



STRATEGIC PLAN 2020–2022

Since 1966, with the creation of the Michigan Council for the Arts, the state of Michigan has recognized the value and importance of a vibrant arts and cultural sector. On August 28, 1991, the governor, by Executive Order, created the Michigan Council for Arts and Cultural Affairs (the Council) to maintain and nurture its cultural and artistic riches. Today, the council reaffirms and believes in our enabling doctrine:

- Arts and culture enrich our lives and are vital to the well-being of our society.
- Arts and culture bring important benefits to Michigan's economy, to our efforts to attract business to this state and to our tourism industry.
- Arts education is a critical part of the education of our youth in that it opens new worlds to them, encourages creativity and presents opportunities for careers.

VISION

The council envisions a Michigan where every citizen celebrates the state's cultural treasures and arts and cultural experiences are accessible to all its citizens.

MISSION

From our historic monuments and museums to traditional practices and contemporary arts, the council is dedicated to ensuring that every citizen and community in Michigan enjoys the civic, economic and educational benefits of arts and culture.

BELIEFS

The council believes that government has a responsibility to ensure public access to arts and culture throughout the state and because of that belief:

- The benefit of the council's activity is public, belonging to every citizen as we champion arts and cultural organizations, initiatives and artists in our state.
- Council programs will be rooted in equity, access and inclusion, because all should have the opportunity to engage in programming and feel welcomed.
- The work of the council will be transparent, fair and ethical.

While arts and culture are woven throughout all aspects of life, the council will focus its primary efforts on three core activities:

1. **Civic engagement**
2. **Economic development**
3. **Education**

Within each activity, there are five strategic action areas which unify and advance the work of the council while best representing the field:

1. Funding
2. Leadership
3. Messaging
4. Building bridges
5. Research

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CIVIC ENGAGEMENT

Sharing creative experiences and expressing creativity builds powerful connections with others, our community, our world and ourselves.

Strategic Actions

Funding: Provide grants and services that support creative work and cultivate expression to ensure geographic, cultural and artistic diversity.

Goal: Evaluate current grants and services to ensure equitable distribution of funds that build Michigan's arts and cultural infrastructure.

Leadership: Build public will to support creative work and cultivate expression by advocating effectively in communities about the public value of the arts and culture.

Goal: Expand Creating Connection network and statewide implementation resulting in a shared common message.

Message: Through a variety of traditional and social media, curate and share information to encourage broader public discourse about arts and culture and their impact.

Goal: Develop a communication plan for the work of the council that results in more intentional communication and public dialogue about the work of the council and our sector.

Building Bridges: Help develop and coordinate networks that enrich Michigan's arts and cultural sector.

Goal: Facilitate and encourage dialogue with statewide cultural organizations resulting in a collective voice in Michigan that leverages talent and resources.

Research: Identify, research, document and assist in the preservation and promotion of Michigan's arts and culture treasures.

Goal: Identify and document Michigan's folk art and tradition bearers, programs and organizations to foster public awareness and appreciation guaranteeing they remain an active part of our state's history, identity and future.

ECONOMIC DEVELOPMENT

Investing in the creative ecosystem and raising public awareness of its impact on our collective well-being stimulates Michigan's economy, cultivates community vitality and enhances the quality of life.

Strategic Actions

Funding: Connect the creative ecosystem with local, state and federal resources.

Goal: Identify and share information on other state, regional and federal funding sources and best practices resulting in a well-informed, well-funded and interconnected sector.

Leadership: Demonstrate the interconnectedness of the creative economy with all aspects of community planning, development and governance.

Goal: Build collaborations and partnerships with cultural organizations and entities outside the industry ensuring that local cultural organizations are seen as valued partners in community planning and leadership.

Message: Promote the expansive presence of arts and culture in our daily lives.

Goal: Make clear the important links between creativity and building sustainable businesses and communities, resulting in more intentional collaborations with leaders outside of the cultural sector.

Building Bridges: Strengthen partnerships and working relationships within the state.

Goal: Foster innovative collaboration between sectors (public, nonprofit, private) to attract and leverage increased investment in arts and culture throughout the state.

Research: Broadly promote reports, case studies and resources that impact the creative economy.

Goal: Develop and present arts and cultural economic and value documentation based on council research and grant making to leaders within the cultural sector, community and elected officials.

EDUCATION

A lifelong education in music, visual arts, theater, dance, literature and media empowers us to be well-rounded citizens, expands our ability to effectively communicate and provides us with 21st century job skills.

Strategic Actions

Funding: Deliver grant funding to quality arts and cultural programming that supports lifelong learning in, through and about arts and culture.

Goal: Expand the number of schools and learning centers engaged in agency funded arts education programs to ensure geographic and cultural diversity.

Leadership: Build broad public support for programs that throughout our lives support lifelong learning.

Goal: Engage in collaborations and partnerships with education service providers and entities outside the industry to expand reach and cultivate the next generation of leaders.

Message: Promote state education policies and local practices that support lifelong learning in, through and about arts and culture.

Goal: Increase the visibility of in-state models of arts education excellence resulting in a well-informed and interconnected sector.

Building Bridges: Strengthen partnerships and working relationships within the education system, government and community.

Goal: Build a network of cultural organizations, parents, classroom educators, art/culture specialists, teaching artists, school administrators and schools to support lifelong learning in, through and about the arts and culture.

Research: Support statewide data collection and analysis on the availability of, and access to, arts and culture-based education in schools and communities.

Goal: Utilize a state policy team and diverse statewide task force as partners in the development of updated and enhanced state public policies for arts education.