

IOWA ARTS COUNCIL

IOWA DEPARTMENT OF CULTURAL AFFAIRS



Art Project Grant:
Music performance at the World Food
and Music Festival presented by the
Downtown Community Alliance.

STRATEGIC PLAN 2016-2018

Executive Summary

The Iowa Arts Council, a division of the Iowa Department of Cultural Affairs, is at a pivotal moment in its history as it approaches its 50th anniversary in 2017.

Reflecting on a half-century legacy of supporting the arts in Iowa, the Iowa Arts Council remains invigorated by its mission. This milestone provides an opportunity to consider what the arts in Iowa can look like in the next 50 years and how the Iowa Arts Council can be there to support it.



Iowa High School Musical Theater Awards at Des Moines Performing Arts.

Community Engagement

Throughout 2014 and 2015, the Iowa Department of Cultural Affairs and its divisions the Iowa Arts Council, State Historical Society of Iowa, and Produce Iowa: State Office of Media Production, undertook a master planning process to develop a road map to move the department from caretaker to catalyst. As part of this process, the Department hosted public meetings in more than 30 communities across the state, engaging more 1,500 Iowans in a statewide dialogue about Iowa's arts, history and cultural priorities.

Iowans responded with resounding consensus around several core themes:

- **Connectivity:** Iowans want opportunities for residents, creative businesses, as well as arts and cultural organizations to network with each other across the state and they are looking to the Department to provide and facilitate these opportunities to connect.
- **Awareness:** Promoting Iowa's identity as a progressive, innovative and culturally healthy state that has much to offer is imperative for many Iowans. Iowa has too many best kept secrets and it needs to ensure Iowans – and those outside its borders – are aware that Iowa and its communities are culturally vibrant and have much potential to seize.
- **Sustainability:** Capacity-building and providing access to resources to ensure sustainability of Iowa's art, history and cultural assets is a top priority for Iowans. Communities want the Department to help enable them so they can grow and thrive, implement long-term visioning with community buy-in, and identify ways to attract and retain young talent.
- **Education:** Communities want access to creative learning experiences, especially for students related to arts in education and Iowa history. The Department can enhance these innovative learning experiences and continue to help build a 21st century-skilled workforce.

Mission and Vision

In tandem with this public engagement process, the Department revised its overall mission, vision and organizational purposes. These important foundation statements were then updated to not only reflect the input of Iowans but articulate a more comprehensive, integrated approach to the Department's diverse functions, statewide footprint and desired impact.

Mission

The Iowa Department of Cultural Affairs empowers Iowans to build and sustain culturally vibrant communities by connecting Iowans to the people, places and points of pride that define our state.

University of Northern Iowa student assists in fabricating public artwork.

Photo: UNI Special Collections & University Archives



ART IN STATE BUILDINGS PROGRAM

Vision

Iowa is recognized as a state that fosters creativity and serves as a catalyst for innovation where the stories of Iowa are preserved and communicated to connect past, present and future generations.

Art installation by Grin City Art Collective's special Culture Lab residency at Des Moines Social Club.



ART PROJECT GRANT

Organizational Purposes

The Iowa Department of Cultural Affairs:

- Preserves and promotes Iowa's collective heritage and unique sense of place;
- Cultivates creativity, learning and participation in the arts;
- Engages diverse statewide audiences through education initiatives, exhibitions and public programs;
- Provides tools, resources and knowledge to promote networking, collaboration and best practices to nurture cultural leadership;
- Invests in people and projects that foster economic growth and enhance the cultural identity of local communities.



Intertwine yarn bomb proposal for Design on Main.
Image: Jennifer Drinkwater

Iowa Arts Council Mission

In support of the Department's newly articulated foundation statements, the Iowa Arts Council is adopting as its revised mission one of the Department's core purposes:

**To cultivate creativity, learning
and participation in the arts.**

This revised mission unique to the Iowa Arts Council's role will simultaneously help advance the Department's overarching mission and vision.

