

The MISSION of the Iowa Arts Council
is to enrich the quality of life for Iowans through support of the arts.

The VISION of the Iowa Arts Council
is that Iowans recognize the arts are essential to their quality of life.

STRATEGIC GOALS FOR 2008-2011

Goal 1. There is a high level of visibility statewide for the contribution Iowa artists and arts organizations make to Iowa's quality of life.

Strategy 1.a. Broadly promote Iowa arts and artists through a public promotional campaign

(Annual action steps might include such activities as seeking corporate partnership to develop a "brand," viral marketing campaign, or other promotional assistance for the arts in Iowa)

Strategy 1.b. Boost the marketing abilities and resources of Iowa artists and arts organizations

(Annual action steps might include such activities as marketing workshops, online marketing templates and other resources, one-on-one marketing assistance, increasing the number of artists listed in the IAC's directory and artist rosters, etc.)

Strategy 1.c. Establish a data collection process to identify and track cultural workers and other entities that contribute to the creative economy in Iowa.

(Annual action steps might include conducting surveys and other research to gather data, enhancing the IAC's artist directory and rosters, etc.)

Goal 2. Excellent Iowa artists are recognized and supported.

Strategy 2.a. Plan and implement a means to provide financial support to emerging, mid-career, and established Iowa artists

(Annual action steps might include enlisting input from artists and others to develop an artist fellowship program, providing direct and indirect grants to artists for projects or performances, etc.)

Strategy 2.b. Offer resources for artist professional development in entrepreneurial skills, collaboration, grant writing, and discipline-specific topics

(Annual action steps might include such activities as online resources, workshops, collaboration with small business assistance

organizations, specific assistance for teaching artists, artists with disabilities, etc.)

Goal 3. Iowa's arts organizations are viable and important contributors to high quality of life in their communities and regions.

Strategy 3.a. Help arts organizations build sustainability and provide enhanced value to their communities and regions
(Annual action steps might include such activities as providing operational support to arts organizations; connecting them to resources for fundraising, endowment building, and other topics; providing opportunities for feedback through site visits, mentorships, fostering creation of networks and alliances, etc.)

Strategy 3.b. Increase access to the arts by helping arts organizations build new relationships and reach out to new audiences
(Annual action steps might include resources related to research on public participation in the arts, accessibility for people with disabilities, outreach to diverse cultures, outreach to specific rural or urban areas, etc.)

Goal 4. Iowans have access to excellent lifelong opportunities for education in and through the arts.

Strategy 4.a. Collaborate with Dept of Education, IAAE, and other statewide entities to promote the importance of arts education in the PreK-12 school system
(Annual action steps might include such activities as a coordinated public information campaign, resource information on the IAC web site, etc.)

Strategy 4.b. Support and share innovative educational practices in and through the arts in Iowa schools and communities.
(Annual action steps might include such activities as the ABCs grant program, grants for innovative projects, partnership opportunities, focus on programs in community settings, etc.)