



# New Mexico Arts Strategic Plan 2008-2011

*Our mission: To preserve, enhance, and develop the arts in New Mexico through partnerships, public awareness, and education, and to enrich the quality of life for present and future generations.*

New Mexico Arts, a division of the Department of Cultural Affairs, is the state arts agency. New Mexico Arts administers the state's One Percent for Public Art program, awards grants to nonprofit organizations for arts and cultural programs in their communities across the state, and provides technical assistance and educational opportunities for organizations, artists, and arts educators throughout New Mexico. New Mexico Arts works in concert with the department's new strategic plan released in September, 2007.



## GOAL 1: Arts Advocacy

*Educate and market the importance of the arts, and celebrate New Mexico's multicultural tapestry.*

### EMPHASIZE PUBLIC VALUE OF ART IN EVERYDAY QUALITY OF LIFE

#### ENCOURAGE PUBLIC AWARENESS OF AND PARTICIPATION IN THE ARTS

- ✦ Partner with constituents to stimulate marketing and audience development and retention
- ✦ Develop statewide arts marketing and awareness campaign
- ✦ Develop national arts marketing and awareness campaign

#### PROMOTE LEGISLATIVE AWARENESS OF IMPORTANT ROLE OF ART IN LIVES OF ALL NEW MEXICANS

- ✦ Support constituent-coordinated statewide efforts to educate legislators on cultural and economic value of the arts

## CULTIVATE INTER-DEPARTMENTAL AWARENESS OF NEW MEXICO ARTS' UNIQUE RESOURCES AND NEEDS OF THE ARTS IN NEW MEXICO

### DEVELOP MARKETING AND AWARENESS CAMPAIGN FOR NEW MEXICO ARTS PROGRAMS



## GOAL 2: Arts Vitality

*Stimulate funding and economic activity in the arts through partnerships.*

### STRENGTHEN ARTS-BASED ECONOMIC DEVELOPMENT AND CULTURAL TOURISM

- ✦ Promote TIME (Temporary Installations Made for the Environment) public art projects
- ✦ Support arts enterprise partnerships
- ✦ Expand Arts Trails
- ✦ Nurture economic development in rural New Mexico
- ✦ Collaborate with other state agencies
  - Promote cultural tourism
  - Create Arts and Cultural Districts
- ✦ Showcase and promote New Mexico musicians through "Southwest Sounds" television program

### ENERGIZE CONSTITUENT-COORDINATED STATEWIDE INITIATIVES TO INCREASE LEGISLATIVE FUNDING

- ✦ Provide information for constituent lobbying efforts



## GOAL 3: Arts Education

*Expand development of statewide arts education programs.*

### K-12 STUDENTS AND EDUCATORS

- ✦ Continue Arts Learning in Schools grant categories
  - Arts Learning in Schools Projects
  - Arts Learning in Schools Residencies
- ✦ Continue to develop and participate in regional and statewide partnerships
  - Explore partnerships to present unique professional development for educators, especially in rural areas
  - Explore new partnerships for program development
- ✦ Create new grant categories and programs as funds are available
  - "Fuel for Arts": provide buses to arts and cultural events
  - Mentoring programs for teachers and teaching artists

- Professional development mini-grants
- "Business and the Arts" in high schools

#### LIFELONG LEARNING

- ✦ Develop and maintain community arts education programs
- ✦ Develop and maintain professional development for emerging and professional artists
- ✦ Develop and maintain mentoring programs



## GOAL 4: Arts Access

*Enhance communication and skills for constituents and New Mexico Arts.*

### CONTINUE TO IMPROVE PROCESSES AND INCORPORATE NEW TECHNOLOGY INTO ARTS SERVICES GRANTS AND ART IN PUBLIC PLACES

#### CONDUCT REGIONAL TECHNICAL ASSISTANCE CONFERENCES AND WORKSHOPS

- ✦ Professional development and business skills for artists
  - Marketing
  - Networking opportunities
  - Workshop and technical assistance
    - Grants and Public Art applications
    - Professional skills for musicians (Music Commission)
- ✦ Professional development and business skills for arts organizations
  - Audience development and retention
  - Networking opportunities
  - Workshops and technical assistance
    - Grant writing
    - Specific topics, e.g., "Getting Ready for Company," "Making Connections," cultural planning

#### IMPROVE COMMUNICATION BETWEEN NEW MEXICO ARTS AND ALL CONSTITUENCIES

- ✦ Re-design New Mexico Arts web site ([www.nmarts.org](http://www.nmarts.org))
  - User-friendly design
  - New Mexico Arts calendars
  - FAQs (Frequently Asked Questions)
  - Multimedia (e.g., streaming audio/video, pod casts, digital public art collection)
  - Integrate with existing New Mexico Fiber Arts Trails ([www.nmfiberarts.org](http://www.nmfiberarts.org)) and Music Commission ([www.newmexicomusic.org](http://www.newmexicomusic.org)) web sites

#### ENHANCE OUTREACH AND TECHNICAL ASSISTANCE TO RURAL AND UNDERSERVED AREAS

- ✦ Art in Public Places
  - JPAs (Joint Powers Agreements) with tribes
  - TIME (Temporary Installations Made for the Environment)

- ✦ Governor's Awards for Excellence in the Arts
- ✦ Arts Trails
- ✦ Local Arts Councils
- ✦ Arts and Cultural Districts

**CONTINUE NEW MEXICO ARTS PROFESSIONAL STAFF DEVELOPMENT AND CAREER TRAINING OPPORTUNITIES**

- ✦ Multilingual capability
- ✦ Technical computer and media skills
- ✦ Current trends, networking, and education



Initial public input to the plan was given during meetings held across New Mexico as well as through a questionnaire sent to over 150 organizational grantees. Public meetings were held in the following communities:

Alamogordo	Hobbs	Roswell	Taos
Albuquerque	Las Cruces	Santa Fe	Truth or Consequences
Carlsbad	Las Vegas	Silver City	Zuni-Gallup
Farmington	Raton		



New Mexico Arts  
 407 Galisteo, Suite 270  
 PO Box 1450  
 Santa Fe NM 87504-1450  
 505-827-6490  
 800-879-4278 (within New Mexico)  
 Fax: 505-827-6043

[www.nmarts.org](http://www.nmarts.org)

Design by Ann Weisman

