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#NCArtsDay23 #Arts4AllNC #thecreativestateNC



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@ArtsNorthCarolina



ARTSDAY '23

APRIL 17 & 18 | RALEIGH, NORTH CAROLINA

Arts NC in 2023: Looking Back, Moving Forward



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#NCArtsDay23 #Arts4AllNC

artsnc.org



2022 Arts NC Board Retreat



- ❑ **Arts NC Board of Directors Retreat-** August 2022, Asheville, NC
 - ❑ Thanks: Arts AVL, Center for Craft, Wortham Center for Performing Arts
 - ❑ Facilitator: Katie Weeks from Armstrong McGuire
- ❑ **Defined and refined our Strategic Goals** to focus the work of Arts NC.



Arts NC Strategic Goals



1) Leadership: Arts NC works collaboratively and inclusively statewide to identify and champion the most critical arts advocacy issues for North Carolina.

2) Advocacy: Arts NC develops strong and influential relationships with advocates, community leaders, and elected officials to promote understanding of the valuable contributions the arts make to a vibrant North Carolina.

3) Diversity, Equity, Inclusion, & Accessibility: Arts NC works to amplify voices that have not been part of the conversation while prioritizing leadership, engagement, and inclusion in the arts of historically and systematically overlooked, marginalized, or excluded communities.

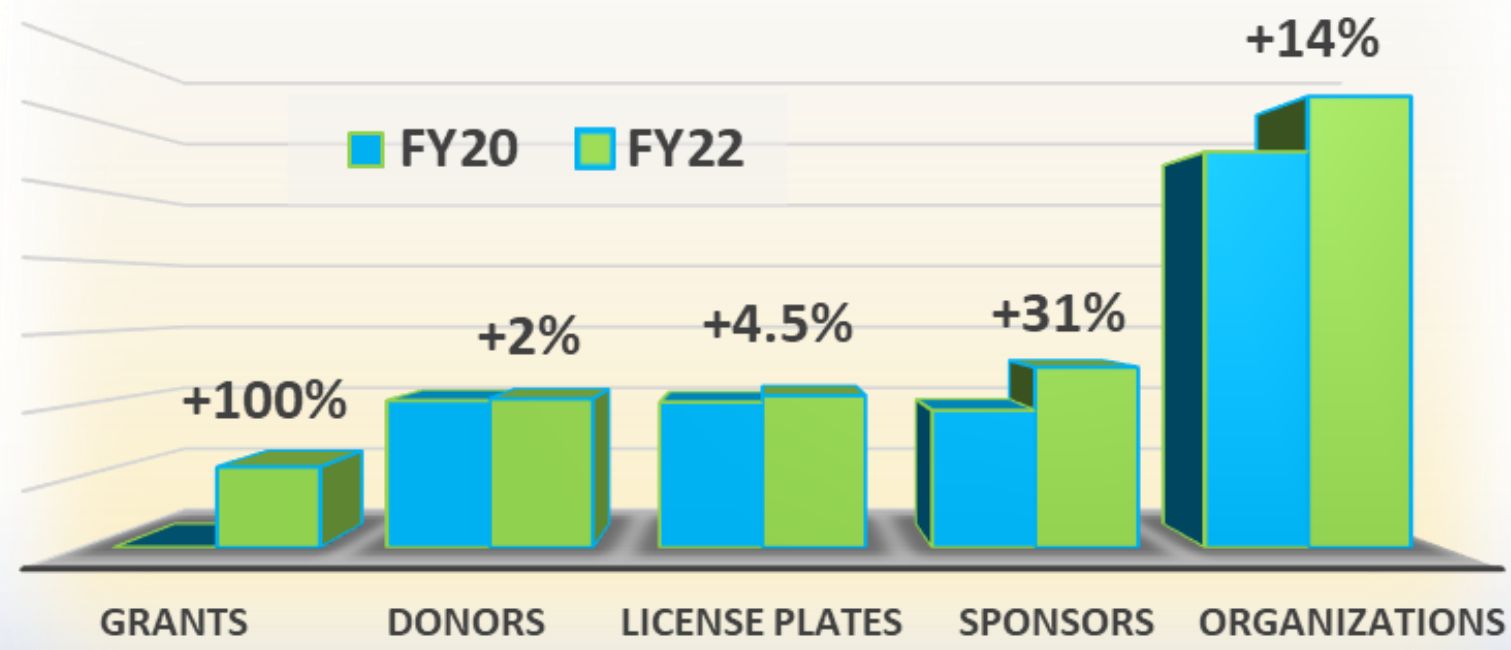
4) Organizational Strength: Arts NC focuses on its long-term sustainability by investing in organizational capacity and relevancy.



