

ARTS CONGRESS:

“CONGRESS POLICIES AND STRATEGIES”

I. EQUITY POLICY:

“All artists and arts organizations in the Shreveport-Bossier region shall have fair and reasonable access to information, financial resources, and opportunities to create, produce, and/or present the arts.

All shall have equitable opportunities to be represented in the development of arts policy and the distribution of arts resources. The cultures and subcultures of the region shall be represented in a diverse array of thriving arts organizations, including those that are deeply rooted in, and able to express the experiences of, historically underserved communities.

The arts industry shall also be a leader in fostering social and economic justice and environmental responsibility in Northwest Louisiana.”

- A. Ensure the full spectrum of the Arts is present in the community by strengthening the stability and capacity of the Arts Organizations, Boards and Artists
- B. Create a public forum for artists and arts organizations to participate in the development of inclusionary criteria for the distribution of public arts resources
- C. Develop an equitable system of measuring ROI (return on investment) for the funding of arts
- D. Encourage all Arts organizations to become inclusive and diverse,
- E. Recognize the value of arts organizations that are deeply rooted in and able to express the cultural experiences of historically neglected communities
- F. Create and update an accessible database for artists and arts organizations that provides:
 - a. information about opportunities to create, produce, and present art
 - b. information about funding opportunities for the creation, production, and presentation of art.
 - c. registry of artists and arts organizations
- G. Create points of entry for non-traditional audiences to become involved with diverse array of arts organizations.
- H. Stimulate the environment for affordable artist studios

EDUCATION POLICY:

“All people in the Shreveport-Bossier Region shall have opportunities for learning in and through the arts. These educational opportunities shall be provided by a wide range of entities and individuals in both the public and private sectors of society, including pre-kindergarten – 12th grade institutions, colleges, and universities.”

1. Convene a group of Arts Organizations, Artists, and Educational Stakeholders to coordinate a “Master Plan” for Community Arts in Education (K-12) to ensure a comprehensive, coordinated, outreach program that is planned with and integrated into the appropriate grade level school curriculum.
 - a. Solidify – strengthen relationships with School Boards/Superintendents and other key educational administrators
 - b. Engage Teachers/School specialists in planning process with Arts organizations and Artists
 - c. Identify and evaluate existing arts education programs
 - d. Annual planning process – one year in advance
 - e. Master plan would address each grade level
 - f. Master Plan would address “calendar issues”
 - g. Identify and Build funding support systems
 - h. After School Arts / Academic Programming
 - i. Summer Arts Programming

2. Create taskforce to explore feasibility of High School for the Arts - á la New Orleans Center for Creative Arts (NOCCA)
 - a. Study/Assess NOCCA and other ARTS SCHOOLS across the Nation
 - b. Establish regional goals
 - c. Identify economic incentives and ROI
 - d. Identify candidates for leadership in the areas of instruction and administration

3. Develop standards for in-school arts education. (Act 175)
 - a. Review State Standards
 - b. Review State Curriculum
 - c. Review “Best Practices” in Louisiana and in the Nation
 - d. Review and develop standards for Artists/Arts Educators/Arts Professionals who work in the classroom
 - e. Develop support structures / services for Teaching Artists
 - f. Inventory/assess and provide support for classroom ARTS / MUSIC supplies, materials, equipment
4. Create points of entry for new audiences to experience various forms of art.
 - a. Map / Assess current educational opportunities which are offered in under-served communities (neighborhoods, elderly, (non-K-12))
5. Coordinate community education in and of the ARTS
 - a. Map/Assess current educational opportunities for the community
 - i. Continuing Education
 - ii. Artists’ Talks
 - iii. Arts Classes offered by Artists and Arts Organizations
 - iv. Venues for Arts Classes
 - b. Strengthen “continuing education” opportunities for all ages
 - c. Create a master “calendar” of educational opportunities
6. Explore feasibility of Master’s program in Fine Arts and in Arts Administration

III. ACCESS POLICY:

“All people in the Shreveport-Bossier region shall have fair and reasonable access to the highest quality arts experiences and opportunities for full artistic expression. Access to these opportunities shall not be limited on the basis of physical ability, race, ethnicity, economic status, gender, religion, age, or sexual orientation.”

- A. Promote participation to shreveportbossierfunguide.com in order to ensure public access to arts/cultural events.
- B. Make access a meaningful part of funding evaluation criteria
- C. Partner with social service organizations to establish value for arts services and engage new audiences
- D. Increase public transportation to and parking opportunities for arts venues
- E. Increase art experiences and information on public transportation
- F. Identify and work to eliminate barriers to access
- G. Develop a map of cultural/artistic venues and studios accessible to the public
- H. Create art and arts event in alternative and new venues as well as neighborhoods
- I. Provide affordable access to all Arts experiences

COLLABORATION POLICY:

“Collaboration occurs when independent entities come together to achieve common objectives in an equitable manner. The arts industry shall be a full-fledged collaborator in all major economic and civic initiatives in the Shreveport-Bossier region. These collaborations shall leverage the collective intellectual, physical, financial, and spiritual resources of the community. They also shall strengthen the quality of art-making in the region and broaden the exposure to, participation in, and the impact of the arts in Northwest Louisiana.”

- A. Identify potential community partners and create strategies to foster relationships
- B. Identify and compile a catalogue of Arts/Cultural resources in North Louisiana
- C. Create incentives for collaboration among Arts/Cultural partners to generate new programming
- D. Use master planning calendar as a tool to coordinate cultural programming dates
- E. Create “mega” events to foster 100% collaboration sector-wide

V. VISIBILITY POLICY:

“The arts shall enjoy permanently high levels of visibility in the Shreveport-Bossier region. The arts industry, individual artists and arts organizations shall all actively participate in branding the Shreveport-Bossier region.”

- A. Deepen, broaden, diversify, and define relationships with government entities.
 - Create a procedure that defines the selection of representatives, their roles and responsibilities
- B. Convene a multi-sector task force to develop cultural districts (legislation)
- C. Develop an annual arts public relations campaign
 - Provide background material for speeches, presentations, etc.
 - Develop PSA for all forms of media (Channel One, Cable, BPCC)
 - Create widespread appreciation /respect for the ARTS as a community asset.
- D. Engage and promote ShreveportBossierFunGuide.com
- E. Seek approval of Public Art Ordinances for Shreveport Bossier
- F. Pursue increased media coverage of Arts events
- G. Pursue formalized professional critique of all arts disciplines