

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

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Program ID/Title: AGS-881/State Foundation on Culture and the Arts

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I. Goals

The State Foundation on Culture and the Arts adopted its current strategic plan, effective FY2014 to FY2018 in July 2013. The planning process was conducted statewide over a nine-month period as the key component of Senate Concurrent Resolution 57, passed in 2012. A formal report on the implementation of SCR 57 will be submitted to the State Legislature prior to the start of the 2014 session.

In this report we'll discuss past progress relative to our past plan (FY2013) as well as projections contingent on the implementation of our new plan (FY2014-FY2018), we will begin our report with past year accomplishments and the tenets of our former plan. The FY2014-FY2018 strategic plan for the current and out years will follow.

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

A. The following reflects accomplishments during the past year (FY 2013) and continues with projected accomplishments for FY2014 through FY 2018. Senate Concurrent Resolution 57 guided the agency's most recent planning process. The resolution called for a working committee to make

a recommendation as to the SFCA's placement in State government; guide the development of a new strategic plan; review the effectiveness of the agency's current infrastructure; recommend actions to ensure the agency's long-term sustainability.

Strategic Plan FY 2008-FY2013

1. To develop and provide resources, leadership, advocacy and awareness in support of culture and the arts in Hawai'i

- a. Past Year Accomplishments (FY 2013): Continued partnerships with local, regional and national arts organizations to strengthen the national arts network. Convened a working retreat for SFCA Commissioners to launch SCR 57. Facilitated by CEO of National Assembly of State Arts Agencies. Maintained federal funding from the National Endowment for the Arts (NEA) at \$641,900. Hosted WESTAF forum for its regional executive directors. Completed digitization of art collection images on June 21, 2013. Conducted online grant application process and exhibition invitational programs through Western States Arts Federation (WESTAF). Awarded 70 grants through the Biennium Grants Program at \$545,000. Continued schedule of commissioning works of art in statewide community sites. Rotated artworks at State Capitol and 3 neighbor islands. Continued publications, published monthly E-newsletter and migrated the agency website to OIMT State website. Published annual report. Dedicated fountain from the Kingdom of Morocco on front lawn of No. 1 Capitol District Building, commemorating relations between Hawai'i and Morocco. Changed bronze plaque for *The Spirit of Lili'uokalani* to the dates of the Queen's coronation and her death. Dedicated Sculpture Garden with accessible landscaping that is also sensitive to Hawaii's natural environment, which was recognized with a design award from the Mayor of Honolulu.

2. To increase access to culture and the arts, especially to Neighbor island and underserved communities

- a. Past Year Accomplishments (FY2013): Awarded 25 Biennium Grants to Neighbor Island organizations (This represents one-third of the total grants given). Conducted acquisition reviews statewide; Continued E-newsletter to reach audiences via Internet. Conducted statewide grants workshops and recruited 2 to 4 neighbor island panelists for each of 5 grants review panels. Revised grants guidelines to allow for more focused funding. Continued supporting the UH Statewide Cultural Extension Program (SCEP). Conducted Poetry Out Loud statewide competition (\$20,000). Provided travel assistance for Hawaii's Poet Laureate Kealoha to deliver keynote address at Northwest consortium of arts presenters in Seattle.

Continued partnership with DOE and Hawaii Community Foundation to provide \$430,000 to Artists in the Schools Program statewide.

3. To focus on encouraging and enhancing Native Hawaiian culture and arts, artists and practitioners

- a. Past Year Accomplishments (FY2013): Awarded Biennium grants to seven organizations with Native Hawaiian subject matter; Concluding second year of funding for 10 new folk arts apprenticeships in the traditional arts of Hawai'i and the Pacific; Implemented third year of funding for "Ka Hana Kapa," a project with Halau o Kekuhi in kapa making. Working with Hawaii PBS on documenting the project and distribution of the film nationwide. Dedicated HiSAM Sculpture Garden, which was recognized with two landscape design awards for its integration of art and traditional Hawaiian trees and foliage.

4. To increase opportunities for arts education and experiences, especially for pre-K-12 grade level students

- a. Past Year Accomplishments (FY 2013): 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 (\$430,000) and convened a task force to evaluate and recommend improvements to the program and process; 75 schools, 11,000 students served statewide. Conducted professional development sessions for 65 teaching artists and 143 classroom teachers. Sponsored Poetry Out Loud recitation competition open to high school students statewide. More than 12,000 students took part. Increased Art Bento- hands-on art exercises for students with HiSAM tours; continued Second Saturdays for families and children that provide hands-on intergenerational art workshops in HiSAM; continued museum tours for school children statewide. Completed new strategic plan for ARTS FIRST Partners FY 2013-2018.