Organizational Strength

Arts NC focuses on its **long-term sustainability** by investing in organizational capacity and relevancy.

Arts NC Fiscal Growth FY20-FY22



- **25% increase in Total Revenue** from FY2020 to FY2022.
- **4+ Month Operating Reserve** placed in a higher yield account.



Diversity, Equity, Inclusion, and Accessibility

Arts NC works to amplify voices that have not been part of the conversation while **prioritizing leadership, engagement, and inclusion in the arts** of historically and systematically overlooked, marginalized, or excluded communities.





Diversity, Equity, Inclusion, and Accessibility

Accessibility

- ❑ **Entire Arts NC Staff attended** Leadership Exchange in Arts and Disability (**LEAD**) **Conference** in Raleigh.
- ❑ **Accessibility Committee-** Arts NC Board of Directors.
- ❑ **ARTS Day Initiatives**
 - ❑ CART Captioning, Large Print, Physical Accessibility, ASL Interpretation, Dietary Restrictions.
- ❑ **Planning Website Accessibility Evaluation-** Ablr.



Diversity

- ❑ **Diversity, Equity, & Inclusion Committee-** Arts NC BOD.
- ❑ **Arts NC Board of Directors**
 - ❑ **36% BIPOC, 77% women, 27% women of color.**
 - ❑ **Diverse geographically and professionally.**



Diversity, Equity, Inclusion, and Accessibility

Equity

- All Arts NC online content FREE to the public-** No Pay Wall
- Need-based ARTS Day Scholarship-** Unused Sponsor Benefits
- Student/Teacher ARTS Day Scholarship-**
Chief Joyce Dugan Cultural Arts Center
- Independent Artist ARTS Day Scholarship-** Artists Thrive
- Independent Artists Advocacy Cohort**
 - Paid Learning Cohort-** Artists Thrive.
 - All applicants accepted-** 55% identify as BIPOC.



Inclusion

Presenting diverse perspectives so that all feel welcome.

- ARTS Day 2021, 2022, & 2023 combined:**
 - Speakers: 42% BIPOC, 57% women, 31% women of color**
 - Artists: 77% BIPOC, 45% women, 36% women of color**



Leadership



Arts NC works collaboratively and inclusively statewide to **identify and champion the most critical arts advocacy issues** for North Carolina.





NC Statewide Organizations/Coalitions



ncarts.org



ncnonprofits.org



ncpresenters.org



nctc.org



artsaccessinc.org



ncmuseums.org



ncwriters.org



triangleartworks.org



Big 8 Arts Leaders (Urban Arts Councils)
Focus East (Arts Councils)
Piedmont Regional Arts Councils



NC Arts Education Leadership Coalition




NORTH CAROLINA CHAPTER
of the AMERICAN CHORAL
DIRECTORS ASSOCIATION

NCacoda



North Carolina Art Education Association
service • leadership • advocacy



NORTH CAROLINA - AMERICAN STRING TEACHERS ASSOCIATION




NORTH CAROLINA CHAPTER



NORTH CAROLINA
DANCE EDUCATION
ORGANIZATION



NC
MUSIC
Educators Association



North Carolina Theatre Arts Educators



North Carolina Theatre Conference



National Organizations/Coalitions



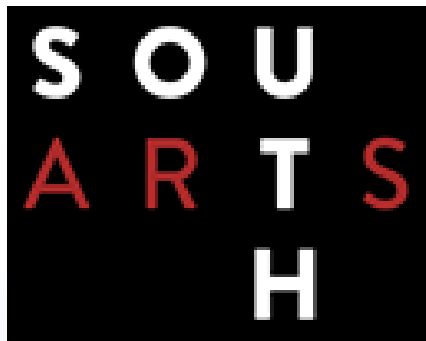
americansforthearts.org



arts.gov

National Assembly of
State Arts Agencies
KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

