







## ACCOMPLISHMENTS

### FY16 STAFF ANNUAL WORK PLAN - 7/1/2015 - 6/30/2016

#### Key to Symbols for Status of Actions

-  = Completed as Planned (194 Total Actions, 170 (88%) Completed as Planned)
-  = In Progress: extends past FY16 into FY17 (20 Total Actions – 10%)
-  = Postponed or Not Done Due to Change in Priorities or Limited Capacity (17 Actions – 9%)
-  = Redirected to Resources Outside of the Agency (2 Actions – 1%)

#### Staff Legend

- AF - Executive Director Arlynn Fishbaugh
- CH - Business Development Specialist Cinda Holt
- CK – Website Designer and Developer Czelsi Kozak
- CL - Accountant Carleen Layne
- EK - Arts Education Director Emily Kohring
- KBH - Percent-For-Art and Arts and Healthcare Director Kim Baraby Hurtle
- KDH – Administrative Specialist KarenDe Herman
- KHB - Grants Director, Database and Accessibility Specialist Kristin Han Burgoyne
- SJ - Montana Artrepreneur Program Director Sheri Jarvis
- Contract – Projects assigned to independent contractors

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## ECONOMIC VITALITY FRAME #1: Careers and Connections

#### Outcome We Want:

Healthy careers and vibrant businesses are built and enjoyed by artists and the staff and boards of arts organizations in every rural and urban region of the state.






#### Why We Do It:

Promoting careers and connections through professional development (research and learning opportunities) and networks (local, regional, statewide and national) align with the state's workforce development efforts and are high-priority needs for artists, arts administrators and educators throughout Montana.





Competencies in business skills, teaching the arts and making creative and economic connections across larger networks increase the opportunity to successfully establish, stabilize and grow careers and increase revenues and income.

## How We Do It:

Provide workshops, grants, awards, programs, mentorships, peer-to-peer learning and customized consultations for artists, arts educators and arts organization leaders to build skills in teaching, business, fund raising, audience development, legal issues and leadership/ governance.

1. Nurture and see to completion eight Montana Artrepreneur Program cohorts. SJ 
  - ✓ *July – Dec 2015 - Completed eight cohorts serving 58 artists in: Hellgate (Missoula), Bitterroot (Hamilton), Butte, Great Falls, Three Forks, Bridger Canyon (Bozeman), Billings and Miles City*
  - ✓ *Jan – June 2016 - Initiated eight MAP Cohorts serving 62 artists in: Hellgate (Missoula), Bitterroot (Hamilton), Helena, Great Falls, Three Forks, Bridger Canyon (Bozeman), Billings and Miles City*
  - ✓ *Initiated two reMAP cohorts serving 17 artists in the Northwest and Southwest Montana regions in 2016*
2. Offer mentorship matching to all new Montana Artrepreneur Program cohort members. SJ 
3. As part of MAC’s The Art of Leadership program, provide services, upon request, to nonprofit arts organizations in the following ways:
  - Facilitate sessions with boards of directors and staff to address internal operating or communication challenges, and/or external issues involving outside organizations or partners. CH 
    - Facilitated work sessions with Missoula Art Museum, City of Missoula and Adventure Cycling for Missoula Art Park plans*
  - Create custom consultations/workshops for arts organizations to build skills in governance, leadership, management and fundraising. CH 
    - Designed and facilitated board development workshop series for the following: Big Sky Film Institute (Missoula), Missoula Cultural Council (Missoula), VSA Montana, Sanders County Arts Council (Plains) 31 board members participated*
4. Facilitate strategic planning for arts organizations to address and map out their future potential. CH 
  - Began work on specific issues with: ArtSpot (Havre) and Garden City Ballet (Missoula)*
5. Provide technical assistance, mentorship and access to opportunities for artists and community public art programs. KBH 
6. Offer Strategic Investment grants for professional development and networking. KHB 

Connect artists, arts educators and arts organizations to resources for capital and infrastructure support, including Americans with Disabilities Act access issues.

1. Link Montana Artrepreneur Program groups and encourage their empowerment to help each other learn. SJ  
  - Developing cloud-based information-sharing systems and social networking tools for coaches to more easily share teaching resources*
2. As resources allow, assist mentors and Montana Circle of American Masters artists in learning about Montana Artrepreneur Program approach to market readiness. SJ  

3. Research online resources and contacts and promote them through eNews and *State of the Arts*. CH KBH ✓
4. Encourage artists to explore markets, new marketplaces and opportunities near and far through eNews, *State of the Arts* and mentorship. KBH SJ ✓
5. Continue to build relationships with the Department of Administration /Architecture & Engineering to encourage public art in more long-range building plan projects. KBH ✓

Effectively use available communications technologies to produce publications, share arts industry information resources and research, and foster connections with local, statewide, tribal and national service organizations.

