

State of Alaska FY2002 Governor's Operating Budget

Department of Education and Early Development
Alaska State Council on the Arts
Component

Component: Alaska State Council on the Arts

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Component Mission

To encourage lifelong participation in the state's artistic diversity.

Component Services Provided

1. Issue and administer grants in nine categories to stimulate artistic development throughout Alaska.
2. Assist emerging and established artists and arts organizations in developing marketable cultural experiences.
3. Promote statewide Arts Education activities through grant and service programs.
4. Manage the Native Arts Program
5. Oversee the Silver Hand program to promote and authenticate Alaska Native arts and crafts
6. Develop private-public partnerships and alternative funding sources to support the arts.
7. Coordinate initiatives to develop Alaska's vast culturally based tourism and economic development potential.
8. Promote the role of the arts as an industry that enhances and sustains the unique cultures of Alaska
9. Provide technical assistance to the field through workshops, training, networking and information services.
10. Maintain and manage the Alaska Contemporary Art Bank loan collection.
11. Provide coordination and support for the Percent for Art program.

Component Goals and Strategies

ARTS IN EDUCATION

The Arts in Education program promotes the teaching of the arts as an integral part of life and basic education through direct access to opportunities for cultural, historical, creative and appreciative experiences.

- I. Increase opportunities for artists, students, and teachers to experience and practice art skills and ideas.
 - A. Seek additional funding sources to expand the number of schools served through the residency program.
 - B. Develop a new Artists in Schools category for schools with little or no arts curriculum to involve more intensive arts training and curriculum development work with teachers, administrative staff and community members.
 - C. Utilize technology to develop and provide distance delivery of arts education to rural Alaska.
- II. Encourage arts-related professional development opportunities for artists and educators.
 - A. Incorporate teacher-training and curriculum development components into residencies.
 - B. Develop opportunities for in-service programs in arts education with school districts statewide.
 - C. Restructure incentive grant program to fund arts education teacher training and curriculum development programs throughout the state.
 - D. Promote the use of AIE grants for professional development workshops and other programs, including summer academies.
- III. Increase artist participation in the AIE program and update, expand and improve the Artist Talent Bank.
 - A. Implement a new program to identify artists qualified to teach arts curriculum development as well as residencies.
 - B. Expand the number of Alaska Native artists represented in the Talent Bank working closely with ASCA staff and the Native Arts panel to identify traditional Alaska Native art forms and artists.
 - C. Continue to improve presentation of materials in the Talent Bank catalog to meet the needs of the field.
 - D. Annually evaluate the compensation paid artists in the AIS program and adjust when necessary.
- IV. Assist educators, administrators, schools and communities in hosting AIS residencies and establishing permanent Arts Education programming.
 - A. Encourage artist residencies and other arts education programs that sustain local cultural values.
 - B. Identify and document model arts-in-education programs, and recognize schools and districts that support such programs.

- C. Encourage arts curriculum development through technical assistance, and assist districts in adapting model programs to their needs.
 - D. Assist districts in understanding and implementing the "Blueprint".
 - E. Simplify application forms and evaluation documents for reporting.
- I. Improve access to arts education resources.
- A. Develop a resource list of artists and educators qualified for teacher training and curriculum development.
 - B. Promote Arts Curriculum Lending Library: make high quality resource materials available to educators throughout the state.
 - C. Print additional copies of the "Blueprint" for distribution to schools and districts.
 - D. Develop and maintain arts education tools and resource listings on the ASCA website.
- II. Develop and strengthen partnerships with other agencies to advance arts education goals.
- A. Develop a strong partnership with the Alaska Alliance for Arts Education and cooperatively develop and pursue arts education goals.
 - B. Work to develop community partnerships between local arts organizations and schools.
 - C. Continue to work with museums, school districts, universities, associations and groups to advocate for arts education.
 - D. Develop a mechanism to broadly communicate information and ideas concerning grants and programs for professional development.
 - E. Seek new and creative ideas and partnerships for special projects, grants and other cooperative efforts.
 - F. Strengthen relationships with, and cooperation and support from the Alaska Department of Education and Early Development for AIE programs including teacher training and curriculum development.
- VII. Continually improve the AIE program's activities and strategies through planning and evaluation.
- A. Seek expert advice through planning sessions with arts education professionals, and AIE advisory and review panels.
 - B. Communicate regularly with the ASCA Executive Director and ASCA members to assess needs and progress.
 - C. Solicit evaluations from artists in schools coordinators, administrators, and artists involved in residencies.
 - D. Solicit ideas and suggestions for improvements from partner organizations, grant applicants, administrators, artists, teachers, and others.
 - E. Seek additional funding sources for all AIE programs.
- VIII. Strengthen and promote the AIE program through public relations, marketing, networking and advocacy.
- A. Actively publicize the AIE grant and service programs through available media.
 - B. Encourage schools to publicize and promote their residencies.
 - C. Write, print and distribute an annual newsletter.
 - D. Schedule visits to AIE residency sites by staff, ASCA members and community leaders.
 - E. Encourage public and legislative support for arts in education by providing information to legislators and others concerned about arts education.
 - F. Provide information, applications and support to PTA's, schools, and other organizations promoting arts in education.

