

DEPARTMENT OF ACCOUNTING AND GENERAL SERVICES
ANNUAL REPORT ON GOALS, OBJECTIVES AND POLICIES

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I. Goals

The mission of the State Foundation on Culture and the Arts is to promote, perpetuate, preserve and encourage culture and the arts as central to the quality of life of the people of Hawai'i. The agency is guided by a strategic plan adopted in July 2014; effective through June 30, 2018. The plan is required as a condition of the agency's federal partnership with the National Endowment for the Arts (NEA).

In this report we'll discuss our accomplishments relative to the 2014 fiscal year, as well as projections of program activities for future years through FY 2019.

II. Objectives and Policies

Objectives and policies of the FY2014-2018 strategic plan are as follows:

#1 – Advance the Arts and Culture in Hawai'i through **ADVOCACY**

#2 – Increase **ACCESSIBILITY** to Arts and Cultural Programs for Underserved groups

#3 – Strengthen **ARTS EDUCATION** Pre-K through 12 and plan for **LIFELONG LEARNING**

#4 – Actively encourage and support **NATIVE HAWAIIAN** culture, arts, artists and practitioners

#5 – **BUILD CAPACITY** and **MAXIMIZE ASSETS** to ensure the Hawai'i State Foundation on Culture and the Arts is strong, sustainable, and capable of achieving its goals

III. Action Plan with Timetable

The following reflects accomplishments during FY 2014 and continues with projected accomplishments for FY2015 through FY 2019. As immediate follow-up to ensure that the plan is effectively implemented, two meetings are scheduled in November 2014 when the SFCA Commission and staff engage in facilitated discussions to articulate each program's action steps to implement the plan.

Strategic Plan FY 2014-2018

Priority 1. Advance the arts and culture in Hawai‘i through advocacy.

a. Past Year Accomplishments (FY2014): Continued partnerships with local, regional and national arts organizations to strengthen the national arts network. Sustained federal partnership grant from the National Endowment for the Arts (NEA) at \$641,900. Represented Hawai‘i at national and regional leadership meetings. Appointed Jonathan Johnson, senior staff member of 26 years, to executive director. Preserved one percent for art law during Legislative Session; passed HCR 167 to plan the celebration of the agency’s fiftieth anniversary.

b. One Year (FY2015): Began planning for SFCA’s 50th Anniversary celebration per HCR 167 with appointed Celebration Task Force; continue working with art advisory committee on art commission honoring the late U. S. Senator Inouye; conducted artist selection for commission honoring the late U. S. Representative Patsy Mink; sustain funding from the NEA; convene Biennium Grants application/review process for FB 2016-17. Award 70 statewide grants through Biennium Grants Program at \$500,000, despite sizeable cut to meet General fund reduction. Complete portrait of Governor Abercrombie. Initiate social media campaign in support of SFCA programs. Create and convene HiSAM Advisory Committee to formally plan museum exhibitions. Opened new exhibit in HiSAM in September 2014.

c. Two Years (FY 2016): Celebrate the SFCA’s 50th anniversary with full slate of events, performances and statewide activities. Complete commissioned work of art honoring the late U. S. Representative Patsy T. Mink. Sustain funding from the NEA. Award approximately 70 grants from Biennium Grants Program to statewide communities for arts programming. Secure new resources to initiate new program ideas with additional funding sources. Launch marketing campaign to promote SFCA programs and initiatives.

d. Five Years (FY 2019): Produce the agency’s next strategic plan effective FY 2019-23. Continue the national arts dialog through maintaining affiliations with the National Assembly of State Arts Agencies, Western States Arts Federation, American Alliance of Museums, and local nonprofit cultural organizations. Sustain funding from the NEA and Works of Art Special Fund.

Priority 2. Increase accessibility to arts and cultural programs for underserved groups.

a. Past Year Accomplishments (FY 2014): Awarded more than \$200,000 in grants to neighbor island communities for arts programming with support from the NEA (federal funds) and the State Legislature (General funds); served 68 public and charter schools and 11,000 people statewide through the Artists in the Schools Program, Art Bento, and professional development initiatives for teaching artists and classroom teachers. Conducted art acquisition visits to exhibitions throughout the state; sustained SFCA’s partnership with the University of Hawaii’s Outreach College and its statewide touring program SCEP (Statewide Cultural Extension Program) that served 9,000 people on six islands; broadened the reach of Poetry Out Loud to attract 8,600 high school students from 16 schools; Presented “Hula Kapa Maui” at Maui Arts & Cultural Center in January 2014 with multiple educational and performance venues (6,028 attendance). Performed art rotation on O‘ahu and Hawai‘i Island.

