

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

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 is guided by Strategic Priorities adopted in 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 2016 fiscal year, as well as projections of program activities for future years through FY 2021.

II. Objectives and Policies

Objectives and policies of the FY2014-2018 Strategic Priorities are:

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

The following reflects accomplishments during FY 2016 and continues with projected accomplishments for FY2017 through FY 2021. To ensure that the plan is effectively implemented, meetings were scheduled in FY 2015 and FY 2016 when the SFCA Commission and staff engaged in facilitated discussions to develop action steps and measurables to further articulate the plan.

Strategic Priorities FY 2014-2018

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

a. Past Year Accomplishments (FY2016):

Continued partnerships with local, regional and national arts organizations, e.g. National Endowment for the Arts (NEA), National Association of State Arts Agencies (NASAA), WESTAF, and the Creative Industries Division to strengthen the national and regional arts network. Sustained federal partnership grant from the National Endowment for the Arts. Represented Hawai‘i at multiple national and regional arts leadership meetings. Acquired 77 works of art for the Art in Public Places collection. Commissioned four public art works. Continued work on commissioned pieces honoring the late U. S. Senator Inouye and the late U. S. Representative Patsy Mink; began portrait of former Governor Abercrombie. Convened Hawai‘i State Art Museum (HiSAM) Advisory Committee to formally plan museum exhibitions; opened two new exhibits in HiSAM. Provided funding for 70+ organizations and master artists throughout the state to ensure quality arts programming in variety of artistic and cultural disciplines. Initiated quarterly Arts Chat meetings to collect public feedback regarding SFCA planning and performance; sent online survey to 4,000+ Hawai‘i residents to collect input on SFCA planning. Advocated for the Military and the Arts initiative at the 2016 Legislative session. Promoted the arts in Hawai‘i via a strong online presence on social media, the SFCA website, and composite review sites, e.g. Yelp, Trip Advisor. Celebrated SFCA’s 50th Anniversary with full slate of events, performances and statewide activities.

b. One Year (FY2017):

Begin work on the SFCA 2019-2023 Strategic Plan. Continue partnerships with local, regional and national arts organizations. Submitted NEA 3-year comprehensive application to sustain federal funding. Opened new exhibit in HiSAM called “Accession.” Explore possible venues for traveling HiSAM exhibits on Neighbor Islands. Represent Hawai‘i at multiple national and regional arts leadership meetings. Continue to collect works of art from Hawai‘i artists for the Art in Public Places collection. Commission new public works of art including the new Kona Judiciary, complete work began in previous years. Provide grants funding for 70+ organizations and master artists throughout the state to ensure quality arts programming in variety of artistic and cultural disciplines; hold workshops on Neighbor Islands to explain grant application process. Host quarterly Arts Chat meetings to collect public feedback regarding SFCA planning and performance. Attend workshops on the arts and social media. Advocate for a revised Military and the Arts Initiative in the 2017 Legislative session. Promote the arts in Hawai‘i via a strong online presence on social media, the SFCA website, and composite review sites; assess digital outreach and redesign website.

c. Two Years (FY 2018):

Finalize the SFCA 2019-2013 Strategic Plan. Celebrate the Art in Public Places 50th anniversary with full slate of events, performances and statewide activities. Continue partnerships with local, regional and national arts organizations. Submit NEA mid-cycle application to sustain federal funding. Introduce traveling HiSAM exhibits on Maui and Hawaii Island. Represent Hawai‘i at multiple national and regional arts leadership meetings. Continue to collect works of art from Hawai‘i artists for the Art in Public Places collection. Commission public works of art, complete works began in previous years. Provide funding for 70+ organizations and master artists

throughout the state; hold workshops on Neighbor Islands to explain grant application process. Host quarterly Arts Chat meetings. Secure resources for existing and new SFCA programming at the 2018 Legislative session; preserve the Percent for Art law. Promote the arts in Hawai`i via a strong online presence; evolve online presence as needed.

d. Five Years (FY 2021):

Fulfill annual requirements of the SFCA 2019-2013 Strategic Plan. Continue partnerships with local, regional and national arts organizations. Submit NEA mid-cycle application to sustain federal funding. Expand traveling HiSAM exhibits. Represent Hawai`i at multiple national and regional arts leadership meetings. Continue to collect works of art from Hawai`i artists for the Art in Public Places collection. Commission public works of art, complete works began in previous years. Provide funding for organizations and master artists throughout the state to ensure quality arts programming in variety of artistic and cultural disciplines; hold workshops on Neighbor Islands to explain grant application process. Host quarterly Arts Chat meetings to collect public feedback. Secure resources for existing and new SFCA programming at the 2021 Legislative session; preserve the Percent for Art law. Promote the arts in Hawai`i via a strong online presence; evolve online presence as needed.