Overview

The Iowa Arts Council has identified the following goals to guide its 2015-2018 work planning. This plan carries forward existing goals that remain central to its ongoing work as well as new and expanded goals integrating updated priorities.



CULTURAL LEADERSHIP PARTNER

Orchestra Iowa presents American Gothic at the Paramount Theatre in Cedar Rapids.

Goals

- Spark a dynamic statewide conversation about the future of arts and culture in Iowa.
- Create opportunities for the arts to flourish in Iowa through strategic investment of grant resources.
- Inspire artistic excellence by building the professional capacity and resilience of Iowa's arts community.
- Develop and promote a comprehensive strategy to enhance arts learning in Iowa.
- Cultivate a vibrant operating environment that positions the Iowa Arts Council for long-term success and service to Iowans.

Travelling poet box from the Correspondence Project by Kathrann Knight.

Photo: Bruce Bales

ART PROJECT GRANT



1 Spark a dynamic statewide conversation about the future of arts and culture in Iowa.

- Harness present momentum and support for the arts in Iowa to serve as a catalyst for reinvigorating Iowa's grassroots arts advocacy.
- Develop and promote a compelling message of statewide arts impact to energize and underscore the 2016 Iowa Arts Summit and 2017 Iowa Cultural Caucuses.
- Leverage the upcoming 50th anniversary of the Iowa Arts Council in 2017 as an opportunity to foster greater awareness of Iowa's arts legacy and community to stimulate dialogue about the next 50 years.



ART PROJECT GRANT

Keynote speaker Matt Hart, Iowa Youth Writing Project's Junior High Writing Conference, Iowa City.

2 Create opportunities for the arts to flourish in Iowa through strategic investment of grant resources.

- Collaborate with stakeholders, legislative and executive branch leaders to evolve existing funding streams and address gaps in the agency's funding portfolio to increase the state's overall investment in the arts.
- Utilize enhanced agency data management and collection tools to inform the development of funding opportunities responsive to constituent needs and issues facing Iowa's arts ecosystem.
- Research, develop and implement a sustainable, best-practices structure to deliver operating support funding to Iowa's arts and culture organizations.

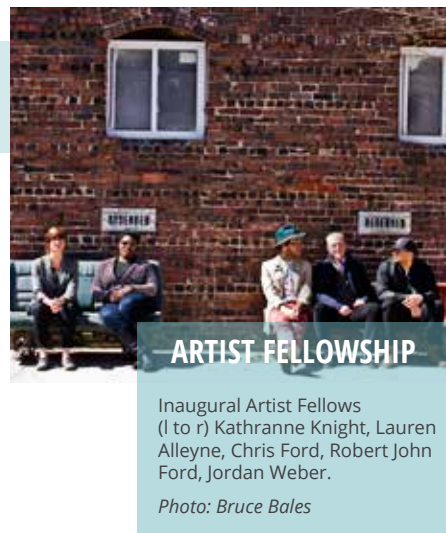


ART PROJECT GRANT

Musician leads children in dance at the International Festival at Heritage Park in Forest City.

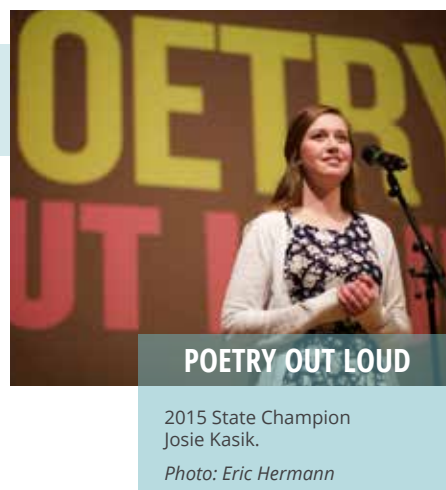
3 Inspire artistic excellence by building the professional capacity and resilience of Iowa's arts community.