1. Utilize Facebook to promote programs, grants, blogs and other news and facilitate networking of local arts organizations through posts and features. KDH ✓
2. Utilize the Montana Artrepreneur Program Facebook page and special group pages to promote and facilitate networking among Montana Artrepreneur Program artists, Montana Artrepreneur Program coaches and mentors (including Montana Circle of American Masters). SJ ✓ ∞  
*Created Statewide Montana Artrepreneur Facebook Group page. Utilize other social media platforms to connect MAP artists. Plans to integrate MCAM in FY17.*
3. Promote MAC to younger demographics and increase Facebook fanbase by 50%. KDH 🗣️
4. Produce an eBook on Montana, The Land of Creativity with stories of The Three Rs (Relevance, Relationships and Return on Investment examples) to promote ideas for audience building, public support and funding. CH 🗣️
5. Continue partnership with Lee Enterprises, Montana Office of Tourism and Montana Historical Society to produce annual publication “Montana’s Cultural Treasures” for annual spring distribution. CH ✓
6. Continue working with Ravalli County Economic Development Authority to promote the connections between MAC’s Montana Artrepreneur Program and economic development agendas throughout the state. CH ✓
7. Present agency’s model work and programs at national/regional conferences as requested. AF CH EK KHB SJ ✓
  - ✓ *Hosted National Assembly of State Arts Agencies’ Executive Director retreat at Bigfork with 15 fellow Executive Directors attending*
  - ✓ *Presented “The Secret Sauce of Rural Arts Funding” for a national webinar presented by Grantmakers in the Arts*
  - ✓ *Hosted three-day visit of National Endowment for the Arts Chairman Jane Chu*
  - ✓ *Represented MAP at CERF+ (Craft Emergency Relief Fund) workshop in Montana*
  - ✓ *Presented at 2015 NASAA Professional Development Institute for Arts Ed Managers from 50 states, and served as Western Region Co-Chair to Arts Education Working Group.*
  - ✓ *Presented MAC’s Public Value programs for Harney County citizens and Arts and Education Foundation in Burns, OR*
  - ✓ *Presented agency programs overview to Polson Rotary Club*
  - ✓ *Presented agency programs at CERF+ (Craft Emergency Relief Fund) board meeting*

Utilize available technology to maximize participation, facilitate grants-making and provide remote-learning opportunities.

1. Use available technology for mentoring coaches and for helping Montana Artrepreneur Program artists with remote-learning opportunities. SJ ✓
2. Offer a minimum of two single-topic webinars on organizational development issues as part of MAC's The Art of Leadership program. CH ✓
3. Offer a minimum of two online trainings to artists and teaching artists for arts in healthcare opportunities. KBH 🧠
4. Utilize online tools to gather information, to host artist applications and portfolios and to poll participants in events and meetings. KBH ✓
5. Continue to update and refine online grant and other application processes to provide user-friendly systems. EK KHB ✓

Establish baseline measurements where applicable to track career growth.

1. Utilize information compiled for Montana Artrepreneur Program reports to prove impact for funders and participants. CH SJ AF ✓  
*Presented newest numbers from Surale Philips/Decision Partners income survey to support press campaign connecting artists with journalists promoting newsworthy business success stories throughout the state*
2. Facilitate objective evaluation methods and tools including the engagement of professional contractors for Montana Artrepreneur Program. CH SJ AF ✓
  - ✓ *Surale Philips/Decision Partners completed second longitudinal study for impact on household income by MAP artists*
  - ✓ *Produced survey with Decision Partners for MAP coaches regarding program efficacy*
3. Enlist legislators and other authorizers to make suggestions about measurements that are important to them. CH ✓

Produce *State of the Arts* newspaper, eNews, blogs and feeds for artists, arts organizations and arts educators.

1. Feed arts industry information resources to the public through *State of the Arts* newspaper, bi-weekly eNews, blogs and Twitter feeds. ALL ✓
2. Offer technical assistance, opportunities, career-building ideas and promotion of arts education programs in Montana through bi-weekly eNews and regular updates to the Big Sky Arts Education blog ([bigskyartsed.wordpress.org](http://bigskyartsed.wordpress.org)). EK ✓
3. Bi-weekly, provide information and links to online resources through eNews distribution lists promoting webinars, workshops, career-building ideas, job opportunities and general interest topics for artists, educators and arts organization leaders. CH KBH KDH EK ✓
4. Produce Native News section of *State of the Arts*. CH and Contract ✓
5. Provide updates about Montana Artrepreneur Program in *State of the Arts*. SJ ✓
6. Provide updates about Montana Circle of American Masters in *State of the Arts*. SJ ✓

7. Publish technical assistance articles in *State of the Arts* on topics relevant to arts organization leaders and artists. CH AF ✓
8. Provide updates about arts education in *State of the Arts*. EK ✓

Effectively use available communications technologies.

1. Use Twitter feeds @MTArtsPrograms to re-tweet general relevant news, opportunities and information and @BigSkyArtsEd to distribute arts education information. Investigate other Twitter options. KHB EK KDH ✓
2. Follow on Twitter all Public Value Partnerships, Strategic Investment Grants, Artists in Schools and Communities and Cultural and Aesthetic Trust grantees, and use staff Twitter feeds to retweet interesting news. Update June and December each year. KHB EK ✓
3. Update [www.montanaartscouncil.blogspot.com](http://www.montanaartscouncil.blogspot.com) weekly. KHB ✓
4. More fully integrate both MAC blogs into the new website design as pages instead of separate blogs. KHB EK 🌐

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## ECONOMIC VITALITY FRAME #2: Market Expansion

### Outcome We Want:

Expanded markets and audience-building opportunities for rural and urban artists and arts organizations, including:

- Greater exposure to marketing outlets and resources
- Increased exhibition, arts participation and performance opportunities
- Expanded distribution channels and promotion opportunities

### Why We Do It:

When Montana's artists and arts organizations increase their income with sales of products and services, they improve the quality of their lives and advance local and statewide economic growth, successfully compete globally and enhance community vitality through their art and services.

