



Strategic Plan 2009–2013

The mission of the Kentucky Arts Council is to create opportunities for the people of Kentucky to value, participate in and benefit from the arts.

The Kentucky Arts Council's 2009–2013 Strategic Plan has at its foundation the mission and ends of the agency. The work of the arts council directly supports these ends. An annual action plan determines the objectives and strategies on which the agency will focus its work.

The plan integrates these themes:

- Build access to the arts and enhance participation
- Develop and expand Kentucky's arts industry
- Promote awareness of the unique identity of Kentucky arts
- Build capacity through tools, training and networks

End: Kentuckians value the role of arts in society.

Outcome: The people of Kentucky will recognize the arts as necessary to successful and thriving communities, an enhanced quality of life, development of a well-rounded 21st century workforce and a strong creative economy.

Objectives:

- Elevate the image of the arts in Kentucky
- Demonstrate the importance of creativity, innovation and imagination to Kentucky's economic development and 21st century workforce
- Promote and identify the Kentucky Arts Council as the state arts agency
- Elevate the visibility of the arts in Kentucky
- Educate leaders about the role the arts play in economic development, community development, quality of life, and educational development
- Elevate the visibility of the Kentucky Arts Council
- Identify, recognize and promote the diverse cultural traditions of Kentucky
- Build and promote the arts in Kentucky as an industry

End: Statewide delivery of arts programs and services is provided.

Outcome: The people of Kentucky have increased access to the arts and have participation opportunities in their own communities and across the commonwealth. Arts participation is broadened, deepened and diversified.

Objectives:

- Build capacity of organizations and communities through resources, training and technical assistance
- Provide access to the arts for all constituencies
- Develop and strengthen delivery of the arts through partnerships with state agencies
- Expand opportunities for Kentuckians to participate in the arts
- Strengthen the state arts infrastructure

End: Lifelong education in the arts is encouraged.

Outcome: The people of Kentucky have lifelong opportunities to learn through the arts. Lifelong education in the arts is valued and accessible.

Objectives:

- Support and enhance integration of arts across the curriculum for pre-K–12 students
- Support and enhance arts as basic to education for children and youth in grades pre-K– 12
- Promote and support art opportunities for youth to participate in and increase their understanding of and skills in the arts
- Foster excellence in arts education
- Encourage artists and arts organizations to work with schools to provide arts education programming and opportunities
- Strengthen the Kentucky Arts Council’s role as leader in the arts education community
- Foster lifelong learning opportunities in communities
- Demonstrate the role the arts play in 21st-century workforce development
- Support, provide and promote professional development for educators

End: Artists live and work in a supportive environment

Outcome: The environment in Kentucky is such that artists are able to create and market their work while making a living wage.

Objectives:

- Expand marketing and promotional opportunities for artists
- Expand regional and national exposure for artists
- Identify and support emerging Kentucky artists
- Promote appreciation for, and acquisition of, original Kentucky art
- Build artists' capacity through training and technical assistance
- Develop business and professional resources for artists

End: Public policy supports the arts in Kentucky

Outcome: Public policy exists which is supportive not only of the arts in general, but also of the work of the Kentucky Arts Council as the state arts agency. The arts are included in policy decisions outside of the arts, including education and economic and community development.

Objectives:

- Proactively seek additional funding from the Kentucky General Assembly
- Investigate possible alternatives for Kentucky Foundation for the Arts
- Support development and continuation of cultural districts in state
- Promote the value of the arts through advocacy
- Initiate, develop and support public art initiatives
- Continue to strengthen our relationship with the Kentucky General Assembly