- Deliver strategic capacity-building opportunities serving Iowa artists, local arts and cultural organizations as well as regional networks serving rural Iowa.
- Facilitate networking by regularly convening stakeholders through local, regional and statewide events to nurture cultural leadership, encourage collaboration, and bridge rural-urban divide.
- Offer accessible, on-going professional development opportunities by connecting Iowans to high-quality technical assistance, industry resources and expertise.



4 Develop and promote a comprehensive strategy to enhance arts learning in Iowa.

- Amplify arts education curriculum in Iowa schools by working collaboratively with the Iowa Department of Education, educator networks and relevant community stakeholders.
- Encourage arts learning opportunities outside the classroom by actively supporting program delivery of Iowa arts and cultural organizations.
- Actively engage higher education and lifelong learning partners to pursue opportunities for programmatic partnerships.



5 Cultivate a vibrant operating environment that positions the Iowa Arts Council for long-term success and service to Iowa.

- Support and develop agency capacity by retaining and attracting high quality staff empowered to fulfil the agency's mission across Iowa.
- Invest in tools and resources that add value to agency programs, streamline internal and external processes and enhance agency outcomes.
- Actively support Iowa Department of Cultural Affairs initiatives while seeking opportunities for cross-departmental collaborations that leverage agency expertise and benefit Iowa's arts community.



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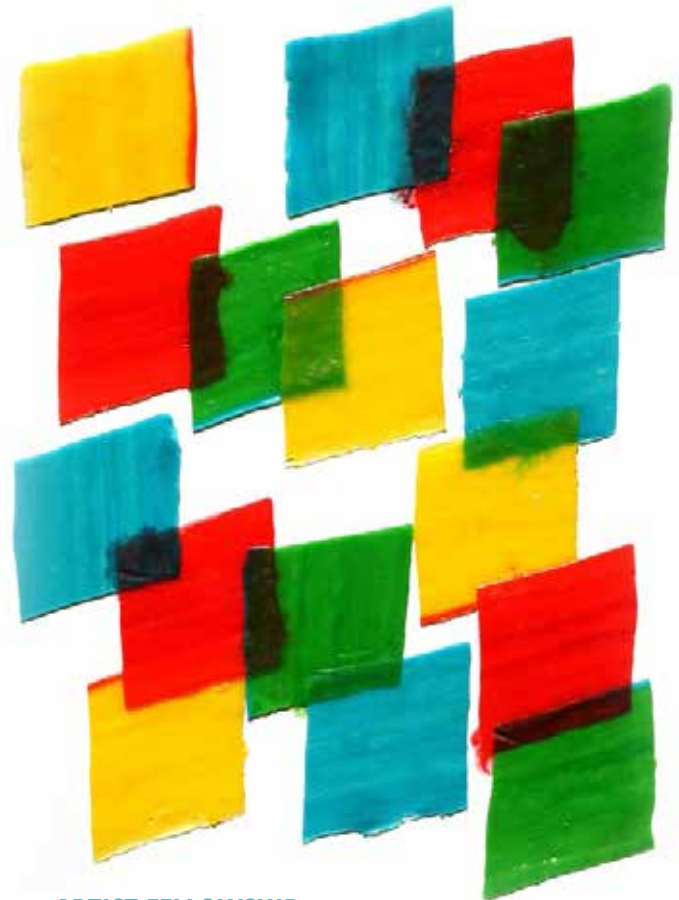
Heidi Pierson
Marshalltown

Kenneth Sidey
Greenfield

Terri Steinke
Urbandale

Zachary Stier
Boone

Lisa Walsh
Burlington



ARTIST FELLOWSHIP

Artwork by Artist Fellow Matt Drissell.
Suprematist Composition No. 4, 2013.
Fruit Roll-Up on Arches Paper.

Iowa Arts Council Staff – Fall 2015

Mary Cownie
Director, Iowa Department of Cultural Affairs

Matthew Harris
Division Administrator

Veronica O’Hern
Grants & Programs Specialist

Joseph Pearson
Community Resources Specialist