b. One Year (FY2015): Award more than \$200,000 in grants to neighbor island communities for arts programming with support from the NEA (federal funds) and the State Legislature (General funds); serve approximately 70 public and charter schools and 11,000 people statewide through the Artists in the Schools Program, Art Bento, and professional development initiatives for teaching artists and classroom teachers. Conduct art acquisition visits to exhibitions throughout the state; sustain SFCA’s partnership with the University of Hawaii’s Outreach College and its statewide touring program SCEP (Statewide Cultural Extension Program), serving 9,000 people on six islands; continued outreach to high schools thru Poetry Out Loud competition; Presented “Hula Kapa Kaua‘i” at Kaua‘i Community College with multiple educational and performance venues (more than 900 attendance). Debut documentary on kapa project on PBS (7 screenings on multiple islands). Perform art rotation on O‘ahu, Hawai‘i Island, Maui.

c. Two Years (FY 2016): Award more than \$200,000 in grants to neighbor island communities for arts programming with support from the NEA (federal funds) and the State Legislature (General funds); serve approximately 70 public and charter schools and 11,000 people statewide through the Artists in the Schools Program, Art Bento, and professional development initiatives for teaching artists and classroom teachers. Travel SFCA art exhibit to neighbor island(s); conduct art acquisition visits to exhibitions throughout the state; sustain SFCA’s partnership with the University of Hawaii’s Outreach College and its statewide touring through SCEP (Statewide Cultural Extension Program), serving 9,000 people on six islands. Continue outreach to high schools thru Poetry Out Loud competition. Present “Hula Kapa O‘ahu” at HiSAM with multiple educational and performance venues as a featured component of SFCA’s 50th anniversary celebration. Perform art rotation on O‘ahu, Hawai‘i Island, Maui. Launch Public Art Archive, SFCA’s digital access program, especially important for access to neighbor island public art.

d. Five Years (FY 2019): Award more than \$200,000 in grants to neighbor island communities for arts programming with support from the NEA (federal funds) and the State Legislature (General funds); serve approximately 70 public and charter schools and 11,000 people statewide through the Artists in the Schools Program, Art Bento, and professional development initiatives for teaching artists and classroom teachers. Conduct art acquisition visits to exhibitions throughout the state; sustain SFCA’s partnership with the University of Hawaii’s Outreach College and SCEP, its statewide touring program, serving 9,000 people on six islands; continue outreach to high schools thru Poetry Out Loud competition; Archive kapa documentary at State Archives, State Libraries and national cultural institutions. Perform art rotation on O‘ahu, and one to two neighbor islands.

Priority 3. Strengthen Arts Education Pre-K through 12 and plan for Lifelong Learn

a. Past Year Accomplishments (FY 2014): Implemented ARTS FIRST initiatives including drama mentorship, professional development for teaching artists and teachers and conducting summer institutes for teachers on O‘ahu and Maui. Continued Artists in the Schools Program (\$430,600) and convened a task force to evaluate and recommend improvements to the program and process; 68 schools, 11,000 students served statewide. Sponsored continuing education course at Kaua‘i Community College with artist in residence in the Art in Public Places Program. Sponsored Scholastic Art Exhibition at HiSAM, student art exhibition at Hawai‘i Convention

Center and Poetry Out Loud recitation competition open to high school students statewide. More than 8,600 students took part. Increased Art Bento classes providing hands-on art exercises for students with HiSAM tours; continued Second Saturdays for families, including children and older adults that provide hands-on intergenerational art workshops in HiSAM; continued museum tours for school children and older adults. Continued with implementation of strategic plan for ARTS FIRST Partners FY 2013-2018. Extended outreach efforts for educational programs to Title I schools.

b. One Year (FY 2015): Implement ARTS FIRST initiatives including drama mentorship, professional development for teaching artists and teachers and conducting summer institutes for teachers on O‘ahu and Maui. Continue Artists in the Schools Program (\$430,600) and convene a task force to evaluate and recommend improvements to the program and process; approximately 70 schools, 11,000 students to be served statewide. Sponsor Scholastic Art Exhibition at HiSAM, student art exhibition at Hawai‘i Convention Center and Poetry Out Loud recitation competition open to high school students statewide. Increase Art Bento hands-on art exercises for students with HiSAM tours; continue Second Saturdays for families and children that provide hands-on intergenerational art workshops in the museum; continue museum tours for school children and older adults. Continue with implementation of strategic plan for ARTS FIRST Partners FY 2013-2018. Continue to extend outreach efforts for educational programs to Title I schools.

