

# **Cultural Plan**

## **Tippecanoe Arts Federation**

### **IAC Region 4 Arts Partner**

This five-year Cultural Plan is presented as a guide for the planning and delivery of regional arts development services by the Tippecanoe Arts Federation, the Indiana Arts Commission Region 4 Arts Partner. Region 4 is the largest geographic region in the state, comprised of Benton, Carroll, Cass, Clinton, Fountain, Howard, Jasper, Montgomery, Newton, Pulaski, Tippecanoe, Tipton, Warren and White counties. The Cultural Plan, completed every five years, is required of all 12 Regional Arts Partners by the Indiana Arts Commission.

The Region 4 Cultural Plan was developed by an Ad Hoc Planning Advisory Committee with representatives from Benton, Carroll, Cass, Clinton, Howard, Tippecanoe and White counties. The committee met four times from August through December 2005. With the help of a facilitator to lead discussions and take notes, the committee developed an on-line survey, evaluated the resulting data, and incorporated that information into the Cultural Plan. The plan was formulated with input and oversight from the Region 4 Advisory Council, with members from Benton, Carroll, Cass, Clinton, Fountain, Howard, Jasper, Montgomery, Pulaski, Tippecanoe, Warren and White counties. The Advisory Council is currently looking for representatives from Newton and Tipton counties.

As mentioned above, data from the on-line survey developed by the committee was used as the basis for this plan. In addition, the Region 4 Constituent Results of a state-wide survey conducted by Dreeszen & Associates, for the Indiana Arts Commission, was also a valuable source of information. The committee survey had 215 total respondents from 13 of the 14 counties in Region 4. Tipton County had no respondents. The Dreeszen & Associates survey had 186 respondents from Region 4, with at least 1 respondent from all 14 counties.

All of the recommendations included in this Cultural Plan were made with the understanding that we are working with the current budget. However, additional funding through grants or other sources may become available during the 5-year period the plan encompasses. The Region 4 Advisory Council, a group of volunteer members representing the 14 counties of the region, along with the part-time Director of Regional Services will be responsible for enacting the directives of the plan, with the approval of the Board of Directors of the Tippecanoe Arts Federation.

After careful review of both surveys and answers to open-ended survey questions, the Ad Hoc Planning Advisory Committee identified several key issues for Region 4. The Committee prioritized the key issues and developed long-term goals and strategies to achieve them, as well as methods to assess progress. A work plan table is included so a time-line for implementation can be developed by the Regional Advisory Council. Implementation of the Cultural Plan will be done in conjunction with the

recently completed TAF Strategic Plan. The key issues identified for Region 4 are: Arts Opportunities for Youth, Collaboration/Networking, Marketing/Publicity, and Funding.

## Arts Opportunities for Youth

In response to the committee survey question "What are the three greatest needs for the arts in your area?" there were 13 possible choices. The number one response was "more arts opportunities for children." Similarly, the Dreeszen & Associates survey asked, "What arts, culture, and heritage opportunities are missing or need improvement in your community or the surrounding counties?" Of 12 options, the top response was "more arts opportunities for children." There is obviously a perceived need for improvement in this area. Due to the financial and personnel constraints of conducting an exhaustive study of all the arts opportunities for youth in the 14-county region, the committee recommends that Region 4 focus on arts opportunities in the schools.

**Goal:** Build long-term relationships with the school corporations in the 14 counties of Region 4, establishing initial contact through superintendents.

**Strategy:** Recruit volunteers to act as liaisons to schools.

1. Liaisons will distribute a survey developed by the Region 4 Advisory Council to assess the arts opportunities currently being offered.
2. Liaisons will explore collaboration possibilities with schools to:
  - enhance existing arts programs (through traveling art shows to include various forms of artistic expression, speakers, etc.)
  - explore after school program possibilities (utilizing college students)
  - provide teachers information on the arts in our region through the TAF website
  - publicize school arts activities and events through the TAF website and e-newsletter.

**Assessment:**

1. Track the number of schools and counties that respond to survey.
2. Count the number of active liaison/school pairings.
3. Count the number of contacts made by liaisons.
4. Track the number of schools listing arts activities and events on TAF website.

