

Hawai'i State Foundation on Culture and the Arts

2019-2023

Strategic Plan



Promote • Perpetuate • Preserve

culture and the arts in Hawai'i



HAWAI'I
STATE FOUNDATION on
CULTURE and the ARTS

Executive Summary

The Hawai'i State Foundation on Culture and the Arts (SFCA) was established by the Hawai'i State Legislature in 1965 as the official arts agency of the State of Hawai'i. Since its inception the SFCA has worked to enrich the lives of Hawai'i residents and visitors through arts and cultural programming and initiatives.

In 2017, the SFCA engaged in a focused and inclusive planning process to secure broad community input. We contracted with Pacific Policy Research Center (PPRC), a nonpartisan, non-profit research and evaluation group to conduct a comprehensive needs assessment and environmental scan, and to additionally work with the SFCA Commissioners and staff to develop a set of needs-responsive strategic priorities and implementation guide.

PPRC gathered feedback from a spectrum of stakeholders, including arts and cultural organizations, independent artists and cultural practitioners, arts educators, SFCA Board of Commissioners and staff, law makers, and the broader community. Approximately 650 stakeholders participated in the data collection process across Hawai'i Island, Kaua'i, Lāna'i, Maui, Moloka'i, and O'ahu. Findings from the community suggest broad support for increased funding for arts education, community programming, and individual practitioners; the desire among neighbor island and rural communities to become more self-driven and organized with the help of the SFCA; the desire to see a greater diversity of disciplines/mediums and cultures represented in Hawai'i's arts scene; and support for the SFCA to expand its partnering, communication, and outreach efforts to generate opportunities and build greater public appreciation for culture and the arts.

The priorities set forth are reflective of broad community input and the good thinking of the SFCA Commissioners and staff. In adopting these priorities and accompanying strategies, the SFCA intends to strengthen existing programs and services, pursue new initiatives, embrace a culture of transparency and accountability, and set and meet benchmarks that communicate our intentions clearly to our staff, partners, and the broader community.

The SFCA will measure success against a set of performance metrics put forth in the SFCA Strategic Priorities Implementation and Monitoring Plan. This plan identifies resources, activities, milestones, and measurable outcomes to allow both the SFCA Commissioners and staff to evaluate, report, and act on identified successes and challenges. The SFCA will report on progress at regular commission meetings and in the SFCA Annual Report. The SFCA is thankful for the thoughts, concerns, and recommendations shared and looks forward to strengthening and broadening participation in the arts through strategic engagement, performance management, exhibition, grantmaking, and programming.

SFCA Strategic Priorities 2019-2023

Culture

Support, foster and celebrate the artistic expressions of Hawai'i's diverse cultures and communities.

Engagement

Enhance public engagement in culture and the arts.

Education

Strengthen arts education for all learners.

The Arts

Enrich the public sphere through the arts.

Vision

We envision a thriving and vibrant Hawai'i enriched by culture and the arts.

Mission

To promote, perpetuate, and preserve culture and the arts in Hawai'i.

Values

1. We celebrate and emphasize the cultural richness and diversity of Hawai'i.
2. We believe in equitable access, transparency, and community-based decision making.
3. We share in the responsibility to perpetuate the Native Hawaiian culture and the arts.
4. We view art and cultural engagement as critical to the educational, economic, and social well-being of individuals, communities, and the State of Hawai'i.

2019-2023 Strategic Priorities

Culture

Support, foster, and celebrate the artistic expressions of Hawai'i's diverse cultures and communities.

Engagement

Enhance public engagement in culture and the arts.

Education

Strengthen arts education for all learners.

The Arts

Enrich the public sphere through the arts.

Culture

Support, foster and celebrate the artistic expressions of Hawai'i's diverse cultures and communities.

Objectives

1.1 Honor and support Native Hawaiian culture, arts, artists, and cultural practitioners.

Strategies

- a. Strengthen relationships with the Native Hawaiian community-based organizations based upon shared values and commitment to the arts, culture, education, community, and 'āina.
- b. Regularly liaise with representatives from community organizations serving Native Hawaiians to identify arts and culture-related needs and opportunities for Native Hawaiian communities.
- c. Actively encourage, support, and acknowledge Native Hawaiian culture through grants, initiatives, exhibitions, and acquisitions.

1.2 Advance cultural arts education and creation.

Strategies

- a. Work with cultural practitioners and arts educators including traditional folk artists, to cultivate, refine, and share their creative practice/craft.
- b. Strengthen intergenerational learning and arts mentorship opportunities.
- c. Provide audiences of diverse ages and backgrounds with opportunities to deepen understanding about Hawai'i's evolving cultural heritage and history.

Engagement

Objectives

2.1 Increase access to diverse arts and cultural programs for underserved groups and for areas where the arts are scarce, non-existent, or vulnerable.

Strategies

- a. Promote artistic and cultural activities that focus on underserved communities and populations.
- b. Pursue partnerships with museum associations, arts, performance, and cultural organizations to deliver statewide programs and services.
- c. Pursue partnerships with public and private non-arts entities for the purpose of cross-sector collaboration.
- d. Expand and nurture relationships with geographically diverse and media-specific arts organizations.