c. Two Years (FY 2016): Implement ARTS FIRST initiatives including drama mentorship, professional development for teaching artists and teachers; conducting summer institutes for teachers on O‘ahu and Maui. Continue Artists in the Schools Program (\$430,600) and convene a task force to evaluate and recommend improvements to the program; serve approximately 70 schools and 11,000 students statewide. Sponsor Scholastic Art Exhibition at HiSAM, student art exhibition at Hawai‘i Convention Center and Poetry Out Loud recitation competition open to high school students statewide. Sponsor Scholastic Art Exhibition at HiSAM, student art exhibition at Hawai‘i Convention Center and Poetry Out Loud competition open to high school students statewide. Continue to conduct Art Bento hands-on art exercises for students in conjunction with HiSAM tours; continue Second Saturdays for families and children that provide hands-on intergenerational art workshops in HiSAM; continue museum tours for school children and older adults statewide. Launch new HiSAM exhibit featuring college art. Summarize and evaluate implementation of strategic plan for ARTS FIRST Partners FY 2013-2018. Assess/extend educational outreach efforts to Title I schools.

d. Five Years (FY 2019): Implement ARTS FIRST initiatives including drama mentorship, professional development for teaching artists and teachers and conducting summer institutes for teachers on O‘ahu and Maui. Continue Artists in the Schools Program (\$430,600) and convene a task force to evaluate and recommend improvements to the program and process; serve approximately 70 schools, 11,000 students statewide. Sponsor Scholastic Art Exhibition at HiSAM, student art exhibition at Hawai‘i Convention Center and Poetry Out Loud competition open to high school students statewide. Increase Art Bento hands-on art exercises for students in conjunction with HiSAM tours; continue Second Saturdays for families, including children and older adults, that provide hands-on intergenerational art workshops in HiSAM; continue museum tours for school children and older adults statewide. Launch new HiSAM exhibit featuring college art. Launch new ARTS FIRST Partners strategic plan for FY 2019-2024. Perform educational outreach efforts for educational programs to Title I schools.

Priority 4. Actively encourage and support Native Hawaiian culture, arts, artists and practitioners.

a. Past Year Accomplishments (FY 2014): Completed 4 Folk and Traditional Arts Apprenticeships with positive results; Evaluating outcomes of initial “Folk & Traditional Arts Learning Grants” for youth. Two grants were awarded in 2013 at \$20,000 total. Sent Arielle Lehuanani Simon, assistant theatre manager at Leeward Community College, to “Emerging Young Leaders of Color,” a forum sponsored by the Western States Arts Federation (WESTAF). Presented “Hula Kapa Maui” at Maui Arts & Cultural Center in January 2014 with multiple educational and performance venues (6,028 attendance). Awarded art commissions to Native Hawaiian artists and initiated art projects in communities with high percentage of Native Hawaiians (e.g. Kaneohe, Hilo).

b. One Year (FY 2015): Launch new application period for Folk & Traditional Arts Learning grants for youth. Continue working with new master artists/apprentices teams. Continue outreach to Hawaiian arts and cultural community. Sponsored “Hula Kapa Kaua‘i” with Ka Aha Hula O Halauaola consortium. This multi-venue exhibition and performance event at Kaua‘i Community College attracted an attendance of 750. Debut “Ka Hana Kapa” statewide – documentary on kapa-making produced by PBS. Seven statewide screenings scheduled. Work with Native Hawaiian community of artists, cultural practitioners and interpretive specialists to create Native Hawaiian Art Advisory Committee to address cultural issues in SFCA program areas. Mount voyaging exhibit at HiSAM to commemorate the voyage of the Hokule‘a. Art Advisory Selection Committee visits to neighbor islands planned to view work of Native Hawaiian artists in various statewide exhibits.

c. Two Years (FY 2016): Implement projects thru Folk & Traditional Arts Learning grants for youth. Continue “Hawaiian Performing Arts Youth Outreach.” Conclude second year of Folk Arts apprenticeships and launch apprenticeship process for new grants to masters and their apprentices. Mount kapa exhibit at Hawai‘i State Art Museum in celebration of the SFCA’s 50th anniversary. Continue working with Native Hawaiian community of artists, cultural practitioners and interpretive specialists on Native Hawaiian Art Advisory Committee to address cultural issues in SFCA program areas. Artist in residence Solomon Enos working on commission at Castle High School. Art Advisory Selection Committee visits to neighbor islands planned to view work of Native Hawaiian artists in various statewide exhibits.

d. Five Years (FY 2019): Conclude and evaluate Folk & Traditional Arts Learning grants for youth. Continue “Hawaiian Performing Arts Youth Outreach” and awarding of Folk Arts apprenticeships. Archive kapa documentary with State Archives and consider national/international promotion of the documentary. Consider publication of a catalog on the kapa project. Continue working with Native Hawaiian Art Advisory Committee to address cultural issues in SFCA program areas; review, discuss and implement committee’s recommendations. Art Advisory Selection Committee visits to neighbor islands planned to view work of Native Hawaiian artists in various statewide exhibits.