### How We Do It:

Help artists learn more about entrepreneurship for market expansion.

- Participate in grassroots learning through regional groups of artists working toward market readiness.
  1. Implement Montana Artrepreneur Program initiative for all Montana artists. SJ CH ✓
  2. For calendar year 2016, offer Montana Artrepreneur Program workshops in eight areas across Montana. SJ ✓

*81 artists are participating in ten regional cohorts that began in Jan 2016. MAP had 58 participating artists in eight cohorts that ended in Dec 2015*
  3. Conduct site visits over the year to each of the new cohorts. SJ ✓

*Introduced the program and taught principle course concepts to all 81 new cohort participants.*

- Continue to fine tune the process for “market-ready certification.”
  1. Provide the Montana Artrepreneur Program training to help artists prepare for and achieve market-ready certification. SJ ✓ ∞  
*Created and implemented “reMAP” program providing past MAP participants with a 12-month support and guidance curriculum/plan to achieve market-ready certification status. Launched two cohorts for this initiative in the Southwest and Northwest regions.*
  2. Provide Montana Artrepreneur Program toolbox review for market-ready certification once a year beginning in May. SJ ✓ ∞  
*This effort crosses over two fiscal years – will be completed August 2016*
  3. Provide coaches with mentor identification and coordination assistance. SJ ✓
  
- Develop pathways to increase online market expansion.
  1. Work with individuals and organizations developing online market opportunities to include Montana Artrepreneur Program artists. SJ 📌
  2. Explore and implement new teaching models for the topics of e-commerce, social media and digital marketing in the Montana Artrepreneur Program. SJ ✓  
*Designed fall 2015 Annual Gathering agenda with focus on e-commerce and digital marketing*
  3. Encourage networking among artists to build on their knowledge of online marketing opportunities. SJ ✓.
  4. Encourage artists to explore markets, new marketplaces and opportunities in arts and healthcare settings and public art programs locally and nationally.  
KBH ✓
  5. Explore specialty market opportunities for Native American artists in Montana. CH and contract 🤝 ∞
  
- Connect artists to networking opportunities with entities that can provide market access for Montana art.
  1. Utilize the MAC and Montana Artrepreneur Program Facebook page and special group pages to promote Montana artists. SJ KDH ✓
  2. Continue partnership with Lee Enterprises, Montana Office of Tourism and Montana Historical Society to produce annual publication “Montana’s Cultural Treasures” to showcase Montana artists across the state. CH ✓
  3. Work with Fish Wildlife and Park, and Montana-based wildlife conservation organizations to promote marketing opportunities for Montana artists. CH and Council Members ✓ ∞  
*Partnership guidelines and parameters set. Will roll out information in FY17*
  4. Coordinate and lead MAP’s “Tour of Excellence” - a professional marketplace tour for up to 50 MAP artists. SJ 🤝
  5. Coordinate “Art Across Montana: Signature Work by Montana’s Artrepreneurs” - an annual juried museum show for MAP artists. SJ ∞  
*Looking for host facility for FY17*

Share industry information and provide custom consultations to arts organizations' staff and boards to develop income and expand audiences.

1. Upon request, design and facilitate workshops with arts organizations' boards of directors and key staff as part of MAC's The Art of Leadership program. CH ✓
2. Utilize methods (such as questions on final reports) to collect stories about marketing and fundraising successes of Public Value Partnerships and/or Cultural Trust grantees and share these stories. AF CH KHB ✓
3. Publish information through *State of the Arts* and eNews about participation building in the arts. AF CH ✓


Establish baseline measurements where applicable to track artists' marketplace sales.

1. Collect information at the end of a yearly workshop cycle to include data, establishing sales and artist information for MAC records. SJ ✓

Provide grant funding for community outreach, participation building and market expansion for arts organizations and artists.

1. Continue to help Montana Artrepreneur Program artists prepare for accessing funding help. SJ ✓
2. Promote MAC's Strategic Investments in the Arts funding opportunities to eligible arts organizations and artists. KHB SJ CH ✓

Connect artists, non-profit and for-profit arts businesses to state cultural tourism efforts and continually advocate for the arts' inclusion in tourism promotion.

1. Attend Governor's Conference on Tourism. AF   
*A death in the family required a change in travel plans*
2. Attend Tourism Advisory Council Meetings. AF ✓

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## ARTS LEARNING FRAME #1: Life-long Learning

### Outcome We Want:

Montanans acquire knowledge and skills in the arts and experience life-long learning through creative expression, exploration and participation in the arts.