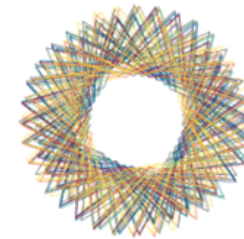
nasaa-arts.org



southarts.org



artists thrive.org



Creative States Coalition

Membership & Governance Committee

**Southern Arts
Advocacy Group**

Co-Chair

**Cultural Advocacy
Group (CAG)**

50+ National, Regional &
State Organizations

Policy Working Groups

- NEA Funding Brief
- Arts Worker Supports
- Arts & Infrastructure
- Artist Visas



Advocacy

Arts NC develops strong and influential **relationships with advocates, community leaders, and elected officials** to promote understanding of the valuable contributions the arts make to a vibrant North Carolina.





Joint Caucus on Arts and Arts Education

2023-2024 Caucus

- ❑ **33 in NC House** 28% (14 Reps & 19 Dems)
- ❑ **19 in NC Senate** 38% (11 Reps & 8 Dems)
- ❑ **Currently Recruiting Members for 2023-2024**

Arts NC Goals for the Caucus

- ❑ **Economic Impact and Value of the Arts**
 - ❑ Nonprofit Arts Sector & Creative Industries
 - ❑ Artists as Small Business & Creative Workforce
- ❑ **Grants and Programs of the NC Arts Council**
 - ❑ Statewide Grant Programs
 - ❑ Other Programs and Services
- ❑ **Arts Education**
 - ❑ Comprehensive Arts Education
 - ❑ Student Outcomes