2.2 Build community capacity for creativity, innovation, and lifelong participation in culture and the arts.

Strategies

- a. Collaborate with community organizations to develop community engagement strategies across the state (e.g. formation of professional learning communities).
- b. Learn about, pursue and disseminate tools and resources (e.g. innovations and best practices, arts legislation, funding opportunities, publications) to advance culture and the arts across Hawai'i.
- c. Expand statewide opportunities for participation in culture and the arts through SFCA programs.

- d. Provide support and opportunities for communities to organize, advocate, and pursue opportunities in culture and the arts (e.g. technical assistance, meetings, forums).

2.3 Broaden public awareness and appreciation of the arts.

Strategies

- a. Maximize outreach and communication strategies to promote arts events, programs, and resources.
- b. Raise public awareness of how the arts contribute to the economic, social, and scientific life of Hawai'i.
- c. Increase the public profile of the arts through award and recognition programs, and other celebrations of excellence.
- d. Collaborate with partner and community organizations to increase access, reach, and visibility of culture and the arts statewide.

Education

Strengthen arts education for all learners.

Objectives

3.1 Strengthen and expand programs and collaborations that bring high-quality arts education to the lives of students throughout the state.

Strategies

- a. Ensure the equitable distribution of SFCA resources to support arts education in high-needs and underserved areas.
- b. Develop, deliver, and evaluate high quality arts education programming.
- c. Collaborate with the Hawai'i Department of Education, Hawai'i Public Charter Schools Network, and private and community organizations to identify opportunities to increase the number of students receiving SFCA supported projects.
- d. Invest in training for diverse arts education stakeholders to cultivate the next generation of arts educators.
- e. Annually map and report on students and schools served through SFCA and Grantee programming.

3.2 Enhance partnerships with arts and education organizations (local, state, and national) to develop, align, and promote policies supporting K-12 arts education.

Strategies

- a. Continue to collaborate with the ARTS FIRST Partners (AFP) to meet statewide arts education goals in the AFP strategic plan.

- b. Strengthen SFCA Commissioner, staff, and grantee partnerships with local, state and federal arts education policymakers, and organizations (e.g. legislators, Governor's Office, Western States Arts Federation, National Endowment for the Arts) through information sharing, hosted receptions, conference attendance and presentation, Art @ the Capitol, and other avenues.

3.3 Expand community-based education programs and opportunities.

Strategies

- a. Deliver arts learning opportunities through programs, projects, and grants.
- b. Collaborate with public and private entities state-wide to strengthen out-of-school arts education programming on the neighbor islands and in rural areas of O'ahu.
- c. Support the development of emerging artists by facilitating professional learning opportunities and apprenticeships.

The Arts

Objectives

4.1 Maximize public access and exposure to quality arts experiences.

Strategies

- a. Manage the Art in Public Places (APP) program using proven, effective, and innovative practices (e.g. update policies/procedures, enhance web-based collection, experiment with exhibition models).
- b. Maximize the geographic reach of arts exhibitions, performances, and events throughout the state (e.g. traveling and “pop-up” events, leverage partnerships and collaborations).
- c. Invest in audience research to expand resident and visitor participation in the arts.
- d. Coordinate programs, exhibitions, and events to capitalize on audience interests and engagement.
- e. Connect local audiences to the arts and cultures of places beyond Hawai‘i.

4.2 Interpret the APP collection to generate relevant, meaningful and informative art experiences for Hawai‘i residents.

Strategies

- a. Revisit curatorial goals and procedures to ensure that collections represent Hawai‘i’s cultural and geographic diversity.
- b. Factor relevant trends, perspectives, and research when interpreting exhibitions, with the aim of expanding public understanding of the APP collection.
- c. Increase public understanding of how local communities celebrate the arts and benefit from arts engagement.

- d. Share knowledge and research through exhibitions, forums, publications, and web-based media.
- e. Explore how technology can facilitate innovative artistic and cultural experiences for the public.

4.3 Aspire to a standard of excellence that ensures Hawai‘i State Art Museum’s (HiSAM) place as a center of Hawai‘i’s artistic and cultural life.

Strategies

- a. Present compelling exhibitions and programs.
- b. Strengthen and deepen HiSAM’s engagement with the community.
- c. Strengthen HiSAM’s brand for residents and visitors.
- d. Ensure HiSAM exhibits are accessible to diverse audience (geographic, socio-economic, linguistic).

4.4 Foster the breadth of Hawai‘i’s artistic genres, media, and practitioners.

Strategies

- a. Increase sponsorship and recognition of performing, literary, public, and contemporary arts (e.g. music, dance, drama, poetry, dance, installation, multi-media, graphic, design, etc.).
- b. Seek collaborations with public and private entities to bring diverse arts experiences to Hawai‘i’s communities and showcase Hawai‘i’s artists outside of Hawai‘i.
- c. Host needs-sensing events in rural and underserved communities to learn from local artists and deepen exposure to varied artistic mediums.