

Goal 5: Grow

Goal 5. Grow – ENHANCE RISCA’S CAPACITY TO EFFECTIVELY LEAD AND SUSTAIN THE ARTS IN RHODE ISLAND

Strategies

Extend branding / Consistently and visibly use RISCA logo and positioning message on web sites, print and electronic publications, and other communications.

Utilize Council as ambassadors / Engage Council members to use their networks and to advocate across sectors for RISCA priorities.

Build staff capacity / Increase staff capacity with contract help for routine communications tasks, freeing the ED to manage the overall message.

Plan and evaluate / Ensure that planning is a central value of the agency, and that RISCA programs and services are developed and assessed within the context of need, value, outcomes and capacity.

Objectives and Key Tasks

01 – Communications: Communicate effectively with constituents, allies, legislators and the public.

Accomplished over past two years

- All staff has been engaged in contributing to communication via electronic newsletter and blog, as well as Facebook and Twitter.
- Creating and distributing an annual set of RISCA program ads has helped convey important messages to arts participants.
- Improvements to the Film Office website have expanded its value to the community.
- Grantee compliance with requirements to include RISCA logo and credit line(s) has been high.
- Elena’s work in the community and on Latino Public Radio has helped expand awareness of RISCA in the Latino community.

Proposed for FY2012

- Print pieces for the PAD program and the Atrium gallery created and distributed.
- Review and establish print and design strategy for year, using outside consultant.
- Copy and distribute RISCA PSA’s to media.
- Find way to install RISCA logo and links to social media sites in staff email signature blocks.
- Include discuss on brand in board and staff orientation sessions.
- Continue efforts to work with grantees on displaying logo and giving proper credit for RISCA grants.

02 – Governance: the Council will work with staff to develop and adapt the strategic plan and policies and to govern RISCA.

- New Council appointments increase diversity on the Council.
- Extensive staff review of strategic plan.

- Plan should be a significant part of Council orientation.
- Organize briefing at each Council meeting on some aspect of plan and how it is being managed.
- Prepare template for web-based reporting to the community on plan

activities and achievements.

03 – Staffing: RISCA will sustain a competent staff with adequate capacity and support to manage RISCA programs and operation.

- Hired Elena Calderon Patino, who has succeeded in extending RISCA’s presence in diverse communities.
- RISCA’s staff continues to operate in a highly competent and effective manner.
- Cristina’s work on communication, in cooperation with other staff, has been excellent.
- The PAD workshops have added a new dimension to RISCA’s work on expanding the capacity of the field.

- Develop a communications and print strategy to identify ways to share information most efficiently with the field.
- Develop a strategy for the use of talented interns to help with the workload, particularly during peak periods.

04 - Assessment: RISCA will evaluate and assess each of its programs and services on an established schedule to determine the ongoing need, value and return on investment from each program.

- Sherry has completed a formal assessment of the Education program.

- Staff will turn to a formal assessment of GOS this fiscal year, building a template for this and future reviews of programs.

05 – Resources: Improve and maintain staff resources related to facilities, staff training, equipment and tools

- Acquired additional equipment, including new laptops and desktop computers, software for web and desktop publishing, and a high quality Apple computer and Final Cut Pro for Film Office video production work.
- Staff training sessions in Word, Powerpoint, Access and writing classes approved.

- Look for more opportunities for staff to attend professional development workshops and conferences.

For further discussion:

