

CORE VALUES

SFCA holds these values to be true to its mission and organization:

- In our programs, initiatives and acquisitions, we celebrate and emphasize the cultural richness and diversity of Hawai'i.
- We believe that a thriving culture and arts community and broad access to culture and the arts throughout the state are necessary in order for there to be a rich and fulfilling quality of life.
- We have a unique responsibility to perpetuate and encourage the culture and arts of the host culture and indigenous artists and practitioners.
- We support the appreciation and practice of the arts by people throughout their lives.

THE ARTS AFFIRM LIFE



FIVE STRATEGIC PRIORITIES



I. To provide leadership and advocacy for culture and the arts in Hawai'i, and to promote better collaboration and communication between SFCA, the culture and the arts community, the business community, policy-makers and the general public

ACTION ITEMS:

Leadership and Advocacy

- a. Encourage the capacity and leadership development of the culture and arts community

Collaboration and Communication

- a. Develop and implement a broad-based communications strategy to connect the arts community with the business community, policy-makers and the general public
- b. Consolidate recognition and awards programs to provide a higher profile for awardees and promote collaboration among groups and art forms

Operational

- a. Align SFCA programs and staff to better serve the mission and various publics
- b. Include collaboration and communication as best practices in how we implement other priorities and programs

Special Initiatives

- a. Conduct a pilot project to connect the culture and the arts community with the visitor community, in partnership with other state and private agencies and groups serving the visitor industry
- b. Develop and promote the Hawai'i State Arts Museum (HiSAM) as a major capital and program platform for arts education, the promotion of culture and the arts, the recognition of Hawai'i's artists and practitioners, and the visibility of the arts to residents and visitors



1. Establish a 5-year development and marketing plan
2. Assess the potential of revenue programs and private sector (individual and group) funding
3. Assess and align operational and staffing needs, including an assessment of the governance of the museum and its programs
4. Incorporate the 5-year strategic priorities into HiSAM exhibits, projects and special events
5. Define and implement the role of SFCA and HiSAM in the advancement of the Honolulu Cultural District



II. To increase funding in support of the culture and arts community and SFCA's overall mission

ACTION ITEMS:

- a. Conduct an inventory and benchmark assessment of the culture and arts funding needs, availability, sources, existing and projected funding
- b. Research and develop alternative streams of funding and funding structures, such as a cultural trust, federal funds, and a Friends of SFCA organization; begin the effort concurrently with the needs assessment, and in partnership with the culture and arts community
- c. Promote the economic and socio-cultural impact of the arts to opinion makers, potential funders, and the general public

Operational

- a. Recognizing that fundraising is a new priority, clarify the purposes and responsibility for generating funds
- b. Assess the effectiveness of the grant funding program
- c. Assess the effectiveness and structure of the one percent earmark from the construction of public capital improvements for art acquisition



III. To reach people with limited access to culture and the arts, especially rural communities and the Neighbor Islands

ACTION ITEMS:

- a. Identify populations in the State that have limited access to culture and the arts
- b. Travel special exhibits and establish a collection loan program
- c. Ensure that art from the Neighbor Islands and special populations are represented in commissions, acquisitions and displayed art
- d. Ensure that permanent works of art are commissioned in rural communities and the Neighbor Islands
- e. Assess barriers to artists and practitioners with disabilities

Operational

- a. Assess and improve the effectiveness of field, outreach, extension and partnership programs, including technical support for the application of SFCA grants
- b. Promote the interactive use of the website



IV. To undertake initiatives focusing on Native Hawaiian culture and the arts, in partnership with the Hawaiian culture and arts community and interested organizations

- a. Focus and strengthen public support for indigenous culture and the arts, and indigenous artists and cultural practitioners

- b. Strengthen SFCA's institutional knowledge and staff expertise
- c. Support the inclusion on the Commission of a traditional practitioner and a Native Hawaiian representative
- d. Develop partners and promote Hawai'i as a venue for the Festival of the Pacific Arts in 2008



V. To advance the goal of ensuring that the arts are integral to the education of every student in Hawai'i

ACTION ITEMS:

- a. Support the development, distribution and training for the A.R.T.S. FIRST Toolkit and Curriculum for classroom teachers, artists and arts educators
- b. Increase the quality of design and implementation of the artist residency program for pre K-12
- c. As appropriate, include professional development opportunities for teachers as a part of SFCA-sponsored programs

STRATEGIC PLAN PREFACE

Every five years, the State Foundation on Culture and the Arts (SFCA) adopts a strategic plan to guide its efforts.

This plan was developed during a period when Hawai'i appeared to be emerging from a ten-year economic slump and then, along with the rest of our nation, was faced with the harsh realities and impacts of war in the Middle East.

We acknowledge two parallel thoughts during these trying times. The first is that *the arts affirm life* – a principle that multiplies in value when the weight of the world is greatest. The second is that *in a democratic society, government has an important role in supporting culture and the arts for the benefit of all people.*

These values are embodied in the Preamble of the State Constitution, in which the people of Hawai'i resolve "to nurture the integrity of our people and culture, and to preserve the quality of life that we desire."

This responsibility may change in form when resources are constrained, but it must not diminish. Human creativity, freedom of expression and island vitality define and uplift us as a community. So we confront the universal artistic paradox – that *the arts are most needed when resources are most scarce.*

Through this plan, we recommit our energy and refocus our direction. Our culture and our arts, like the society they reflect, must not merely survive. They must prevail.

STATE FOUNDATION ON CULTURE AND THE ARTS

STRATEGIC PLAN 2003 - 2008

THE MISSION OF THE STATE FOUNDATION ON CULTURE AND THE ARTS

To promote, perpetuate, preserve, and encourage culture and the arts, history and the humanities as central to the quality of life of the people of Hawai'i.

Established in 1965.

STATE FOUNDATION ON CULTURE AND THE ARTS HAWAII STATE ART MUSEUM

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