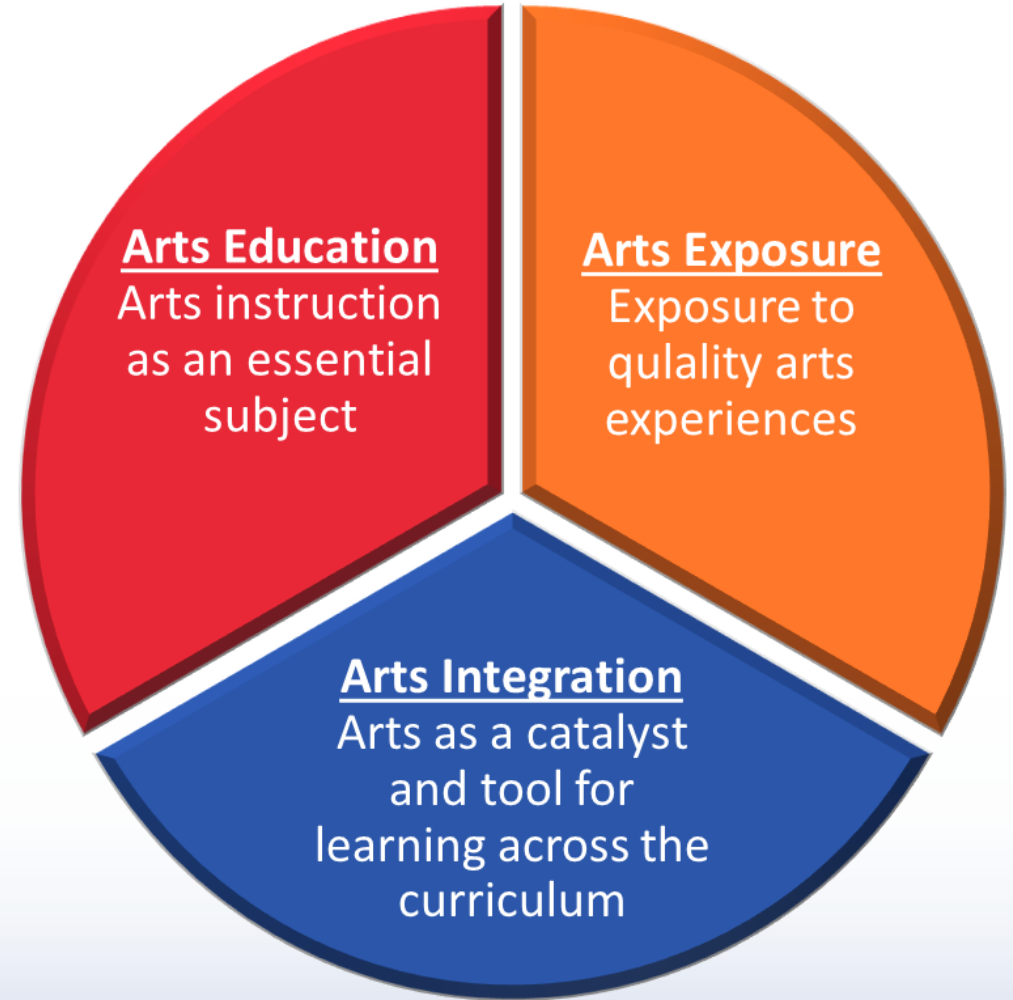




Arts Education

The North Carolina constitution grants each student the right to access to a **sound, basic education**, defined as providing a **competent, certified, well-trained teacher** in every classroom; a competent, well-trained principal in every school; and the **resources necessary** to support effective instructional programs to **meet the educational needs of all children.**

THIS INCLUDES THE ARTS!!





Arts in Education WEEK

Proclamation in support of

NORTH CAROLINA

Arts in Education
 WEEK
 SEPTEMBER 11-17, 2022

WHEREAS, arts education, including dance, media arts, music, theatre arts, and visual arts is an essential element of a complete and well rounded education for all students; and

WHEREAS, arts education enables all students to develop critical thinking and problem solving, imagination and creativity, discipline and collaboration, alternative ways to communicate and express feelings and ideas, and cross-cultural understanding, which support personalized pathways to academic success across the curriculum; and

WHEREAS, arts education contributes to increased attendance and graduation rates, elevates academic achievement, and prepares students for college, career, and citizenship readiness; and

WHEREAS, arts education supports personal growth outside of the classroom and increases a student's likelihood to participate in civic life, volunteerism, altruism, and community engagement; and

WHEREAS, to succeed in today's economy, students must develop skills that business leaders demand in a twenty-first century workforce such as communicating through words, images, sounds, and movement; and

WHEREAS, North Carolina supports statewide partnerships and cross-sector collaboration to promote and advance comprehensive arts education for North Carolina school children, including arts education, arts integration, and arts exposure; and

WHEREAS, the arts are an integral part of life in our state and are essential to a complete education, which contributes to the vibrancy and vitality of our communities; and

WHEREAS, our schools are charged with the education and development of well-rounded students;

NOW, THEREFORE, we, the member organizations of the Arts Education Leadership Coalition, do hereby proclaim September 11-17, 2022, as "ARTS IN EDUCATION WEEK" in North Carolina and urge all citizens to celebrate and acknowledge everyday but especially for this week that Arts Education is essential to every student's education in North Carolina.

IN WITNESS WHEREOF, we have hereunto added our organizational logos on this the eighth day of September in the year two thousand twenty-two.



- ❑ [NC Arts in Education Week Proclamation](#) from NC AELC.
- ❑ [Celebrate Excellence](#) in Arts Education with NC AELC.
- ❑ [Social Media Campaign](#) reached 11.6k on Facebook alone.
- ❑ [ArtsEdNC.org](#) with NC AELC for Information & Resources.
- ❑ [Marching Bands](#) on Halifax Mall at NC Government Complex





NC AELC: ArtsEdNC.org

Arts ARE Education Proclamations

Arts ARE Education, is a national initiative for local arts education advocacy. One of the primary tools is a simple resolution that can be adopted by local school districts to document a commitment to "maintain and grow arts education programs in the 2021-2022 school year and beyond." To date, seven districts in North Carolina have passed Arts ARE Education proclamations, more than any other state. The Local Education Agencies (LEAs) that have adopted the Arts ARE Education Proclamations are:

- Charlotte-Mecklenburg Schools
- Chatham County Schools
- Davidson County Schools
- Rockingham County Schools
- Stokes County Schools
- Wake County Public School System
- Vance County Schools

There is never a bad time to engage your Superintendent and/or Local School Board and ask them to formally recognize the value of arts education and commit to "maintain and grow arts education programs in the 2021-2022 school year and beyond."