ALASKA NATIVE ARTS

The Council's Native Arts program promotes the perpetuation and recognition of Alaska Native arts and cultural traditions.

- I. Strengthen and increase participation in the Master Artist and Apprenticeship program.
- A. Foster and increase the number of apprenticeships awarded targeting a variety of art forms especially those that are endangered.
 - B. Document all apprenticeships through photographs and interviews.
 - C. Investigate development of a bi-annual publication or exhibit of completed work.
 - D. Develop a tracking system for each apprenticeship to alleviate problems and assist in project completion.
 - E. Build public awareness of the program through advertising, public information and promotion.
 - F. Seek feedback from the field on possible revisions and/or improvements to the program.
- II. Improve effectiveness and viability of the Silver Hand program
- A. Make changes to the governing rules and regulations of the Silver Hand program based on recommendations of advisory panels and ASCA staff.

- B. Clarify the role of Silver Hand agents and revise fee structure.
- C. Investigate feasibility of developing a multi-tiered system based on experience level of artists.
- D. Develop and publish a Silver Hand registry to help retailers/wholesalers identify Silver Hand artists.
- E. Develop a program budget and investigate alternative funding sources including registration fees.
- F. Create opportunities to bring together SilverHand artists and retailers to increase sales possibilities.
- G. Develop a retailer/wholesaler mailing list and actively communicate program goals to these constituents.
- H. Implement a public information campaign to raise awareness of the Silver Hand program.

III. Encourage and champion arts-related economic development opportunities for artists and communities.

- A. Provide training and resources to assist artists in getting their work to market and securing good prices.
- B. Assist communities in developing viable cultural tourism and other arts-related economic development opportunities.
- C. Partner with statewide, regional and local organizations to develop initiatives to advance Alaska Native Arts as a viable enterprise.
- D. Promote the Alaska Native Arts industry throughout the state.

IV. Provide technical assistance, outreach and services to artists, arts organizations and community groups to develop Native Arts projects and programs.

- A. Maintain frequent communication with the regional museums/culture centers by hosting a list-serve and monthly teleconferences.
- B. Assist artists and arts organizations in applying to Council grant programs and work to increase funding available for Native Arts projects.
- C. Create opportunities to assist communities in developing viable cultural tourism and other arts-related economic development opportunities.
- D. Provide technical assistance in grant writing, curatorial practices, etc. to culture centers, artists, arts organizations and community groups.
- E. Attend major conferences and gatherings to provide information on grants and services available to promote and advance Alaska Native arts and culture.
- F. Maintain a database of Alaska Native Artists including Silver Hand artist enrollment.

V. Seek community feedback and expert advice to strengthen program services and goals.

- A. Convene a diverse group of individuals to serve on panels to evaluate relevant grant applications and advise the Council on policy issues relating to Alaska Native arts, underserved and Silver Hand program areas.
- B. Solicit comments and suggestions from the field on a regular basis through interviews, questionnaires and public comment.

VISUAL ARTS

- I. Increase visibility, public appreciation and opportunities for Alaskan visual artists.
 - A. Develop relationships with non-profit and for-profit entities to stimulate economic opportunities for artists.
 - B. Provide training in marketing and business practices for artists.
 - C. Expand the Alaska Contemporary Art Bank through regular acquisitions of new work.
 - D. Develop a traveling visual arts show to promote Alaskan artists.

II Strengthen and revitalize the Percent for Art program.

- A. Pursue revisions of Percent for Art regulations recommended in the Percent for Art Audit working with the legislature and Department of Transportation.
- B. Develop a plan for the conservation of public art.
- C. Develop a cooperative management strategy with the Department of Transportation.
- D. Create a registration process for artists.
- E. Develop and maintain the Visual Arts Registry as a digital database of artists and their work.
- F. Promote Percent for Art and Public Art projects on the ASCA website.
- G. Develop a marketing campaign and create advocacy tools to promote and advocate for Percent for Art and Public Art programs.
- H. Develop an inventory of state-held public art

LITERATURE

- I. Increase public awareness and access to literature.
 - A. Work with statewide Literature consortium to develop a Lit Net/Lit site.