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

a. Past Year Accomplishments (FY 2016):

Maintained intra-state circulation of the Art in Public Places (APP) collection; purchased and commissioned 77 total pieces to add to the collection. Submitted documentation of APP Relocatable Works of Art to the Public Art Archives; created SFCA online archive for Commissioned Works of Art. Maintained strong online presence via Facebook, Twitter, Instagram, Yelp, Trip Advisor, and the website; engaged with hundreds of followers on each. Operated the Hawai`i State Art Museum which offers free galleries, First Friday, and Second Saturday events; generated more than 52,000 visitors; expanded volunteer docent program among retirees and senior citizens. Awarded \$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 93 public and charter schools and 13,500 people statewide through the Artists in the Schools Program, Art Bento, and professional development initiatives for teaching artists and classroom teachers. Broadened the reach of Poetry Out Loud to attract 8,600+ high school students from 16 schools. Began process of expanding Artistic Teaching Partners roster on Kauai. Conducted several art acquisition visits to exhibitions throughout the state; purchased art from Neighbor Island artists; acquired and trained new Art Acquisition Selection Committee (AASC) members from Neighbor Islands. Sustained SFCA's partnership with the University of Hawaii's Outreach College and its statewide touring program Statewide Cultural Extension Program (SCEP) which served 9,000 people on six islands; partnered with SCEP, Maui County Kaunoa Senior Services Center, and the Hawai`i Public Library system to better engage with senior citizens; with SCEP and Hawai`i Literacy established successful Pacific Island dance classes at the Kuhio Park Public Housing unit. Debuted documentary on kapa project on PBS.

b. One Year (FY2017):

Increase intra-state circulation of the APP collection; purchase and commission additional pieces to add to the collection. Plan for a series of traveling art exhibits on Neighbor Islands. Promote

the digital record of APP Relocatable Works of Art on the Public Art Archives; promote SFCA's online archive of Commissioned Works of Art. Maintain strong online presence; engage with and increase number of followers. Continue to operate the Hawai'i State Art Museum, galleries, First Friday, and Second Saturday; advertise new exhibits and monthly events through online newsletter. Build newsletter following. Initiate Artists in the Schools – Art in Public Places (AITS-APP) program for Neighbor Islands. Grow volunteer docent program amongst retirees and senior citizens. Conduct workshops explaining grant applications on Neighbor Islands, award \$250,000+ in grants to Neighbor Island communities for arts programming. Serve 94 public and charter schools and 14,000 + people statewide through the Artists in the Schools Program, Art Bento, and professional development initiatives for teaching artists and classroom teachers. Broaden the reach of Poetry Out Loud. Expand Artistic Teaching Partners roster on Kauai. Conduct several art acquisition visits to exhibitions throughout the state; purchase art from Neighbor Island artists; acquire and train new AASC members from Neighbor Islands. Sustain SFCA's partnership with the University of Hawaii's Outreach College and its statewide touring program Statewide Cultural Extension Program (SCEP); continue to partner with SCEP, Maui County Kaunoa Senior Services Center, and the Hawai'i Public Library; offer additional classes at the Kuhio Park Public Housing unit; look into options of expanding classes to include other public housing units and/or the homeless community.

c. Two Years (FY 2018):

