

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

January 2018

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

Contact Person/Phone: Jonathan Johnson, Executive Director/586-0301

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 adheres to the Strategic Plan adopted in 2013, 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).

II. Objectives and Policies

1. **ADVOCACY:** Advance the arts and culture in Hawai'i through advocacy
2. **ACCESS:** Increase accessibility to arts and cultural programs for underserved groups
3. **EDUCATION:** Strengthen arts education pre-K through 12 and plan for lifelong learning.
4. **NATIVE HAWAIIAN:** Actively encourage and support Native Hawaiian culture, arts, artists and practitioners
5. **SUSTAINABILITY:** 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. Past Year Accomplishments

1. Acquired 76 works of art for the Art in Public Places collection and commissioned two public art works.
2. Unveiled portrait of former Governor Abercrombie.
3. Opened four new exhibits in HiSAM. Initiated Arts Chat meetings.
4. Served 94 public and charter schools and 15,600 people statewide through the Artists in the Schools Program, Art Bento, and professional development initiatives for teaching artists and classroom teachers.

B. One Year

1. Begin work on the SFCA 2019-2023 Strategic Plan.
2. Initiate Artists in the Schools – Art in Public Places (AITS-APP) program for Neighbor Islands.
3. Expand Artists in the Schools Program (AITS) to include 97 schools and 14,000 students

C. Two Years

1. Expand as needed Artistic Teaching Partners roster on Neighbor Islands.
2. Expand Artists in the Schools Program (AITS) to include 100+ schools and 17,000 students; incorporate AITS-APP program in qualifying schools.
3. Facilitate Ali`i Memorial Task Force comprised of sixteen Native Hawaiian community leaders to discuss the placement of the Spirit of Lili`uokalani statue and the commissioning works of art commemorating members of the Hawaiian monarchy; offer summary of task force suggestions to the Legislature in January 2018.

D. Five Years

1. Promote the arts in Hawai`i via a strong online presence.
2. Increase SFCA's partnership with the Statewide Cultural Exchange Program (SCEP) to reach underserved communities.
3. Introduce HiSAM exhibit featuring college art.

IV. Performance Measures

A. **Customer Satisfaction measure** – The SFCA Folk Arts Program had a review by an advisory committee with recommendations forwarded to the SFCA Commission. Panelists evaluate the SFCA Grants programs and give recommendations to the SFCA Board of Commissioners for approval. Final reports from contracting organizations provide both the SFCA and the National Endowment for the Arts (NEA) with comparative data regarding the effectiveness of grant activities in the community. Grant applications and all contract forms are online at our agency's website. Museum evaluations occur through attendance, independent visual arts reviewers, media coverage and SFCA debriefings. Arts education activities evaluated by teachers and teaching artists.

B. **Program Standard measure** – Assess effectiveness of strategic plan implementation through formal and facilitated benchmarking process. Align FY 2017 agency projects and

FY2018 grants projects with strategic plan. Assess competitiveness of federal partnership application based on panelist comments received from the NEA as well as an internal review panel to ensure quality of NEA partnership application. Facilitated discussions with administrators of the Western States Arts Federation with staff and Commission further delineate action steps needed for the strategic plan. The SFCA provides the 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 rural, incarcerated, 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.
-