### Why We Do It:

- Opportunities for creative expression and aesthetic experience enhance the lives of individuals and their contributions to their communities.
- Montanans value participating in and celebrating their cultural heritage.

**How We Do It:**

Organize workshops for teachers, teaching artists and arts organizations' staff on how to work with a diverse audience of learners.

1. Provide a retreat event with workshops and professional coaching development opportunities to current and past Montana Artrepreneur Program coaches to enable them to refine their teaching and mentoring skills. SJ

*Held three-day workshop for nine coaches with guest presenters on various relevant topics*

Offer grants to develop artist residencies, professional development workshops and strategic program planning in arts learning, as well as operating support grants for arts organizations' educational mission.

1. Offer ongoing opportunities through the Artists in Schools and Communities Residencies, Public Value Partnerships grants and Strategic Investment grants. EK and KHB
2. Promote grants in print, website, social media, blogs, email eNews and conferences; provide technical assistance; process in a timely manner throughout the year. EK KHB
3. Direct and coordinate all activities related to the distribution of grant funds and develop grant budgets and modifications to ensure that financial allocations meet the strategic plan and objectives of the agency. EK and KHB
4. Provide funding for staffed arts non-profit arts organizations through Public Value Partnerships and Cultural Trust grants, as well as operating support to key state-wide arts service organizations: Montana Association of Symphony Orchestras, Montana Art Gallery Directors Association, Montana Performing Arts Consortium, Montana Arts and the Montana Dance Arts Association. In addition, specific Strategic Investment grants are designed to meet this need. KHB
5. Expand and revise Artists in Schools and Communities Artist Registry with a new format to include more Montana artists. EK and CK

Offer technical assistance to staffs of arts organizations, schools and libraries, as well as community, healthcare and social service organizations and government agencies to improve the accessibility of their programs and facilities to a diverse audience of learners. (Accessibility barriers can be geographic, physical, emotional, age, economic, intellectual or cultural.)

1. Continue to offer Accessibility assistance through links on the MAC website and re-tweeting of relevant information via @MTArtsPrograms. KHB
2. Feature relevant newsbriefs and articles and technical assistance on arts and healthcare topics through eNews and *State of the Arts*. KBH
3. Partner with National Center for Creative Aging and their Communities of Practice, and Montana artists and organizations, to share information and technical assistance about the arts in healthcare and life-long learning. Build new relationships and encourage and educate healthcare providers about the importance of the arts. KBH
4. Share arts in healthcare and life-long learning resources through our website. KBH
5. Consider the next steps in programming and technical assistance to artists, arts organizations, healthcare providers and administrators with regard to arts and healthcare. KBH



Provide leadership to enhance knowledge and understanding about the contributions of the arts and the value of arts learning for statewide boards and in collaboration with other state agencies, Montana Tribal Nations and state/national arts organizations.

1. Collaborate with groups such as the following to provide arts learning, advocacy and technical assistance: Montana teaching artists; Office of Public Instruction; VSA of Montana; Montana Art Gallery Directors Association; Montana Performing Arts Consortium; National Endowment for the Arts; Montana Art Education Association; Montana Music Educators Association; Montana Thespians; Montana Association of Symphony Orchestras; National Assembly of State Arts Agencies; State Education Agency Director of Arts Education. ALL

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## ARTS LEARNING FRAME #2: Preschool - Grade 12

### Outcome We Want:

Montana Pre-K through Grade 12 students (public, private and home school) study a curriculum aligned with the Montana Board of Public Education's Standards for Arts.


### Why We Do It:

- To assure that every Montana student has the opportunity to reap the emotional, intellectual, social, cultural and economic benefits provided by a high-quality education in the arts
- To provide an avenue through arts curriculum aligned with the Montana Standards for Arts for Preschool through Grade 12 children to better understand and make connections among ALL curriculum areas
- To nurture the intellectual, social and physical skills that children develop in the first five years of life through arts learning experiences in the early childhood setting
- To enable all students, through an education that includes the arts, to:
  - Learn the fundamental skills and knowledge of an art form
  - Develop the habits of mind that lead to a whole, healthy engaged citizen of the world
  - Discover different avenues of learning (through hands-on participation)
  - Develop the 21st Century Skills (Creativity, Collaboration, Communication and Critical Thinking) necessary to succeed in Montana's workforce and the global economy
  - Access and understand our cultural heritage, which includes, among others, the distinct and unique cultural heritage of American Indians in Montana

### How We Do It:

Provide technical assistance on curriculum development, assessment tools and resources in person, by telephone and on our website.

1. Provide technical assistance to schools and organizations that have Artists in Schools and Communities grants through our website, email and phone. EK
2. Provide posts on the arts education blog for teaching artists and arts teachers that offer information and resources on arts education issues in Montana and nationally. EK


3. Revise the arts learning portion of the MAC website as it goes through a thorough overhaul, and semi-annually update arts learning portions of the website thereafter. EK 

Organize workshops for teachers and teaching artists in assessment, lesson planning, classroom management and integration of the arts with other subjects such as STEM (science, technology, engineering, mathematics).



1. Develop an on-demand professional development workshop for teachers and teaching artists on implementation of the newly revised Montana Standards for Arts as they are adopted in 2016.