Increase intra-state circulation of the APP collection; purchase and commission additional pieces to add to the collection. Establish series of traveling exhibits on Neighbor Islands. Promote the digital record of all APP Relocatable Works of Art on the national Public Art Archives; promote SFCA's online archive of APP Commissioned Works of Art. Maintain strong online presence; engage with and increase number of followers; incorporate new platforms as needed. Continue to operate the Hawai'i State Art Museum, free galleries, First Friday, and Second Saturday; advertise new exhibits and monthly events through online newsletter; build newsletter following. Increase arts education program on Neighbor Islands; continue Artists in the Schools AITS-APP program on Neighbor Islands. Grow volunteer docent program amongst retirees and senior citizens. Conduct workshops explaining grant applications on Neighbor Islands, award \$300,000+ in grants to Neighbor Island communities for arts programming. Serve 100 + public and charter schools and 17,000 + people statewide through the Artists in the Schools Program, Art Bento, and professional development initiatives for teaching artists and classroom teachers. Broaden the reach of Poetry Out Loud. Expand as needed Artistic Teaching Partners roster on Kauai, Big Island, Lanai, Maui, and Molokai. Conduct several art acquisition visits to exhibitions throughout the state; purchase art from Neighbor Island artists; acquire and train new AASC members as needed. Sustain SFCA's partnership with the University of Hawaii's Outreach College and its statewide touring program SCEP (Statewide Cultural Extension Program); continue to partner with SCEP, Maui County Kaunoa Senior Services Center, and the Hawai'i Public Library; offer classes at the Kuhio Park Public Housing unit; expand classes to include other public housing units and/or the homeless community.

d. Five Years (FY 2021):

Fulfill annual requirements of the SFCA 2019-2013 Strategic Plan. Increase intra-state circulation of the APP collection; purchase and commission additional pieces to add to the collection. Evaluate traveling art exhibits. Update the digital record of APP Relocatable Works of Art on the Public Art Archives; update SFCA's online archive of Commissioned Works of

Art. Maintain strong online presence; incorporate new platforms as needed. Continue to operate the Hawai'i State Art Museum, free galleries, First Friday, and Second Saturday; advertise new exhibits and monthly events through online newsletter; build and/or maintain newsletter following. Continue AITS-APP program. Grow volunteer docent program. Conduct workshops explaining grant applications on Neighbor Islands, award \$300,000+ in grants to Neighbor Island communities for arts programming. Serve 120+ public and charter schools and 20,000+ people statewide through the Artists in the Schools Program, Art Bento, and professional development initiatives for teaching artists and classroom teachers. Broaden the reach of Poetry Out Loud. Expand as needed Artistic Teaching Partners roster. Conduct art acquisition visits to exhibitions throughout the state; purchase art from Neighbor Island artists; acquire and train new AASC panelists. Sustain SFCA's partnership with SCEP.

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

a. Past Year Accomplishments (FY 2016):

Partnered with other members of ARTS FIRST to provide professional development for teaching artists and teachers, and summer institutes for teachers on O'ahu and Maui. Continued with implementation of strategic plan for ARTS FIRST Partners FY 2013-2018. Expanded Artists in the Schools Program (AITS) to include 93 schools and 13,500 students; continued AITS Collaborative Residencies project with support from Hawaii Community Foundation. Partnered with Turnaround Arts program by gifting AITS grant to three low performing school communities. Sponsored Scholastic Art and Writing Exhibition at HiSAM and the Student Art Exhibition at Hawai'i Convention Center. Facilitated Poetry Out Loud recitation competition open to high school students statewide – more than 8,600 students participated. Offered Art Bento classes providing hands-on art exercises for 3,420 total people with HiSAM tours; continued First Friday and Second Saturday activities for families, including children and older adults. Provided hands-on intergenerational art workshops in HiSAM; continued museum tours for school children and older adults; attracted hundreds of people to Art Lunch lecture series. Grew volunteer docent program, offered free tours to museum visitors daily. Extended outreach efforts for educational programs to Title I schools. Through APP-AIR program impacted 374 students at 11 projects. Through SCEP, 52 artists (including 34 groups and 17 cultural practitioners) conducted presentations on six islands that reached over 6,800 individuals across the state including 3,755 pre-K through 12 school aged children and youth.

b. One Year (FY 2017):

Partner with other members of ARTS FIRST to provide professional development for teaching artists and teachers, and summer institutes for teachers on O'ahu and Maui. Continue implementation of strategic plan for ARTS FIRST Partners FY 2013-2018. Expand Artists in the Schools Program (AITS) to include 94 schools and 14,000 students; incorporate AITS-APP program in qualifying schools. Sponsor Scholastic Art and Writing Exhibition at HiSAM and the Student Art Exhibition at Hawai'i Convention Center. Facilitate Poetry Out Loud recitation competition open to high school students statewide. Offer Art Bento classes providing hands-on art exercises for students with HiSAM tours; begin planning for expansion of AITS program on Neighbor Islands. Continue First Friday and Second Saturday activities for families, including children and older adults. Provide hands-on intergenerational art workshops in HiSAM; continue museum tours for school children and older adults; attract hundreds of people to Art Lunch lecture series. Grow volunteer docent program, offer free tours to museum visitors daily. Extend

outreach efforts for educational programs to Title I schools. Through APP-AIR program impact 575+ students at 14 projects. Through SCEP conduct presentations on six islands for K-12 students and their families.

c. Two Years (FY 2018):

Partner with other members of ARTS FIRST to provide professional development for teaching artists and teachers, and summer institutes for teachers on O‘ahu and Maui. Expand Artists in the Schools Program (AITS) to include 100+ schools and 17,000 students; incorporate AITS-APP program in qualifying schools. Sponsor Scholastic Art and Writing Exhibition at HiSAM and the Student Art Exhibition at Hawai‘i Convention Center. Facilitate Poetry Out Loud recitation competition open to high school students statewide. Offer Art Bento classes providing hands-on art exercises for students with HiSAM tours. Continue First Friday and Second Saturday activities for families, including children and older adults. Provide hands-on intergenerational art workshops in HiSAM; continue museum tours for school children and older adults; attract hundreds of people to Art Lunch lecture series. Grow volunteer docent program, offer free tours to museum visitors daily. Extend outreach efforts for educational programs to Title I schools. Through APP-AIR program impact 800+ of students at 17 projects. Launch new HiSAM exhibit featuring college art. Assess/extend educational outreach efforts to Title I schools. Through SCEP conduct presentations on six islands for K-12 students and their families.

d. Five Years (FY 2021):

Partner with other members of ARTS FIRST to provide professional development for teaching artists and teachers, and summer institutes for teachers on O‘ahu and Maui. Expand Artists in the Schools Program (AITS) to include 120+ schools and 20,000 students; provide AITS-APP program in qualifying schools. Sponsor Scholastic Art and Writing Exhibition at HiSAM and the Student Art Exhibition at Hawai‘i Convention Center. Facilitate Poetry Out Loud recitation competition open to high school students statewide. Offer Art Bento classes providing hands-on art exercises for students with HiSAM tours; Continue First Friday and Second Saturday activities for families, including children and older adults. Provide hands-on intergenerational art workshops in HiSAM; continue museum tours for school children and older adults; attract hundreds of people to Art Lunch lecture series. Grow volunteer docent program, offer free tours to museum visitors daily. Extend outreach efforts for educational programs to Title I schools. Sustain APP-AIR program impact. Continue HiSAM exhibit featuring college art. Assess/extend educational outreach efforts to Title I schools. Through SCEP conduct presentations on six islands for K-12 students and their families.

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

a. Past Year Accomplishments (FY 2016):

Opened kapa exhibit at Hawai‘i State Art Museum in celebration of the SFCA’s 50th anniversary. Awarded 14 Folk and Traditional Arts Apprenticeship grants totaling \$63,500; awarded 2 Culture Learning grants totaling \$10,000. Awarded commissions to Native Hawaiian artists and initiated art projects in communities with high percentage of Native Hawaiians (e.g. Kaneohe, Hilo). Lead four-week summer cultural literacy and Native Hawaiian language program on Lanai attended by 32 youth and 8 cultural practitioner teachers. Debuted “Ka Hana Kapa” documentary on kapa-making produced by Hawaii Public Television at seven statewide screenings and shown

nationally on Public Broadcast Stations (PBS). Collected works by Native Hawaiian artists in various statewide exhibits.

b. One Year (FY 2017):

Continue kapa exhibit at Hawai‘i State Art Museum. Award Folk and Traditional Arts Apprenticeship grants; award Culture Learning grants. Convene and facilitate Ali‘i Memorial Task comprised of sixteen Native Hawaiian community leaders to discuss the placement of the Spirit of Lili‘uokalani statue and the commissioning of other works of art commemorating members of the Hawaiian monarchy. Support the Kapa Kahilu exhibition, classes, and events at Kahilu Theatre. Plan for a Native Hawaiian Advisory Committee to address cultural issues in SFCA program areas, and for traveling the voyaging exhibit at HiSAM to commemorate the voyage of the Hokule‘a. Send Art Acquisition Selection Committees to review and collect of Native Hawaiian artists in statewide exhibits.

