

PREFACE

Every five years, the Hawai'i State Foundation on Culture and the Arts adopts a strategic plan to guide its efforts.

This plan was developed during a period of great international uncertainty and the early stages of a slowing in the local economy after a period of relative economic prosperity. It is perhaps because these sobering realities impact all facets of our lives that we are acutely reminded of the value of creative expression, the expansiveness of innovation, and the spirit of cultural vitality. Once again, the arts are most needed in times of scarcity and peril.

Through this plan, we recommit our energy and refocus our direction.

We understand:

- Culture and the arts are valuable to Hawai'i's economy, the educational achievement of Hawai'i's children, innovation, and the general well being of its people.
- Hawai'i is a leader in national arts legislation and its unique contributions to the diversity of national and international arts and culture must be nurtured and encouraged.

It is our art. The Hawai'i SFCA, through its support of Hawai'i artists, arts organizations and the Hawai'i State Art Museum, makes art educational and entertaining for all people.

CORE VALUES

HSFCA 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 embrace 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.

We recognize and promote excellence.

MISSION

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.



HAWAII STATE FOUNDATION ON CULTURE AND THE ARTS

HAWAII STATE ART MUSEUM

No. 1 Capitol District Building
250 South Hotel Street, 2nd Floor

Honolulu, Hawai'i 96813

Fax 808-586-0308

TDD 808-586-0740

Website www.hawaii.gov/sfca

HSFCA

Phone 808-586-0300

HISAM

Phone 808-586-0900

STRATEGIC PLAN

2009 – 2013



THE ARTS AFFIRM LIFE



2009 – 2013

Five Strategic Priorities & Action Items

1 To develop and provide resources, leadership, advocacy and awareness in support of culture and the arts in Hawai'i

ACTION ITEMS:

- Identify and seek more funding resources in support of culture and the arts, particularly for the Biennium Grants Program
- Develop partnerships for funding, programs, and broadening the impact of HSFCA's efforts (with state agencies, national and regional organizations, arts organizations, and communities)
- Maintain a clear and substantive relationship with funders, including the Hawai'i Legislature, National Endowment for the Arts, and the private sector
- Provide training for and collaboration with constituency leaders to better reach our core constituencies
- Encourage professional development and capacity-building opportunities for arts organizations, cultural groups, and individual artists
- Establish a systematic process to recognize excellence in arts and culture
- Represent Hawai'i in national and regional arts organizations, boards and committees, including hosting the National Assembly of State Arts Agencies and the Western States Arts Federation meetings

2 To increase access to culture and the arts, especially to Neighbor Island and underserved communities



ACTION ITEMS:

- Seek new sites for relocatable works of art and commissioned works on Neighbor Islands and increase the rotation of the collection
- Develop traveling exhibitions and interactive experiences
- Ensure that permanent works of art are commissioned in rural communities and the Neighbor Islands
- Develop and conduct Request for Proposal grant process for the Temporary Assistance for Needy Families' funds to ensure funds target underserved communities and organizations
- Conduct an open call for Requests for Proposals specifically targeting Neighbor Islands and underserved communities
- Digitize collections and program information, with web access
- Create a cultural community scanning program to better understand their needs and opportunities

3 To focus on encouraging and enhancing Native Hawaiian culture and arts, artists and practitioners



ACTION ITEMS:

- Establish practical partnerships that extend the scope and reach of core programming
- Focus and strengthen public support for indigenous culture and the arts and indigenous artists and cultural practitioners
- Seek opportunities to purchase relocatable works of art
- Sponsor regular indigenous art exhibits at HiSAM
- Develop economic opportunities for traditional artists and practitioners as part of HiSAM and HSFCA programs and venues
- Develop and establish criteria for identifying master artists of traditional art forms
- Celebrate the 25th anniversary of the HSFCA Folk Arts Program (2009) through related exhibit, artist gatherings and public events

4 To increase opportunities for arts education and experiences, especially for pre-K-12 grade level students



ACTION ITEMS:

- Continue, expand, improve professional development opportunities for teachers and artists
- Further develop and evaluate the quality of the Artists in the Schools program
- Increase opportunities for Artists in the Schools' projects on the Neighbor Islands
- Promote and increase opportunities to work with and through the ARTS FIRST Partnership
- Explore ways to link compatible programs with arts education focus—e.g., developing a folk arts' teachers and practitioners roster for the schools

5 To develop the Hawai'i State Art Museum as "the people's museum" and fulfill its potential in furtherance of HSFCA's mission and priorities



ACTION ITEMS:

- Increase attendance and participation in HiSAM activities with the goal of matching attendance levels of comparable museums by 2012
- Extend the resources and brand of HiSAM to the Neighbor Islands through traveling exhibits and interactive experiences
- Develop and implement a staffing, volunteer and program plan in coordination with Friends of HiSAM to meet program and participation targets
- Develop a facilities master plan, integrating exhibition, educational, experiential and support needs
- Develop the public's virtual access to exhibits, programs, and educational information
- Implement multi-year plan for private, corporate and foundation funding support through the Friends of HiSAM