

Goal 1: Lead

Goal 1. Lead -- LEAD THE ARTS SECTOR THROUGH COLLABORATION, CONVENING, ADVOCACY AND SERVICE ON BEHALF OF THE PEOPLE AND COMMUNITIES OF RHODE ISLAND.

Strategies

Lead and Influence / Expand RISCA's influence in state government and among private-sector allies.

Build Relationships / Extend RISCA's influence by tapping existing staff and council member relationships and strengthening new connections in strategic partnerships.

Promote the Arts as part of the solution / Position the arts sector and RISCA as critical partners to help communities and businesses rebuild.

Build Bridges / Promote mutually-beneficial connections between the arts, business and government sectors

Objectives and Key Tasks

01 – Representation: Represent and speak for the arts sector to decision makers in and out of state government.

Accomplished over past two years

- RISCA coordinated, with RI Citizens for the Arts, speaking and testifying on behalf of the budget and the Motion Picture Production Incentive (MPPI) – and both were saved. Tourism representatives and the universities testified on behalf of the MPPI.
- Legislative letters to alert elected officials about grants awarded in their district
- Christmas concerts – Dan and Randy talk to reps during the concerts.
- Tavares and Chafee attended and spoke at Atrium events. Elena continues to bring groups of constituents to the Atrium for legislators to come across the street to meet.

Proposed for FY2012

- Work with Citizens for the Arts to ensure there is an Arts Advocacy Day in 2012
- Should set up appointments with the Governor and other key politicians to tell them what RISCA is accomplishing

02 – Relationships: Build relationships with policy makers so the arts are part of state decision making across sectors.

- Meeting with Keith Stokes, EDC, Tourism, etc regarding the creative sector and follow up meetings and partnerships with Every Company Counts and Urban Ventures (on PGO panel).
- Jack Templin and Lyn Singleton are now on the EDC board.
- We have good new advocates on the RISCA

- Strengthen ties with Bryant and JW
- Continue to strategize about EDC: are they the most effective agency to work with, particularly for individual artists and entrepreneurs.
- Build a list of creative industry candidates for private and municipal boards.

Objectives and Key Tasks

- Council - Maureen Moakley, Kathy Quinn, etc.
- There is now contemporary artwork in Governor’s and Treasurer’s offices
 - RISCA staff has developed a close working relationship with key staff in the Governor’s Office and elsewhere: Steve Hourahan, Jonathan Stevens (Special Projects), Doris De Los Santos, Mark Brodeur (Tourism)
 - Have strengthened ties with agencies such as RIC (statewide STEM to STEAM, Unity Center), Tourism Division (Tourism Lunch, Arts Calendar), URI (met with President about film industry and film in higher ed, great public art installation on campus), DEM. We have good ongoing relationships with the Convention Center Authority, Providence Foundation, Providence College.

- Reinvestigate DEM as a program/funding partner for education programs (has happened in the past).
- Build strategic partnerships in the tourism sector – such as the local CVBs - that will increase visibility for the arts and RISCA. (Ideas: Public art tour brochure – in partnership with RIHPHC)
- Build relationship with new Board of Regents Chair

03 - Public service: Aim to provide creative solutions to public problems, influence agendas to include arts’ interests, influence arts-friendly policies, and steer funding to the arts sector and creative businesses.

This seems to be about messaging. Doesn’t seem to be a need for this as its own category. It’s about making sure the public knows about all the great work we do.

04 – Funders: Maintain close communications with the Rhode Island Foundation and key private and corporate funders to leverage and sustain arts funding.

- Good contacts and collaborations with The Rhode Island Foundation (e.g., American Resources for Recovery Act match, Smart Schools, Cultural Database Project, Alliance for Artists Communities Conference, Latino Community Celebration/Hispanic Heritage of RI)
- Big Yellow School Bus funding commitment from Bank of America
- Funded public art through URI, State Police, TF Green, RI Convention Center

- Meetings with the private sector (Randy and Council) to encourage investment in the arts. (New Council members orientation on how to talk about the arts to potential funders)

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05 - Economic recovery: Increase public and policy makers' awareness of the arts' role in economic recovery and development.

- Documented impact of the film and television industry
- Developed and disseminated study on the economic benefits of the film industry
- Developed the role of the artist as small business and connected artists with small business resources through the PAD program
- Began collaboration with Rhode Island Foundation on Cultural Data Project
- Participated with CNN Money on telling the story of the federal stimulus funds support for the arts in Rhode Island

- Put list of business resources on the website
- Work with Americans for the Arts and Citizens for the Arts in communicating the economic benefit for the arts: dollars returned, jobs created
- Work with NEFA on Rhode Island portion of economic study (conducted by Univ. of Maine under commission to NEFA)

06 - Council engagement: RISCA Council members advocate as ambassadors for the agency and arts sector.

- Former Chairman Bill Brackett had multiple meetings with Legislature, wrote Op Eds for the paper

- Craft ongoing messages for Council Members to spread to their friends and constituents
- Send press release to the Latin media about Francis Para being on the Council
- Define each Council member's constituency and help them to communicate the work they do on and for the Council
- RISCA business cards for Jean and blank ones for other Council members to use in meeting people in the field (at receptions, exhibits, etc.)
- Revisit the Message of the Month idea – perhaps have Council Members take a month each – we craft a message and they are responsible for spreading the

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<p>07 - Advocacy: Support citizen advocacy through Rhode Island Citizens for the Arts and other local and statewide efforts.</p>	<ul style="list-style-type: none"> • Community tool kit and website developed and launched • Education Dept trained community organizers to do advocacy for arts education • Created the MPPI study and Film & TV office promo 	<p>word to their constituents for that month.</p> <ul style="list-style-type: none"> • RISCA needs a strong and active advocacy group - the Council should discuss ways to support the work of RI Citizens for the Arts and reaffirm RISCA's support and partnership with the organization. • Increase communication with Lisa and new board chair. • Think proactively about how advocacy happens with a citizen's group?
<p>08 - Public acknowledgement: Increase public awareness of the arts' impact on the state of Rhode Island through public acknowledgement of service or success.</p>	<ul style="list-style-type: none"> • Legislative letters • Check ceremonies • Grantees posted their awards on weblogs • Grants and Fellowships listed on website • Newsletter 	<ul style="list-style-type: none"> • Send out more press releases on program accomplishments and look for ways to get local news about artists and RISCA-funded programs in local publications • Continue to encourage grantees to acknowledge RISCA SUPPORT – logo and tag line need to be easier to find on website
<p>09 - RISCA as convener: Create a culture of convening to explore and address issues of concern in the arts and across sectors.</p>	<ul style="list-style-type: none"> • Artists of color meeting • Youth Guides convening for Festivals • Creative Impact events • Convening of theater community and GOS organizations • Small gallery meeting • Ongoing individualized meetings with constituents – do these belong under Leadership or Engagement? 	<ul style="list-style-type: none"> • Look at possibility of hosting national TAAC conference

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For further discussion: Electronic kiosk at the airport and train station that rotates images of programs RISCA supports. New tag line: Welcome to the State of the Arts.