c. Two Years (FY 2018):

Award Folk and Traditional Arts Apprenticeship grants; award Culture Learning grants. Continue facilitating Ali‘i Memorial Task comprised of sixteen Native Hawaiian community leaders to discuss the placement of the Spirit of Lili‘uokalani statue and the commissioning of other works of art commemorating members of the Hawaiian monarchy; offer summary of task force suggestions to the Legislature in January 2018. Convene Native Hawaiian Advisory Committee to address cultural issues in SFCA program areas. Send Art Acquisition Committees to review and collect of Native Hawaiian artists in statewide exhibits.

d. Five Years (FY 2021):

Award Folk and Traditional Arts Apprenticeship grants; award Culture Learning grants. Complete or continue working on the commissions set forth by the Ali‘i Memorial Task Force. Preserve Native Hawaiian Advisory Committee to address cultural issues in SFCA program areas. Send Art Acquisition Committees to review and collect of Native Hawaiian artists in statewide exhibits. Archive kapa documentary with State Archives and consider national/international promotion of kapa documentary. Consider publication of kapa project catalog.

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 2016):

Maintained positive standing with the National Endowment for the Arts (NEA), National Assembly of State Arts Agencies (NASAA), WESTAF and other national service and regional arts organizations. Advocated for the Military and the Arts Initiative in the 2016 Legislative session. Requested legislative approval of four new positions including an Account Clerk to track the Works of Art Special Fund. Instituted quarterly Arts Chat meetings to collect public feedback regarding SFCA planning and performance. Maintained the Friends of HiSAM and HiSAM volunteer programs. Promoted the arts in Hawai‘i via a strong online presence on social media, the SFCA website, and composite review sites; started assessment of digital outreach and planning for a redesigned website. Began process of creating official agency guidelines for posting online and utilizing online platforms as government forum. Increased scope of Commissioned Works of Art and Relocatable Works of Art programs; sustained Biennium

Grants and Folk and Traditional Arts program. Continued HiSAM initiatives: Art Bento for public schools, Art Lunch lecture series, First Fridays, Second Saturdays and themed exhibitions. Continued facilities rental program.

b. One Year (FY 2017):

Plan for the SFCA 2019-2023 Strategic Plan; develop comprehensive system to ensure agency accountability and effectiveness. Initiate analysis of all SFCA non-revenue generating programs to determine possible methods of ensuring sustainability; meet with WESTAF to discuss alternate sources of funding. Maintain good standing with NEA, NASAA, WESTAF and other national service and regional arts organizations. Advocate for a revised Military and the Arts Initiative in the 2017 Legislative session; preserve the Percent for Art law. Establish four new positions including an Account Clerk to track the Works of Art Special Fund; begin hiring. Host quarterly Arts Chat meetings. Preserve the Friends of HiSAM and HiSAM volunteer programs. Promote the arts in Hawai'i via a strong online presence. Create official agency guidelines for posting online and utilizing online platforms as government forum. Increase scope of Commissioned Works of Art and Relocatable Works of Art programs; sustain Biennium Grants and Folk and Traditional Arts program. Continue HiSAM initiatives. Maximize use of facilities rental program. Hire Conservation Coordinator. Look for alternative funding sources.

c. Two Years (FY 2018):

Finalize SFCA 2019-2023 Strategic Plan; develop system to ensure agency accountability and effectiveness. Initiate analysis of all SFCA non-revenue generating programs to determine possible methods of ensuring sustainability; meet with WESTAF to discuss alternate sources of funding. Maintain good standing with NEA, NASAA, WESTAF and other national service and regional arts organizations. Secure resources for existing and new SFCA programming at the 2021 Legislative session. Conduct a full accounting of all legally due Percent for Art Funds. Work with the Friends of HiSAM to develop consistent revenues to support the museum. Host quarterly Arts Chat meetings. Promote the arts in Hawai'i via a strong online presence. Create guidelines for posting online and utilizing online platforms as government forum. Increase scope of APP collection. Continue other HiSAM initiatives. Maximize use of facilities rental program.

d. Five Years (FY 2021):

Continue implementation of the SFCA Strategic Plan 2019-2023. Maintain good standing with national and regional arts organizations. 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 commissions and art rotations. Publish monthly online newsletter and maintain agency's website. Evolve online presence as needed.

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. 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** – 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 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 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.
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