

# **State of Alaska FY2004 Governor's Operating Budget**

## **Department of Education and Early Development Alaska State Council on the Arts Component Budget Summary**

## Component: Alaska State Council on the Arts

**Contact: Charlotte Fox, Executive Director**

**Tel:** (907) 269-6610 **Fax:** (907) 269-6601 **E-mail:** Charlotte\_Fox@eed.state.ak.us

### Component Mission

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

### Component Services Provided

1. Issue and administer grants in eleven 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 arts and culture.
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 the arts.
  - 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. Simplify application forms and streamline distribution through online access.

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. Develop and maintain arts education tools and resource listings on the ASCA website.

V. Develop and strengthen partnerships with other agencies to advance arts education goals.

A. Develop strong partnerships with other arts education organizations 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.

VI. 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 Council 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.

VII. 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, Council members, community leaders and legislators.

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 Culture Centers and Museum Consortium 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 FY2003 – 2004**

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 in 2002**

ASCA awarded 210 grants in 53 communities totaling \$660,746. These grants leveraged over \$13 million in earned income and matching funds from corporations, individuals and other sources.

ASCA funded projects involved over 750,881 Alaskans and supported 12,330 artists.

Initiated quarterly teleconferences with Local Arts Agencies, extending local outreach into rural communities throughout Alaska, strengthening relationships and establishing networks for presentations of artists.

Established the Connie Boochever Arts Fellowship, funded by the Connie Boochever Endowment, and awarded four fellowships to Alaskan literary and performing artists.

Continued the State Writer Laureate position with expanded responsibilities and increased visibility.

Managed five major Percent for Art projects and sponsored calls on behalf of other government agencies for commemorative art for special events. Continued work on the major public art project as part of the Ted Steven International Airport expansion.

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

Continued to upgrade technology so that applicants can download grant applications off the ASCA website.

#### **ARTS EDUCATION**

Awarded Artists in Schools grants in support of 49 schools residencies that promoted and enriched existing arts curricula. Over 20,000 students and 913 teachers and administrators participated in FY02 residency activities.

Developed the Arts Education Consortium, a statewide group working to expand opportunities, both pre service and in service, for teachers in Alaska.

Sponsored three teams of teachers (12 teachers total) in rural communities to attend the University of Alaska's Teaching Arts with Integrity Summer Institute in Kenai (a nationally-recognized program supported in part by the Kennedy Center) with the understanding that they will offer workshop and inservice opportunities to teachers in their respective districts.

Maintained 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**

Revamped the Master Artist & Apprentice Program, including updating grant application to make it more understandable.

Expanded Silver Hand opportunities for artists, and launched a major consumer awareness campaign, in collaboration with the Federal Trade Commission and the US Indian Arts and Crafts Board.

Hosted a Silver Hand table at the the AFN convention in October, 2001.

Sponsored the Silver Hand Craft Fair 2000 in cooperation with the BLM and Sears Mall in Anchorage in November, 2001.

Sponsored quarterly teleconference with the Culture Centers and Museums Consortium and sponsored a pre-conference

in conjunction with the statewide Museums Alaska conference.

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

### **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*

	FY2002 Actuals	FY2003 Authorized	FY2004 Governor
<b>Non-Formula Program:</b>			
<b>Component Expenditures:</b>			
71000 Personal Services	232.6	274.4	279.8
72000 Travel	43.6	23.1	23.1
73000 Contractual	159.9	279.2	279.2
74000 Supplies	9.2	4.0	4.0
75000 Equipment	0.0	0.0	0.0
76000 Land/Buildings	0.0	0.0	0.0
77000 Grants, Claims	529.7	624.7	624.7
78000 Miscellaneous	0.0	0.0	0.0
<b>Expenditure Totals</b>	<b>975.0</b>	<b>1,205.4</b>	<b>1,210.8</b>
<b>Funding Sources:</b>			
1002 Federal Receipts	481.0	617.1	620.9
1003 General Fund Match	381.8	457.4	459.0
1004 General Fund Receipts	75.6	0.0	0.0
1005 General Fund/Program Receipts	5.3	5.3	5.3
1108 Statutory Designated Program Receipts	18.3	50.0	50.0
1145 Art in Public Places Fund	13.0	75.6	75.6
<b>Funding Totals</b>	<b>975.0</b>	<b>1,205.4</b>	<b>1,210.8</b>

**Alaska State Council on the Arts**

**Proposed Changes in Levels of Service for FY2004**

**Annualize FY2003 COLA increase for General Government and Supervisory Bargaining Units (\$1.8)**

In FY2003 COLA increases were not in effect for the entire year for the General Government, Confidential and Supervisory bargaining units. This request adds funding to pay the COLA for these bargaining units for the full year in FY2004.

**\$75 per Month Health Insurance for Non-covered Staff (\$3.6)**

The employer contribution to health insurance for non-covered staff will increase by \$75.00 from \$630.00 per month to \$705.00 per month.

**Summary of Component Budget Changes**

**From FY2003 Authorized to FY2004 Governor**

*All dollars in thousands*

	<u>General Funds</u>	<u>Federal Funds</u>	<u>Other Funds</u>	<u>Total Funds</u>
<b>FY2003 Authorized</b>	<b>462.7</b>	<b>617.1</b>	<b>125.6</b>	<b>1,205.4</b>
<b>Adjustments which will continue current level of service:</b>				
- \$75 per Month Health Insurance for Non-covered Staff	1.6	2.0	0.0	3.6
- Annualize FY2003 COLA Increase for General Government Bargaining Unit	0.0	1.8	0.0	1.8
<b>FY2004 Governor</b>	<b>464.3</b>	<b>620.9</b>	<b>125.6</b>	<b>1,210.8</b>



**Alaska State Council on the Arts**

**Personal Services Information**

	Authorized Positions		Personal Services Costs	
	<u>FY2003</u> <u>Authorized</u>	<u>FY2004</u> <u>Governor</u>		
Full-time	4	5	Annual Salaries	206,178
Part-time	1	0	Premium Pay	0
Nonpermanent	0	0	Annual Benefits	76,346
			<i>Less 0.96% Vacancy Factor</i>	(2,724)
			Lump Sum Premium Pay	0
<b>Totals</b>	<b>5</b>	<b>5</b>	<b>Total Personal Services</b>	<b>279,800</b>

**Position Classification Summary**

<b>Job Class Title</b>	<b>Anchorage</b>	<b>Fairbanks</b>	<b>Juneau</b>	<b>Others</b>	<b>Total</b>
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	2	0	0	0	2
<b>Totals</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>