- B. Revitalize the state's Writer/Poet Laureate program.
- C. Advocate for participation in the Western States Book Awards.
- D. Develop and encourage new projects that support public awareness of literature.
- E. Develop writer residency program working with WESTAF's Tumblewords program.

Key Component Issues for FY2001 – 2002

1. Provide grant funds to support the growth and stability of the arts in Alaska.
2. Expand Arts in Education programs to serve more Alaskan school children, teachers, and communities.
3. Promote participation in the state's Silver Hand Program, an economic development project designed to promote authentic native handicrafts.
4. Coordinate initiatives and partnerships to expand the role of cultural tourism and the arts in rural communities.
5. Develop private-public partnerships and alternative funding sources to increase support to the Council and the arts.
6. Provide professional development opportunities and technical assistance to ASCA constituencies through workshops, training, networking and information services.

Major Component Accomplishments for FY2000

ASCA awarded 140 grants in 44 communities totaling \$480,023. These grants leveraged over \$11 million in earned income and matching funds from corporations, individuals and other sources.

ASCA funded projects attracted over 950,000 instances of participation and attendance and supported 11,737 artists.

Established the \$100,000 Connie Boochever Endowment for the Arts to enhance arts education and the performing and visual arts through annual awards.

Sponsored the Governor's Conference on the Arts, a three day, professional development conference for artists and arts organizations. This un-budgeted conference was fully funded through partnerships with the University of Alaska Center for Economic Development, the Smithsonian Arctic Studies Center, the Alaska Native Heritage Center, WESTAF and private businesses.

Published the Alaska Native Arts Marketing Handbook through partnerships with Alyeska Pipeline Service Company, Alaska Laser Printing and Mailing Services and the UA Center for Economic Development.

Re-established State Writer Laureate position with expanded responsibilities and increased visibility.

Managed six major Percent for Art projects and sponsored two calls on behalf of other government agencies for commemorative art for special events.

Worked with the Department of Transportation to develop new policies and procedures for the Percent for Art Program per Legislative Audit recommendations.

Re-established slide registry of visual artists for public and private commission. Developed a Percent for Art database and searchable index system.

Created 1% for Art "Starter Kit" for communities interested in initiating their own public art program.

Established a strong communications network for arts and cultural organizations through ASCA hosted teleconferences for local arts agencies and regional culture centers.

Revised grant application process to make it easier to apply.

Presented William Strickland, CEO of the Manchester Craftsman's Guild in Pittsburgh and recipient of a MacArthur Genius Award, at the Governor's Conference on the Arts. He also gave the first Governor's Millennium Lecture Series address in Juneau and Anchorage, which was later broadcast on the statewide APRN public radio system.

ARTS EDUCATION

Awarded Artists in Schools grants in support of 57 schools residencies that promoted and enriched existing arts curricula. Over 22,000 students and 913 teachers and administrators participated in FY00 residency activities.

Supported professional development opportunities for teachers through the University of Alaska's Teaching Arts with Integrity Summer Institute in Kenai (a nationally-recognized program supported in part by the Kennedy Center) and the Summer Arts Teaching Institute offered through the University of Alaska Fairbanks.

Coordinated the National Assessment of Educational Progress downlink project to broadcast statewide the findings of a student assessment of arts knowledge in our nation's schools.

Hosted David O'Fallon, director of the Perpich Center for Arts Education in Minnesota and former Arts Education director for the NEA, in workshops and a key address on arts education standards and issues.

Created the Arts Education Resource Lending Library, an extensive collection of arts education materials in a variety of media related to hands-on teaching methods, curriculum development, and approaches to integrating the arts into education planning.

ALASKA NATIVE ARTS

Encouraged development of regional Master Artist and Apprenticeship programs through targeted grants to culture centers.

Provided two-day marketing workshops for Alaska Native artists in Anchorage, Barrow, and Kenai with three more planned for FY01.

Provided training and photo-documentation of artists' work at the Governor's Conference on the Arts to improve artists' portfolios and make grant applications more competitive.

Produced radio public service announcements and partnered with the Made In Alaska program to produce television advertisements for in-hotel television channels.

Sponsored the Silver Hand Pavilion at the Make It Alaskan trade show, and co-sponsored the Native Crafts Fair with BLM to highlight work of Silver Hand Artists.