Seeking support for the Arts ARE Education Board of Education Resolution is a great opportunity to build relationships with school leadership. The following easy steps were drafted by James Daugherty, Advocacy Chair of NC Music Educators Association which were used to pass the Davidson County Schools resolution and that could be used in most school districts to gain support for the proclamation:

1. Identify the person who typically sets the agenda for the Board of Education meetings. (Typically this would be the Superintendent or their designee). If you do not know the Superintendent well, this is a great opportunity to "share your story" and thank them for all they've done to keep schools safe and moving forward.
2. Make contact with the person by introducing yourself, your role/association with the school district, and information about <https://www.artsareeducation.org> and then ask for their support in requesting the Board of Education consider their visible support for arts education by passing a resolution/proclamation of support. Explain why this is important to you and the importance of having students, parents, and the community see this documented support for the arts. (Sample Superintendent request letter below)
3. Offer to craft the resolution/proclamation (using the website document as a facsimile or edit based on school district needs <https://www.artsareeducation.org/our-resolution>) as a Google doc or Word doc and share in advance so that the Board can pass as presented or make any edits/changes.
4. Share the newly crafted resolution/proclamation and ask you could be notified which Board meeting agenda this may appear. You might also offer to speak or share thoughts at the Board meeting on behalf of the document if you feel comfortable.
5. Once the proclamation/resolution is passed, thank all those involved with a personal email. Parts of the "Superintendent request letter" below could be used to thank the Board and others.
6. Let Arts ARE Education know by entering the details of your LEA and resolution (<https://www.artsareeducation.org/our-resolution>) so that the entire country can celebrate your success! Also, be sure to email us at info@artsnc.org so we can celebrate your achievement as well!

This will also help to position arts education in your district for federal Elementary and Secondary School Emergency Relief (ESSER) funding from the American Rescue Plan (ARP) as well as other funding from federal, state, and local sources.

ESSER Resources and Advocacy Toolkits

Accessing Federal Funding to Support NC Arts Education

Accessing Federal Funding for Arts Education

Accessing Federal Funding to Support NC Arts Education

ESSER III Funding

Watch on YouTube

AELC Recommended Arts Uses for ESSER Funding

EdTA ESSER Guide to Funding

NAFME ESSER Toolkit

NFHS Return to Music Guide

CASEL SEL ARP Policy Brief

Arts Ed NJ CARES Act Funding Guidance for Arts Education

NAEA Town Hall: ESSER Funds, Arts Education, and You!



Local Arts Councils

Greatest American (Arts) Heroes



- Often a Local Advocacy Leader.
- Mission focused on entire arts community.
- Partnerships with arts organizations, artists, and arts supporters.
- NC is the birthplace of the Arts Council & has a prolific statewide network of Local Arts Agencies. (76 of 100 counties)
- New Arts NC County Level Data Project
- Support them so they can support us all.
- Many new faces. Many new opportunities.



Surveys & Events



Meet & Greets/Receptions

- Elected Officials OR Candidates
- Presentation and Performance
- Toolkit: artsnc.org/advocacy/election-portal/arts-candidate-forums-events/

Candidate Forums/Debates

- Make arts an issue during election.
- Engages candidates & community.
- Toolkit: artsnc.org/advocacy/election-portal/arts-candidate-forums-events/

Candidate Surveys

- Educating candidates and voters.
- Toolkit: artsnc.org/advocacy/election-portal/candidate-survey-toolkit/



\$1 for the ARTS (per capita)

“**\$1 for the ARTS** is not this year’s goal... it is **OUR GOAL until it is OUR REALITY.** This is not just what we want, it is what North Carolina **DESERVES.**”

It may take several sessions of the NC General Assembly to achieve, but it is an investment that is needed and warranted based on the strength of North Carolina’s artists and cultural organizations.”

Nate McGaha, 2018



Robert Bush
1952-2022



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