

Wyoming Arts Council Strategic Plan

Mission Statement

The Wyoming Arts Council provides leadership and invests resources to sustain, promote, and cultivate excellence in the arts.

Vision Statement

WAC envisions a Wyoming where the arts are integrated into the economy, education, and everyday life of its citizens.

Goal 1 – Generate Capacity Building Opportunities

Objective 1 – Restructure professional development programs and services offered to individual artists.

Objective 2 – Develop and implement professional development programs and services for arts administrators, volunteers, and staff.

Objective 3 – Develop and implement a structure to offer technical assistance to organizations and communities presenting the arts, such as board development, strategic planning, organizational development, fundraising, etc.

Objective 4 – Provide specific funding for capital construction planning.

Objective 5 – Build partnerships with state agencies to strengthen capacity building programs and services offered to artists and arts organizations, including Wyoming Business Council, Wyoming Department of Workforce Services, Wyoming Office of Tourism, etc.

Goal 2 – Implement a New Grant Structure

Objective 1 – Streamline grant categories and ease administrative burden on constituents and staff.

Objective 2 – Implement folk arts and underserved funding initiatives to large grants.

Objective 3 – Research, develop, and implement granting initiatives that align with WAC programs and services.

Objective 4 – Streamline constituent experience.

Goal 3 – Implement Health and Wellness Initiatives through the Arts

Objective 1 – Develop and implement arts programs and services for mental and physical health and wellness.

Objective 2 – Develop partnerships with businesses/corporations, non-profits, and government entities to provide arts programs and services for mental and physical health and wellness.

Objective 3 – Identify areas of focus (aging communities, veterans/PTSD, mentally disabled, Alzheimer's/dementia, etc.).

Goal 4 – Increase Outreach to Geographically Rural and Underserved Communities

Objective 1 – Develop and implement a pilot program for large arts organizations to present programs in rural and underserved communities.

Objective 2 – Target underserved rural communities with small, streamlined, grant funding to present programs and services in the arts.

Goal 5 – Strengthen Arts Education

Objective 1 – Develop and implement a strategy for STEM to STEAM initiatives.

Objective 2 – Working in collaboration with the Wyoming Department of Education, create a statewide, preK-16 /community partners arts education taskforce that will direct research and policy for arts education.

Objective 3 – Develop and implement an arts integration pilot program in both primary and secondary schools in targeted school districts.

Goal 6 – Grow and Support Independent Music

Objective 1 – Develop and implement programs and services to strengthen independent musicians.

Objective 2 – Develop and implement programs and services to strengthen the ability of venues to present independent music.

Objective 3 – Develop and implement a strategy that advocates the public value of creating a robust independent music scene.

Goal 7 – Diversify Funding Sources for the Arts in Wyoming

Objective 1 – Develop and implement a strategy for business/corporate partnerships.

Objective 2 – Develop and implement a structure to work towards endowments for literary, performing, and visual arts fellowships.

Objective 3 – Research and determine feasibility of possible funding initiatives (tax, lotto, cultural districts, etc.) to diversify funding for the arts.

Goal 8 – Grow and Support Folk and Traditional Arts

Objective 1 – Identify, develop, and implement services and programs based on needs identified from information gathered during the past 3 year (2012-2015), intensive, statewide cultural survey.

Objective 2 – Strengthen the mentorship program and build structures to expand the initiative to communities to implement at a local level.

Goal 9 – Expand Communications and Marketing

Objective 1 – Identify and implement messaging, design, and marketing strategies that increase the Wyoming Arts Council’s visibility, accomplishments, and constituent support.

Objective 2 – Make accomplishments visible to the public and policy makers.

Objective 3 – Equip arts organizations and their advocates with arguments, evidence, and talking points that underscore the benefits of investing in the arts.