



New Mexico Arts

Strategic Plan 2005-2008

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.

GOAL 1. PROVIDE INCREASED AND SUSTAINABLE STATEWIDE FUNDING FOR THE ARTS AND ARTS PROGRAMS THROUGH AN ACCESSIBLE, USER-FRIENDLY GRANTS PROGRAM

Increase funding through arts awareness efforts

- ☼ Develop an information packet that concisely and convincingly conveys the importance of the arts in our economy and quality of life to assist statewide advocacy efforts
- ☼ Develop and distribute resources that convey the importance and social benefits of the arts in education to assist statewide advocacy efforts
- ☼ Assist communities in their local advocacy efforts by providing training and educational opportunities
- ☼ Establish a state public art task force to promote public art awareness and advocacy for public art among artists, communities, and legislators

Improve the grants program and process

- ☼ Provide for open, inclusive, and user-friendly applications and reporting processes
 - Simplify the application forms and guidelines
 - Develop and institute a simple mini-grant application process
- ☼ Provide multilingual versions of the applications guidelines
- ☼ Continue to broaden diversity in the pool of grants panelists

GOAL 2. PROVIDE OPPORTUNITIES FOR PROFESSIONAL AND ECONOMIC DEVELOPMENT IN THE ARTS

Sponsor technical assistance workshops

- ☼ Provide workshops for individuals
 - Development, including grant writing
 - Public art professional development
 - Provide training initiatives for public artists involving mentorship and professional development
 - Marketing, including sales and business skills
- ☼ Provide workshops for organizations
 - Development, including grant writing
 - Economic development in the arts
 - Marketing, including sales and business skills
 - Cultural tourism
 - Organizational structure and operations
 - Creating and maintaining partnerships

- ☀ Provide workshops for communities
 - Economic development in the arts
 - Cultural tourism
 - Marketing, including sales
 - Creating and maintaining partnerships
 - Cultural planning

Provide technical assistance to constituents

- ☀ Train a multilingual cadre of supervised circuit riders/mentors to provide individualized technical assistance to organizations and underserved communities

GOAL 3. FOSTER ENHANCED DEVELOPMENT OF ARTS EDUCATION PROGRAMS STATEWIDE

K - 12 students and educators

- ☀ Provide unique professional development opportunities for educators and teaching artists
- ☀ Develop and implement new arts-in-education grant categories
 - Ensure that standards-based art education experiences are available to New Mexico students
- ☀ Retain the Artist Residency grant category
- ☀ Continue to develop and refine the arts education web pages
- ☀ Include an arts-in-education component at an annual conference

Lifelong learning

- ☀ Assist and support organizations in developing and maintaining community arts education programs for people of all ages and abilities
- ☀ Assist and support organizations in developing and maintaining professional development opportunities for emerging and professional artists

GOAL 4. INCREASE ARTS SERVICES TO RURAL, MINORITY, AND UNDERSERVED COMMUNITIES

Outreach

- ☀ Increase staff fieldwork and outreach in rural, minority, and underserved communities to identify constituents and needs
- ☀ Host an artists-with-disabilities track during an annual statewide arts conference

Program integration

- ☀ Target market New Mexico Arts and its programs and services to rural, minority, and underserved communities
- ☀ Work with the governor's office to increase the number of arts commissioners from rural, minority, and underserved communities
- ☀ Increase public art in rural, minority, and underserved regions
- ☀ Continue to expand the public art permanent collection to provide rural communities, minority, and underserved populations with access to museum quality artwork in a local public venue
- ☀ Provide opportunities for more staff to become bilingual or multilingual

GOAL 5. FOSTER OPPORTUNITIES FOR NETWORKING AND INFORMATION SHARING ABOUT THE ARTS STATEWIDE

Act as a clearinghouse for up-to-date multilingual information on issues and opportunities in the arts

- ☼ Provide print information services
 - Continue to print and mail a quarterly newsletter
- ☼ Provide computer and web-based information
 - Continue to update and improve New Mexico Arts' web site
 - Continue to post the newsletter
 - Continue to add web links to arts resources, including funding sources
 - Provide access to directories of New Mexican artists
 - Provide access to directories and web links of New Mexico arts and cultural organizations
 - Maintain e-newsletters and email lists

Facilitate networking among organizations involved in the arts in New Mexico

- ☼ Organize regional forums or workshops
- ☼ Host an annual statewide conference on the arts
- ☼ Increase the number of personal site visits from New Mexico Arts staff to organizations and communities

GOAL 6. PROVIDE PUBLIC ART STATEWIDE THROUGH AN ACCESSIBLE AND RESPONSIVE 1% PROGRAM

Technical assistance

- ☼ Provide training for artists to apply and compete for public art projects
- ☼ Provide information to artists about public art opportunities statewide and nationally

Program initiatives

- ☼ Develop community-based public art projects
- ☼ Continue to streamline and expedite the panel review process
- ☼ Continue to broaden selection choices for regional buying committees
- ☼ Broaden the artistic perspectives of panelists
- ☼ Improve and increase dissemination of accurate public art program information and processes
- ☼ Conduct surveys to stay current with the changing needs of artists and constituents
- ☼ Develop a multilingual resource guide for artists