EK  






*This effort was facilitated by Montana Teacher Leaders in the Arts in anticipation of July 1, 2017 implementation date*

2. Continue to plan and implement, in partnership with OPI, the Montana Teacher Leaders in the Arts program to train coaches, mentors and advocates for K-12 arts learning in public schools across the state. Activities include both the 9-day summer institute at Salish Kootenai College and online learning activities through the school year. The pilot cohort continues their activities through April 2016, and a new cohort begins in June 2016. EK 

Offer grants to develop arts curriculum, assessment, professional development, student internships/mentorships and artist residencies.

1. Offer Artists in Schools and Communities grants to develop students' skills and knowledge in the arts, offer professional development for teachers and support the creation of arts curriculum in K-12 public schools and districts. EK 
2. Offer artist residency grants that will maximize impact across the state of Montana within budget realities. EK 

Partner with Montana Office of Public Instruction (OPI) to adapt, revise/create curriculum and identify best practices to support the Montana Standards for Arts which includes integrating quality Indian Education for All content in the standards and instructional practices.

1. Work with OPI to continue to identify Native American teaching artists for school residencies and add them to MAC's Artists in Schools and Communities Registry to help teachers meet Indian Education for All standards and content. EK  
2. Oversee the revision of the Montana Standards for Arts, including organizing and facilitating the writing teams in five disciplines, soliciting review and feedback from content experts and the general public, and coordinating efforts with the Office of Public Instruction through adoption by the Board of Public Education in 2016. EK 
3. Collaborate with the Office of Public Instruction to disseminate information in support of the adoption of the newly revised Montana Standards for Arts in 2016. EK 
4. In partnership with OPI and other partners across the state, plan for professional development opportunities for teachers that will help them implement the new Montana Standards for Arts in the 2016-2017 school year. EK 

*Implementation of standards slated to begin July 1, 2017*

Provide leadership to enhance Montanans’ knowledge and understanding about the critical importance of arts learning for statewide boards and state/national arts education organizations.

1. Collaborate with the following to provide arts learning, advocacy and technical assistance: Montana teaching artists; Office of Public Instruction; VSA of Montana; Montana Art Gallery Directors Association; Montana Performing Arts Consortium; National Endowment for the Arts; Montana Art Education Association; Montana Music Educators Association; Montana Thespians; Montana After School Alliance; National Assembly of State Arts Agencies; State Education Agency Director of Arts Education. EK
2. Offer Council members detailed written information on the most up-to-date arts education data, statistics and research to assist them in their arts education advocacy efforts on a local and state level. EK

## PUBLIC VALUE FRAME #1: Creativity and Innovation

### Outcome We Want:

Montanans utilize the power of the arts as a catalyst to develop creativity and innovative thinking.

### Why We Do It:

The arts produce creative minds. Creative minds develop whole, healthy, engaged human beings, and promote innovation. Creative enterprises fuel community and business development.

### How We Do It:

Produce examples, and promote research that support the connection between the arts, creativity, innovation and whole, healthy, engaged human beings.


1. Continue to gather examples from Montana Artrepreneur Program artists of transformational changes in their lives that can be attributed to art and the business of art. SJ

Publish stories from Montana that illuminate the connections between the arts, creativity and innovation.



1. Collect stories to publish in *State of the Arts* or to pitch to other publications and press. AF CH KHB
2. Present MAC’s public value work and rural arts participation programs as requested. CH

Reward and recognize creativity and innovative artistic talent in the state.

1. Produce Artist’s Innovation Awards program. KHB CH



2. Recognize and promote creativity among students in grades Pre-K through 12 (public, private and home school) by publicizing their work on Facebook in Young Montana Creates feature and gallery. KDH 

Work with the OPI to advance STEM to STEAM (Science-Technology-Engineering-Arts-Mathematics)


1. Ongoing. EK  

*Addressed STEAM learning at the Teacher Leaders in the Arts Summer Institute with OPI*

Serve as the catalyst, and provide pertinent information, for non-arts industry leaders to carry the message of the creative and innovative benefits derived from the arts (Arts = Creativity = Innovation).

1. Continue to use Montana Artrepreneur Program and Montana Circle of American Masters programs to show examples of the relevance of art in industries such as agriculture, timber, recreation. SJ   
*Highlighted role of art as valued component of cultural tourism via public presentations and offer MAP artist successes as evidence*
2. Continue to showcase Montana Artrepreneur Program in economic development and for-profit business arenas. CH SJ   
*Highlighted successes of MAP artists via social media and public presentations*

Council members connect with non-arts industry leaders in their regions to make the case for the importance of the arts to foster creativity and innovation.

1. Work with MAC's council member marketing committee to develop plan for strategic connections. AF CH 

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## **PUBLIC VALUE FRAME #2: The Three Rs — Relationships, Relevance and Return on Investment**

### **Outcome We Want:**

Utilize The Three Rs (Relationships, Relevance and Return on Investment) to build bridges that connect the arts world to the worlds of politics, education, economics and civic engagement.

A greater understanding of the return on investment of public dollars and statewide support for resources for all the arts will emerge.