## Collaboration/Networking

Region 4 includes cities with large populations, such as Lafayette, Kokomo, Logansport, Frankfort and Crawfordsville, as well as vast rural areas, such as Benton, Newton, Pulaski and White counties.

Reaching the rural and underserved populations in our region continues to be a concern for Region 4, the largest geographical region in the state. It was a concern echoed by our survey respondents: "We are basically isolated in White County. We need more funding opportunities for the arts, more education and resource sharing, and collaboration among artists and organizations."

**Goal:** Provide more local access to arts for rural communities through collaboration.

### **Strategies:**

1. Develop partnerships with libraries, extension offices, chambers of commerce, community centers, schools, clubs, "friends of" organizations, and other centers for activity in rural communities.
2. Use an e-mail list serve to facilitate communication.
3. Develop and maintain an up-to-date, on-line directory of arts organizations, artists, services, school arts contacts, etc.

**Goal:** Develop a task force or arts council in rural counties, if none already exists, aimed at providing more varied and higher quality arts through collaboration

### **Strategies:**

1. Collaborate with arts organizations, schools, libraries, artists, and interested sponsors to create traveling art shows, including various forms of artistic expression, in Region 4.
2. Collaborate with arts organizations, schools, libraries and artists to create links on their websites to the TAF website and vice versa to cross promote arts opportunities, ideas and/or needs.

### **Assessment:**

1. Count number of requests made to TAF for information or referral (already being done).
2. Count number of organizations who have links to our websites.
3. Count number of traveling arts shows, which include various forms of artistic expression.
4. Count number of partnerships created.
5. Count number of arts councils created.
6. Count number of entries in on-line directory.
7. Count number of participants on e-mail list serve.

## Marketing/Publicity

The need for improved and greater publicity for events and organizations is a priority for many who completed the committee survey. In response to the question, "What are the three greatest needs for the arts in your area?" many took the time to write additional responses, including: "More public service/free notice of events." "To be able to get the word out that arts opportunities exist and to get people to attend." "More marketing for the arts." When reviewing options, the committee chose to focus on the TAF website, not only because the web provides access to everyone across our region (and beyond), but also to avoid any additional budget demands associated with designing, producing and mailing brochures, newsletters or other printed materials.

**Goal:** Improve TAF website

**Strategies:**

1. Develop and maintain an on-line directory of arts organizations, artists and services for public use on TAF website.
2. Create and maintain e-mail list serve for the arts.
3. Develop and regularly produce electronic Region 4 Arts Newsletter.
4. Include section on TAF website to define arts terms, using Americans for the Arts definitions as our standard.
5. Accomplish data entry required by using student interns and/or volunteers.
6. Promote changes to TAF website through press releases, media contacts, and word-of-mouth, as well as e-mail list serve.

**Assessment:**

1. Install website "hit tracker" on home page to track hits monthly and annually.
2. Count number of entries in on-line directory.
3. Count number of participants on e-mail list serve.

## Funding

Adequate funding for the arts is a continuing challenge for arts organizations of all sizes. Although we believe strongly in the value and necessity of the arts in the larger community, TAF, as a non-profit 501(c)3 organization, is limited in the role it can play in providing direct funding.

**Goal:** Continue to promote advocacy for the arts and arts funding.

**Strategy:** Create website postings and articles in electronic newsletters about how individuals can become involved with advocacy.

**Goal:** Continue to provide financial workshops for organizations and individual artists.

**Strategies:** Partner with groups like the Indiana Nonprofit Resource Network to present workshops on topics like: Business Plans for Artists, Diversifying Your Organization's Funding Plan, etc.

### **Assessment:**

1. Number of workshops presented.
2. Attendance at workshops.
3. Workshop testimonials.
4. Number of articles about advocacy in newsletter, website, or sent by list serve.

## Summary

As many of our goals and strategies overlap, when we begin to make progress in one area, we will also make progress in others. Improving the design and scope of the TAF website is a key component to this five-year Cultural Plan. As the Regional Advisory Council begins the job of implementation, we recommend that website improvement take top priority. A work plan table is included for use by the Regional Advisory Council as it decides on a time-line for plan priorities. The Cultural Plan was designed to have a minor impact on the TAF budget, while providing a major impact on the arts in Region 4.