Priority 5 –Build capacity and maximize assets to ensure the Hawai‘i State Foundation on Culture and the Arts is strong, sustainable, and capable of achieving its goals.

a. Past Year Accomplishments (FY 2014): Maintained positive standing with NEA and other national service and regional arts organizations. Mounted 3 new exhibitions in HiSAM.

Performed outreach for HiSAM and the Art in Public Places Program through art acquisition selection committee visits statewide. Continued to develop online programs. Continued full schedule of commissions work, art rotations at the Capitol and on neighbor islands, as well as acquiring new works for the Art in Public Places Collection. Continued to implement “Art at the Capitol” to introduce public art to legislators and the public. Began work on art commissioned to honor the late U. S. Representative Patsy Mink. Initiated work on the Hawai‘i State Capitol District Monuments Master Plan. Continued HiSAM initiatives: Art Bento for public schools, Art Lunch lecture series, First Fridays, Second Saturdays and themed exhibitions. Published monthly online newsletter to circulation of 3,000; maintained agency’s website, including migration to new State website created by ICSD.

b. One Year (FY 2015): Maintain good standing with NEA and other national and regional arts service agencies. Continue Second Saturdays for families and children that provide hands-on intergenerational art workshops in HiSAM and First Friday events that develop arts audiences.

Perform outreach for HiSAM and the Art in Public Places Program through acquisition selection visits statewide. Help to boost The Friends of HiSAM and docent and volunteer programs. Perform full schedule of art rotations in the Capitol, other O‘ahu locations, Hawai‘i Island and Maui; continue with digital assets management research and implementation for the Art in Public Places Collection. Continue distribution of monthly online newsletter; maintaining agency’s website; increasing agency and museum visibility through social media. Develop sustainable facility rental program for the museum. Implement statewide conservation program for commissioned works of art; propose integrating conservation costs into the construction contract.

c. Two Years (FY 2016):

Continue museum activities: Art Bento, Art Lunch, Second Saturdays, First Fridays and themed exhibitions. Perform full schedule of art rotations in the Capitol and neighbor islands; launch Art in Public Places Collection online for public access. Continue distribution of monthly online newsletter; maintaining agency’s website; increasing agency and museum visibility through social media and digital programming. Maintain good standing with NEA and other national and regional arts service agencies. Develop new revenue sources for non-revenue generating programs. Continue working with the Friends of HiSAM to develop consistent revenues to support the museum.

d. Five Years (FY 2019): Adopt the agency’s new strategic plan, FY 2019-2023. Maintain good standing with NEA and other national and regional arts organizations. Continue to strengthen revenue streams through research, field connections, dialog with national arts service and regional arts agencies. Continue museum initiatives, educational programs, rentals and themed exhibitions. Continue with art commissions, art rotations at the Capitol and neighbor islands. Publish monthly online newsletter and maintain agency’s website. Continue with efforts on social media campaign.

IV. Performance Measures

- A. **Customer Satisfaction measure** – The SFCA Folk Arts Program was reviewed by an advisory committee and recommendations were forwarded to the SFCA Commission. The SFCA grants program is evaluated through panelist evaluations and through continued assessment by the SFCA grants review committee. All panel allocations must be reviewed and approved by the SFCA Commission. Final reports from contracting organizations provide both the SFCA and the NEA with comparative data regarding the effectiveness of grant activities in the community. Grants applications and all contract forms are online at our agency’s website. Museum exhibitions are evaluated through attendance, independent visual arts reviewers, media coverage, and SFCA debriefings. Arts education activities are reviewed through evaluations from teachers and teaching artists.
- B. **Program Standard measure** – Assessed effectiveness of previous strategic plan implementation through formal and facilitated benchmarking process. Aligned FY 2014 agency projects and FY2015 grants projects with strategic plan. Assessed competitiveness of federal partnership application based on panelist comments received from the NEA. The need for reorganizing and making program adjustments is pending the completion of a management audit performed by the Legislative Auditor this past summer. A facilitated discussion with administrators of the Western States Arts Federation is scheduled for November 2014 with staff and Commission to further delineate action steps needed for the strategic plan. Provide NEA with federal descriptive reports, documenting use of grant funds and interpreting effectiveness.
- C. **Cost Effectiveness measure** – Continue to provide programs and services capable of reaching a broad-based constituency; assess the amount of staff time involved in providing these services and implementing programs; monitor audience and participant group attendance at SFCA supported/sponsored events; target specific underserved populations such as immigrant and low income families, youth/students, older adult communities, and persons with disabilities. Provide NEA with federal descriptive reports, documenting use of grant funds.
- D. **Media coverage measure** – In the interest of transparency, use of best practice approaches when promoting the agency and its programs. The SFCA not only responds to inquiries from the media, but also continually provides the public with requested information regarding its collections, exhibitions, programs and acquisitions policies. Public perception of our agency is important to us. We are striving to communicate consistently and coherently on policy and issues.