### **Why We Do It:**

Montana Arts Council funding for arts organizations, artists, events, programs and arts education is very important to improve the quality of life and enhance the business climate of the state.

The agency spends state and federal tax dollars on its programs and it demonstrates to the public the return on investment of these tax dollars.

**How We Do It:**

Find and define the relevance (connections, common values, goals and outcomes) among the arts field and politics, education and commerce.

1. Utilize the Public Value Partnerships program and grantees to define connections through distribution of reports, training and coaching throughout the year. AF KHB CH ✓
2. Develop communication and contact plan among MAC and the Governor's office, key political leaders and the press that reinforce the Three Rs messages. Delineate tasks set for Montana Cultural Advocacy, MAC staff, current and former council members. AF CH ✓
3. Continually mine for stories that reinforce the relevance and get them into the hands and minds of education, political and economic leaders. AF CH EK ✓


Initiate opportunities to establish relationships among the arts council, artists and arts organizations and those who fund or provide services for the arts including civic, tribal and governmental leaders, as well as the private sector.

1. Ongoing. ALL ✓ ∞
2. Continue work done by the marketing committee of council members to develop ways to identify messengers and build relationships. AF CH Council Members ✓
3. Engineer a plan for MAP artists to meet and speak with their local legislators. AF, CH, SJ ✓
4. Host a series of "Office on the Road" sessions in various regions of the state to introduce MAC staff and services to constituents. ALL ✓  
*Five senior staff members traveled to Billings, Eureka, Libby, Plains, Havre, Glasgow, Malta and Fort Belknap*
5. Determine additional avenues other participants in MAC's programs can use to communicate the value of these programs to the legislators and the Governor, such as Montana Artrepreneur Program artists and the arts educators and artists involved in MAC's arts education programs. ✓

Continue building relationships with leaders of Indian Country in Montana, state tourism office and other state agencies.

1. Arrange for MAC visits to each of the seven tribal colleges to discuss MAC's programs. CH SJ and contract. 🗣️  
*Preliminary discussion took place with tribal representatives about evaluating and adjusting the MAP program to support Indian artists.*
2. Maintain Tribal Native News feature in all issues of *State of the Arts*. CH Contract ✓
3. Invite up to ten leaders and artists in Indian Country to discuss ways that MAC can offer services to artists and arts organizations in their area. CH SJ ∞  
*Discussions underway with Tremaine Foundation and the Montana Indianpreneur Equity Fund (and in the future, First People's Fund) in creating a multi-state model*
4. Recruit arts representatives for consideration when seats become available on the Tourism Advisory Council or other statewide councils. AF CH ✓ ∞  
*Nominations forwarded but (to date this FY) none selected*
5. Participate in Tourism Advisory Council meetings at least once a year. AF ✓
6. Monitor how the arts are included in all tourism publications, advertising and on Travel Montana's website, and work to maximize exposure and be of assistance on all counts. AF ✓

Initiate strategic investments and/or activities in non-arts social, civic and economic sectors to promote the public value produced by artists and arts organizations.

1. Support MAC's Marketing Committee's "PR Campaign" to increase awareness of agency services and programs. CH 
2. Continue engagement with the Ravalli County Economic Development Authority to develop model ideas and arts-driven programs that could be implemented by other economic development offices. CH
3. Explore future partnership opportunities for the Montana Artrepreneur Program with the MT Department of Commerce. CH

Partner with arts organizations' leadership and with artists to promote their own Three Rs.

- Build **Relationships** with arts audiences, funders, community and political leaders that will result in greater support of their mission and work
- Show how their mission and work is **Relevant** to audiences and supporters to increase participation (Relevance = Connection = Meaning)
- Show how their mission and work produce **Return on Investment (ROI)** and public benefits
  1. Evaluate Public Value Partnerships grantees' relationship-building efforts with authorizers annually. AF CH KHB
  2. Where needed, coach Public Value Partnerships grantees on ROI examples for their reporting requirements. CH AF
  3. Fine-tune grant reporting requirements to support collecting Three Rs stories. CH KHB AF

## PUBLIC VALUE FRAME #3: Challenges and Solutions

### Outcome We Want:

Innovative and creative solutions for many challenges and new opportunities facing Montana and its leaders are arrived at through the involvement of arts organization leaders, artists and arts educators.

### Why We Do It:



Creativity, innovation and the arts are catalysts for new and expanded ways of thinking, seeing and solving problems.

The arts council seeks to effectively respond, in creative and innovative ways, to new opportunities and to the state's educational, economic and civic challenges.