5. To develop the Hawai'i State Art Museum as "the people's museum" and fulfill its potential in furtherance of HSFCA's mission and priorities

- a. Past Year Accomplishments (FY2013): Mounted 2 new exhibitions in HiSAM and the Scholastic art show of student work at both HiSAM and the Hawaii Convention Center. Continued Art Bento - hands-on art exercises for students following HiSAM tours. Participants included 15 schools, 110 teachers and 2,600 students. Continued Second Saturdays for families and children that provide hands-on intergenerational art workshops in the museum. Total attendance for these workshops 1,763. Continued museum tours for school children statewide. Continued First Fridays/Live from the Lawn events. Noon

lunchtime art lecture series drew 300 audience members. Completed digitizing and documenting State Collection. Switched to iPad images from hard copy when previewing artwork for placement in State offices. Performed outreach for HiSAM and the Art in Public Places Program through art acquisition selection visits statewide. Acquired 61 relocatable works of art and 27 gifts for the APP collection.

Strategic Plan FY 2014 – FY 2018

Mission Statement of the State Foundation on Culture and the Arts: To promote, perpetuate, preserve and encourage culture and the arts as central to the quality of life of the people of Hawai‘i.

- 1. Goal #1 – Advance the arts and culture in Hawai‘i through advocacy.**
 - a. One Year (FY2014): Continue partnerships with local, regional and national arts organizations to strengthen the national arts network. Sustain federal partnership grant from National Endowment for the Arts (NEA). Represent HSFCA at national and western region leadership meetings. Conclude visioning process and initial implementation of SCR 57. Continue to build online programs with help from WESTAF. Convened art advisory committee to commission a work of art in memory of the late U. S. Senator Daniel Inouye. Continue full schedule of commissions work, art rotations, and acquiring new works for the Art in Public Places Collection. Begin composing virtual tours of exhibits in the Hawai‘i State Art Museum. Mount at least 3 new exhibits in HiSAM. Travel exhibit(s) as appropriate. Continue museum initiatives: Art Bento, ArtLunch, Second Saturdays, First Fridays, and themed exhibitions. Publish monthly E-newsletter and further develop agency’s website.
 - b. Two Years (FY2015): Dedicate work of art in memory of Senator Inouye. Convene art advisory committee to commission a work of art in memory of the late U. S. Representative Patsy Mink. Award new set of Biennium Grants. Continue museum initiatives: Art Bento, ArtLunch, Second Saturdays, First Fridays, and themed exhibitions. Continue art rotations, commissioned works of art, and visiting exhibitions with art acquisition selection committees. Continue publishing monthly E-newsletter and further develop agency’s website.
 - c. Five Years (FY 2018): Begin work on the agency’s next strategic plan. Sustain federal partnership with the NEA. Continue the national arts dialog through affiliations with National Assembly of State Arts Agencies, Western States Arts Federation, Institute for Museum and Library Services and local nonprofits. Continue museum initiatives:

Art Bento, ArtLunch, Second Saturdays, First Fridays, and themed exhibitions. Continue with commissions program, visits to exhibitions, and statewide art rotations. Publish monthly E-newsletter and further develop agency's website.

2. Goal #2 – Increase accessibility to arts and cultural programs for underserved groups.

- a. One Year (FY2014): Conduct acquisition reviews statewide. Perform conservation and maintenance of commissioned works of art statewide. Continue E-newsletter to reach audiences via Internet. Continue supporting the UH Statewide Cultural Extension Program (SCEP). Conduct Poetry Out Loud statewide competition (\$20,000). Continue partnership with DOE and Hawaii Community Foundation to provide \$430,000 to Artists in the Schools Program statewide. Continue attending DCAB meetings as appropriate.
- b. Two Years (FY2015): Award new set of Biennium Grants. Continue publications, publish monthly E-newsletter and further develop agency's website. Currently, art rotation is scheduled to take place in Hilo (15 sites), with the possibility of more rotations to be scheduled later in the year. Conduct acquisition reviews statewide. Perform conservation and maintenance of commissioned works of art statewide. Continue supporting the UH Statewide Cultural Extension Program (SCEP). Conduct Poetry Out Loud statewide competition (\$20,000). Continue partnership with DOE and Hawaii Community Foundation to provide \$430,000 to Artists in the Schools Program statewide. Continue attending DCAB meetings as appropriate.
- c. Five Years (FY2018): Begin developing agency's new strategic plan. Award new set of Biennium Grants. Continue publications, publish monthly E-newsletter and further develop agency's website. Conduct acquisition reviews statewide. Perform conservation and maintenance of commissioned works of art statewide. Continue supporting the UH Statewide Cultural Extension Program (SCEP). Conduct Poetry Out Loud statewide competition (\$20,000). Continue partnership with DOE and Hawaii Community Foundation to provide \$430,000 to Artists in the Schools Program statewide. Continue work of commissions, art rotations, and viewing exhibitions. Continue attending DCAB meetings as appropriate. Draw on new revenue streams. Maintain federal funding from NEA.