Identified Silver Hand program issues through interviews, panel meetings and research in preparation for revisions to regulations and statutes that will be drafted in FY01.

Edited and published the Alaska Native Arts Marketing Handbook .

Hosted nationally known cultural planning consultant, Dr. Susan Guyette, presented workshops on sustainable economic development through tourism, culture center development and art programs.

Provided technical assistance, outreach and services to artists, arts organizations and community groups to sustain and develop Native Arts projects and programs.

Convened monthly teleconferences of culture centers and funded and organized exhibit development and artifact conservation technique workshops for culture center staff.

Statutory and Regulatory Authority

AS 44.27.040 - .060
AS 35.27.010 - .030
20 AAC 30.010 - .985
AS 45.65.010 - .070
3 AAC 58.020 - .040

Alaska State Council on the Arts
Component Financial Summary

All dollars in thousands

	FY2000 Actuals	FY2001 Authorized	FY2002 Governor
Non-Formula Program:			
Component Expenditures:			
71000 Personal Services	211.0	251.7	248.3
72000 Travel	26.3	23.1	23.1
73000 Contractual	207.7	282.6	282.6
74000 Supplies	4.2	4.0	4.0
75000 Equipment	0.0	0.0	0.0
76000 Land/Buildings	0.0	0.0	0.0
77000 Grants, Claims	469.4	624.7	624.7
78000 Miscellaneous	0.0	0.0	0.0
Expenditure Totals	918.6	1,186.1	1,182.7
Funding Sources:			
1002 Federal Receipts	431.7	596.7	594.4
1003 General Fund Match	454.8	382.9	381.8
1004 General Fund Receipts	0.0	75.6	75.6
1005 General Fund/Program Receipts	5.1	5.3	5.3
1108 Statutory Designated Program Receipts	27.0	50.0	50.0
1145 Art in Public Places Fund	0.0	75.6	75.6
Funding Totals	918.6	1,186.1	1,182.7

Estimated Revenue Collections

Description	Master Revenue Account	FY2000 Actuals	FY2001 Authorized	FY2001 Cash Estimate	FY2002 Governor	FY2003 Forecast
Unrestricted Revenues						
General Fund Match	68510	454.8	382.9	382.9	381.8	381.8
Unrestricted Fund	68515	0.0	75.6	75.6	75.6	75.6
Unrestricted Total		454.8	458.5	458.5	457.4	457.4
Restricted Revenues						
Federal Receipts	51010	431.7	596.7	596.7	594.4	594.4
General Fund Program Receipts	51060	5.1	5.3	5.3	5.3	5.3
Statutory Designated Program Receipts	51063	27.0	50.0	50.0	50.0	50.0
Art in public places	51427	0.0	75.6	75.6	75.6	75.6
Restricted Total		463.8	727.6	727.6	725.3	725.3
Total Estimated Revenues		918.6	1,186.1	1,186.1	1,182.7	1,182.7

Alaska State Council on the Arts

Proposed Changes in Levels of Service for FY2002

There are no proposed changes in levels of service for FY2002.

Summary of Component Budget Changes

From FY2001 Authorized to FY2002 Governor

All dollars in thousands

	<u>General Funds</u>	<u>Federal Funds</u>	<u>Other Funds</u>	<u>Total Funds</u>
FY2001 Authorized	463.8	596.7	125.6	1,186.1
Adjustments which will continue current level of service:				
-Year 2 Labor Costs - Net Change from FY2001	-1.1	-2.3	0.0	-3.4
FY2002 Governor	462.7	594.4	125.6	1,182.7

Alaska State Council on the Arts

Personal Services Information

Authorized Positions			Personal Services Costs	
	FY2001 Authorized	FY2002 Governor		
Full-time	4	4	Annual Salaries	187,146
Part-time	1	1	COLA	2,691
Nonpermanent	0	0	Premium Pay	0
			Annual Benefits	65,584
			<i>Less 2.79% Vacancy Factor</i>	<i>(7,121)</i>
			Lump Sum Premium Pay	0
Totals	5	5	Total Personal Services	248,300

Position Classification Summary

Job Class Title	Anchorage	Fairbanks	Juneau	Others	Total
Administrative Assistant	1	0	0	0	1
Administrative Clerk I	1	0	0	0	1
Exec Dir Council Of Arts	1	0	0	0	1
Fine Arts Administrator II	1	0	0	0	1
Grants Administrator II	1	0	0	0	1
Totals	5	0	0	0	5