### How We Do It:

Position "public value" (the impact of services and programs on the public) as a litmus test for prioritization to address:

- Agency funding and resource challenges
- Sound, strategic investments with agency dollars and staff, including making realistic decisions about capacity

- Ability to be nimble and have flexible responses to the potential impact of new directions within agency programming and project funding decisions
  1. Ongoing. ALL  



Anticipate new directions and challenges that will be important to the lives of Montanans and their communities, including:

- Populations - changing demographics in the state (including age, race, ethnicity, geography, low income)
- Health - healthcare and aging
- Technology – accessibility, communications and trends
- Access - resources for all Montanans, regardless of the remoteness of their locations
- “Big Data”– current nationwide and worldwide arts industry research
  1. Ongoing. ALL  
  2. Publish information and provide resources through *State of the Arts* and eNews that encompass new directions and challenges. Ensure that technology feature articles are always included. AF CH 
  3. Maximize staff understanding and usage of new media, data visualization, technology and innovation to seamlessly and efficiently present the goals of the Montana Arts Council to new audiences and clarify our scope, role and offerings to our existing constituency. ALL 
  4. Learn and use existing technology and software more effectively and to learn new technology and software as it becomes relevant. ALL 
  5. As appropriate, transfer agency grant review processes and panels into virtual formats. KHB CH 
  6. Align the state’s Information Technology strategic plan with agency strategic plan. Information Technology strategic plan has the primary goal to use the most efficient, practical, simple and cost-effective methods available to provide services and support for our constituency and staff. KHB 
  7. Collaborate on asset mapping efforts to identify places that can help with strategies to address challenges in arts and healthcare and aging. KBH 

Define and convey to those who affect state and local resources how their challenges can be met through increased revenues and resources for the arts.

1. Prepare materials and presentations on artists in business for the legislature. CH SJ 

Build a statewide network of K-12 educators through our Montana Teacher Leaders in the Arts program who will assume the role of coach and mentor to other educators to implement arts-based learning strategies in regions across the state, and advocate for arts learning in all Montana’s public schools.

1. Collaborate with the Office of Public Instruction and other potential partners to build Montana Teacher Leaders in the Arts into a powerful statewide network of arts education advocates. EK  

*2015-2016 cohort complete, 2016-2017 cohort activities are in progress*

Build a network of resources for artists', arts educators' and arts organizations' capital and infrastructure support, including Americans with Disabilities Act access issues.

1. Feature these resources on MAC's website. ALL

Pursue diverse streams of revenue to increase the agency's financial resources, or other resources.

1. Vigorously pursue additional state funding for the agency. AF Staff Council 
  - ✓ Secured FY 16-FY 17 biennium funding for MAP program through Made In Montana, a program of the Montana Department of Commerce
  - ✓ Secured continued commitment from the Emily Hall Tremaine Foundation for future MAP development and Indian Country program development
  - ✓ Supported OPI in securing successful \$30,000 NEA grant for continuation of Montana Teacher Leaders in the Arts.
2. If available, pursue private funding resources, and/or public dollars from sources beyond the agency's state budget that align with agency priorities and programs for arts education, economic development and promotion of the public value of the arts. AF CL CH EK KHB 
  - Discussions underway with Ravalli County Economic Development Authority and Montana Indianpreneur Equity Fund regarding future program development funding
3. Begin planning work for October 2016 National Endowment for the Arts Partnership Application. CH AF

Continually optimize agency performance and staff continuity/succession planning.

#### Operating Blueprint and Annual Work Plan

1. Develop annual work plan and annual accomplishments. ALL
2. Produce annual staff work plans and staff accomplishments for posting on MAC's website. CH KDH
3. Staff meets twice a year to gauge progress on annual work plan. ALL

#### Operations

1. Staff continues to document all job-related internal processes and timelines behind agency programs and services for their Comprehensive Job Tasks and Processes Notebooks for future continuity. ALL
2. By FY end, staff supervisors review Comprehensive Job Processes Notebooks of staff who report to them. Determine missing information and set timeframes. ALL
3. Prepare for what will be needed to successfully navigate the 2017 legislative session. AF CL
4. Annually update Employee Manual. AF
5. Annually review and update MAC Policy Manual. AF
6. Review Staff Workflow Calendar three times a year. ALL
7. Ensure staff has training in new technologies and that they take advantage of it. ALL
8. Keep an eye on and respond adroitly to staff transition planning. AF
9. Organize annual staff retreat to discuss issues facing the agency and its operation. AF
10. Implement photo archiving system set up the summer of 2015 and create a plan for how to get what we want into this system, deadlines and who does what. ALL



11. Integrate the Affordable Care Act contractual requirements and the new OMB 200 requirements into MAC's boilerplate contracts. AF CL CH KBH KHB KDH SJ ✓

#### Staff Transition Planning

1. Bifurcate arts education position into two pieces; set up satellite employee agreement with Emily Kohring and set her responsibilities; re-allocate clerical functions of her position. EK AF CL KHB ✓
2. Determine staffing structure to accommodate: CL AF ✓
  - a. arts education director's change in status
  - b. the need to return more regular non-Percent-for-Art work to Kim Hurtle as the public art program is in a holding pattern while the buildings are being built
  - c. changes in accountant/deputy director position in preparation for current MAC accountant's retirement
3. Executive director assists council in transition planning for ED's retirement in fall 2016. AF ✓
4. Executive director organizes folders on the state's server to prepare for transition to new director. AF ✓
5. Ensure all agency position descriptions are up-to-date and accurate. AF ✓