3. Goal #3 – Strengthen Arts Education Pre-K through 12 and plan for Lifelong Learning

- a. One Year (FY2014): Implement four 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 (\$430,000). Continue 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 HiSAM; continue museum tours for school children statewide. Continue Scholastic exhibitions at HiSAM and Hawai‘i Convention Center. Maintain partnerships with the Hawaii Community Foundation and the NEA.

- b. Two Years (FY 2015): Continue Scholastic exhibitions at HiSAM and Hawaii Convention Center. Use federal funds to increase access to Title I schools to be able to participate in Artists in the Schools Program. Maintain partnerships with the Hawaii Community Foundation and the NEA. Implement four 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 (\$430,000). Increase capacity building for Art Bento to program for neighbor island students; continue Second Saturdays for families and children that provide intergenerational art workshops in HiSAM; continue museum tours for school children statewide.
- c. Five Years (FY2018): Continue Scholastic exhibition, venues to be determined. Continue Artists in the Schools Program, Art Bento, and convening the ARTS FIRST Partners. Sponsor Artist Residencies in public schools. Host professional development workshops for artistic teaching partners and classroom teachers. Continue new project with NEA funding: Continue Scholastic exhibitions at HiSAM and Hawaii Convention Center. Use federal funds to increase access to Title I schools to be able to participate in Artists in the Schools Program. Maintain partnerships with the Hawaii Community Foundation and the NEA.

4. Goal #4 – Actively encourage and support Native Hawaiian culture, arts, artists and practitioners

- a. One Year (FY2014): Launch new program, “Folk & Traditional Arts Learning Grants” for youth. Two grants to be awarded; budget \$20,000. Continue new project with NEA funding: “Hawaiian Performing Arts Youth Outreach,” with increased funds to \$50,000. Folk Arts apprenticeship process conducted; new masters and their apprentices to be selected. Dedicate Sculpture Garden’s iconic Hawaiian work of art by May Izumi.
- b. Two Years (FY2015): Continue Folk & Traditional Arts Learning grants for youth. Two grants to be awarded; budget \$20,000.

Continue “Hawaiian Performing Arts Youth Outreach.” Conclude second year of Folk Arts apprenticeships. Select and commission iconic work of art to be installed on front lawn of No. 1 Capitol District Building.

- c. Five Years (2018): The agency will be developing a new strategic plan. Continue “Hawaiian Performing Arts Youth Outreach.” New round of Folk Arts apprenticeships to be selected. Dedicate iconic work of art on front lawn of No. 1 Capitol District Building.

5. Goal #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. One Year (FY2014): Maintain good standing with NEA and other national and regional arts service agencies. Mount 3 new exhibitions in HiSAM. Perform outreach for HiSAM and the Art in Public Places Program through art acquisition selection visits statewide. Acquired 12 relocatable works of art for the collection and 4 gifts during first quarter of the fiscal year. Add two new positions to perform marketing and fundraising for current programs. Reinstate accountant and information specialist positions. Evaluate the need to make changes to the agency’s infrastructure. Help to boost The Friends of HiSAM and docent and volunteer programs.
- b. Two Years (FY2015): Maintain good standing with NEA and other national and regional arts service agencies. Mount 2 new exhibitions in HiSAM. Continue developing Art Bento and evaluating impact of program changes. Continue Second Saturdays for families and children that provide hands-on intergenerational art workshops in HiSAM. Continue First Friday events. 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.
- c. Five Years (FY 2018): The agency’s new strategic plan will be developed. Maintain good standing with NEA and other national and regional arts service agencies. Work toward accreditation for HiSAM. Continue to strengthen revenue streams through research, field connections, recruiting young hires and investing in them as part of the agency’s future.

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. Final project 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 were placed 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 strategic plan implementation through ongoing benchmarking process. Aligned proposed FY 2013 agency projects and FY2013 grants projects with strategic plan. Assessed competitiveness of federal partnership application. The agency's much needed reorganization evaluation is on hold pending the implementation schedule being developed for recommendations from SCR 57.
- 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 populations such as immigrant populations, youth/students, and underserved communities.
- D. Media coverage measure – In the interest of transparency, use of best practice approaches. The SFCA not only responds to inquiries from the media, but also continually provides the media with clarification regarding its collections, exhibitions, and acquisitions policies.

The SFCA's efforts to mount an exhibit culled from a single collector are an interesting new development that allows for deeper thematic discussions. Such a show will open in November 2013 and we hope the public will take as much interest in the show as we have in its planning as it was a collaborative effort to complement our APP Collection. We are also venturing into collaborations with educational institutions such as the University of Hawai'i.