state through investment and guidance in film, history and the arts; and by making strategic investments in our ability to preserve, and make accessible the information and resources Iowans need to live a more fulfilled life.

GOVERNOR'S STRATEGIC PRIORITIES

- Building a Future Ready Iowa
- Creating a competitive business environment
- Empowering Rural Iowa
- Expanding access to coordinated, high-quality health care
- Offering redemption through second chances

DCA STRATEGIES

- Partnerships
- Showcasing Iowa
- Digital Accessibility
- Collaboration
- Impact
- Engagement



DCA STRATEGIC GOALS AND MEASURES

1. Build and develop culturally vibrant communities

- Promote innovation and the creative economy
- Foster public-private partnerships to support urban and rural vitality
- Engage and gather feedback from Iowans across the state through surveys and community conversations.

Measures:

- Events, participants and programs around cultural vibrant communities
- Financial impact of arts and cultural events throughout the state
- New and increased public-private partnerships supporting urban and rural vitality

2. Cultivate investment and collaboration

- Foster leadership and workforce skills development
- Support education and experiential learning

Measures:

- Conversations, investments and new partnerships through collaboration
- Outcomes of leadership and workforce skills development
- Examples of education and experiential learning successes

3. Enhance access to arts, history and culture

- Re-establish the State Historical Building of Iowa as a hub to experience Iowa culture
- Enhance digital access for expanded reach and audience engagement

Measures:

- Share best practices, report new access and record support and demand for arts, history and culture
- Number of digital access points and engagement measures

OUR GUIDING PRINCIPLES

- To preserve and promote Iowa's collective heritage and unique sense of place
- To cultivate creativity, participation and learning in the arts
- To engage diverse statewide audiences through education initiatives, exhibitions and public programs
- To provide tools, resources and knowledge to promote networking, collaboration and best practices that nurture cultural leadership
- To invest in people and projects that foster economic growth and enhance the cultural identity of local communities