#### Programs


1. Governor announces next Poet Laureate in summer/fall 2015. Set up website for the new Laureate. KBH CK ✓
2. *State of the Arts* in print and online. Input ALL ✓ Editing CH ✓
  - Revise format from 28-page, six issues per year format to quarterly 20-page format. AF CH ✓
  - Determine new platform for online paper and get specs and cost for design and implementation, with a goal to go live with a real paper online in 2017. AF CL CH CK ✓  
*Will use soa.mt.gov through Donor Perfect*
  - Reconfigure Opps into bi-weekly eNews instead of in *State of the Arts*. AF CH KDH CK KBH Lively Times ✓
  - Determine tagging and titling system for online *State of the Arts*. ALL 🗄️  
*Delayed due to technical and compatibility issues with the state's systems*
3. Produce bi-monthly eNews for artists, public artists, arts organizations and arts educators. CH KDH EK CK KBH ✓
4. Complete total redesign of agency website with beta testing of it completed by June 2016. Updates done on regular basis throughout entire fiscal year. CK and ALL ✓  
*New website launched successfully - located at [www.art.mt.gov](http://www.art.mt.gov).*
5. Conduct successful Poetry Out Loud competition. EK and Contract ✓
6. Review and fine-tune guidelines and/or annual reporting requirements for Public Value Partnerships, Strategic Investment, Cultural Trust grants and Artist's Innovation Awards. CH KHB AF CL ✓
7. Continue streamlining the grant and award guidelines, application, review and reporting processes for staff, evaluators, applicants and grantees. ALL ✓

8. Conduct at least three “Office on the Road” trips with program staff over the course of nine total days, and meet with local arts constituents and legislators. AF CL KHB SJ CH 
  - ✓ *MAC staffers completed three trips: 1) Billings, 2) Northwest Montana- Eureka, Libby, Plains, 3) Northeast Montana - Havre, Glasgow, Malta, Fort Belknap.*
  - ✓ *Used this opportunity to also recruit artists for MAP*
9. Solicit nominations for Cultural Trust review committee. AF
10. Hire the Folk Arts and MAP Director on a permanent basis. AF CH  Assist the National Endowment for the Arts in their Montana roundtable session and their video documentation of the impact of the NEA in Montana as part of their 50<sup>th</sup> anniversary celebration. AF CH SJ 
  - ✓ *The video is located at <https://vimeo.com/172779092>*
  - ✓ *MAP director participated in March 29th roundtable conversation*

#### Financial

1. Staff and council members work annually to develop the agency budget in alignment with the desired outcomes in the Operational Framework as well as within the current environment. AF CL
2. Monitor/develop MAC’s FY16 - FY18 budgets. CL AF
3. Conduct internal monitoring/tests on financials once a year. CL
4. Determine Percent-for-Art status of funds and work done the prior fiscal year, as well as the first half of the current fiscal year. Deal with maintenance fund issues. CL AF KBH
5. Reconcile funds in American Financial account and determine next steps with that fund. CL AF
6. Supervise and monitor outside-agency grant funds received for arts education, economic development and promotion of the public value of the arts. CH EK CL 
  - a. Emily Hall Tremaine Foundation Marketplace Empowerment for Artists funds. CH
  - b. MT Department of Commerce Memo of Understanding for MAC’s MAP program to build business skills. CH
  - c. Arts Standards funding from the Office of Public Instruction. EK

#### Council Meetings and Communication

1. Council meetings set for June and December each year. KDH AF KBH
2. Continue update briefs from executive director to council members. AF
3. Council develops and begins a search process for hiring a new executive director (to be completed by fall of 2016). COUNCIL  

#### Data Management

1. Continue data management streamlining efforts for database and implement necessary actions. KHB KDH CL AF and contract
2. Maintain and update database and grants records on an ongoing basis so info is accurate and timely. Provide computer support troubleshooting. KHB KDH

#### Administrative Support

1. Perform accounts receivable and payable bookkeeping duties, including budget and auditing functions, verification of supporting documentation, report preparation and filing. Pay bills and staff/council member reimbursements within 30 days of receipt of billing/expense form submission. KDH

2. Assist to implement and maintain info systems and applications to support MAC operations and services. KDH ✓
3. Manage MAC Facebook page and other social networking sites as added. KDH ✓
4. Coordinate and provide administrative support for the staff. KDH ✓
5. Maintain major deadlines/events/meeting dates on staff Outlook calendars. KDH ✓
6. Compile payroll reporting. KDH ✓
7. Organize all major meetings held by the agency. KDH ✓

#### Performance Reviews

1. Conduct staff performance check-ins, 360 performance reviews and goal mapping (as needed) which tie to potential performance-based pay increases for the next fiscal year (pending funding availability). AF Staff ✓
2. Staff performance based on performance criteria as outlined in annual work plan and MAC Pay Plan, as well as individual job descriptions. ALL ✓

Council members exercise leadership for agency operations to increase public value: they are active committee members and the best informed council they can be.

1. Council members participate in and are engaged in council and committee meetings and they follow through on commitments. Council Members ✓
2. Feature national, regional, statewide and local arts leaders in council meeting agendas to provide a broad understanding of the arts infrastructure and forces at play. AF and Council Chairman 🗣️

*Executive Director search effort took precedence over bringing in guest speakers at the council meeting this year.*

**The End!**

[WWW.ART.MT.GOV](http://WWW.ART.MT.GOV)

