

ACTION/MARKETING PLAN

Draft - Spring 2015

Action Plan

Marketing Plan

January

Obtain info on creative arts related NAICS codes from Revenue for FY 14

Solidify independent panel for SIP/AIP review

Prep for Committee meetings based on Governor's budget

Increase response time to promptly address constituent needs and requests.

February

Meet with Programs Committee:

- Determine Programs possible for 2016 based on Governor's Budget
- Audit application and reporting forms to simplify wherever possible.
- Reconstitute the state touring roster and develop mechanism to continually expand.
- Rebrand Creative Collaborations category to emphasize residency opportunities.
- Refine the Strategic Investment Program to address demonstrated operational and administrative support needs.
- Identify and partner/contract with programs offering professional development services, including business training workshops for creative artists and board and staff training for creative arts organizations, on a regional basis.

Identify ways in which programs from other state and federal agencies can apply to the arts and leverage KCAIC dollars and disseminate information to potential participants

Hold half day application info meetings for A+ Schools Pilot program

Receive applications for final scheduled SIP/AIP round. Organize for review

Panel review SIP/AIP applications

March

Meeting with Strategy Committee:

- Plan public input sessions to revise strategic plan for 2016
- Use sessions to develop strategies to foster self-sustaining regional communication networks in all six regions of the Kansas
- Identify ways in which programs from other state and federal agencies can apply to the arts and leverage KCAIC dollars and disseminate information to potential participants

3rd Quarter Commission Meeting

- Review and approve recommendations from panel review and announce awards.
- Review plans from Programs, Marketing, and Strategy Committee
- Assess available resources and set preliminary budget for 2016

Participate in MAAA convening on film. Meet with regional film commissions to develop strategies to grow the local film industries in states that do not have tax incentives

April

Conduct public input sessions

Work with Commerce and other economic development organizations to include and promote creative arts assets and local quality of life in business recruitment efforts and international trade missions.

Work with the Kansas African-American Affairs, Hispanic & Latino American Affairs, Native American Affairs, and Disabilities Commissions to address community needs, identify creative artists and organizations in underserved communities and actively promote opportunities in those areas.

May

Conclude public input sessions

Meeting with Strategy Committee:

- Analyze data from public input sessions
- Prepare updated draft of strategic plan that reflects public input and available resources
- Continue to foster self-sustaining regional communication networks in all six regions of the state.
- Disseminate data with other committees

Meet with Programs Committee:

- Determine programs for 2016 based on data from Strategy Committee
- Prepare guidelines and forms

June

4th Quarter Commission Meeting

- Review and approve plans from Programs, Marketing, and Strategy Committee.
- Finalize and approve updated strategic plan
- Finalize budget and calendar for 2016

Building upon the strategic planning public input sessions and the recommendations of the Strategy Committee, strengthen regional networks through regular meetings to enhance communication and provide broad based input from the field.

Future - Ongoing

Partner with other creative arts associations to organize an annual multidisciplinary statewide Kansas Creative Arts Industry Summit.

Partner with communities and regions to coordinate artist residencies that will allow for regional exchanges and dialogue amongst artists and communities.

Encourage post-secondary institutions to develop a creative corps of arts graduate students who will participate in residencies in rural and underserved areas of Kansas.

Develop an arts leadership program that trains participants to become leaders and advocates for the arts in their communities by educating them about the role the arts play in community and economic development, education, and quality of life.

Encourage economic development organizations, technical schools and community colleges, to develop certificate programs and technical education curricula in the creative arts industries.

Hard Launch for KansasCreative.com:

- Develop and maintain a dynamic and informative website that fosters and promotes communication amongst the creative arts sector, the KCAIC, and the citizenry of Kansas.
- Populate Bulletin Board and News content on the KCAIC website that list job openings, call for artists, cast & crew calls, internship opportunities, etc.
- Utilize website databases to promote artists, organizations, venues, events, projects and businesses.

Highlight the education opportunities of the Arts Integration Program and promote to schools and communities as well as arts organizations.

Participate in face-to-face meetings with arts groups

Promote license plate initiative

Meet with Marketing Committee

- Initiate newly approved social media platforms to expand messaging impact and foster conversation and set impact goals
- Begin publication of e-newsletter linked to new web content and distribute to arts, economic development, and tourism email lists.
- Evaluate and refine content of new site. Provide information on support services for the creative arts sector that includes chambers of commerce membership information, technical assistance, legal support, job searches, etc.
- Work with Programs Committee to improve messaging on 2016 programs. Develop plan to market programs to rural and underserved communities
- Increase overall awareness of KCAIC, its services, and the accomplishments of its grantees and impact of their supported projects.

Increase in-state travel to conduct face-to-face communications and/or conduct grant workshops. All six regions of the state should be visited with site visits to as many grantees as possible.

Develop a resource bank on the KCAIC website that compiles and communicates to the creative arts sector detailed information on financial support mechanisms such as existing Commerce programs, local and national grants, foundation grants, loans, etc. Organize information in a searchable blog format that allows for easy access to the most current information.

Maintain an arts education section of the KCAIC website with information on current research and best practices. Provide information to education leaders, the creative arts sector, decision makers, and workforce development professionals on the concepts and benefits of arts integration and creative skill building. Compile and disseminate data regarding the positive effects of arts education on student performance.

Encourage attendance at public input sessions through all available communication channels

Promote tax check-off initiative

Using data from grantee final reports, design a section of the site to highlight successfully executed grant-funded projects.

Meet with Marketing Committee

- Refine messaging on 2016 programs based on data from strategy and programs committees.
- Continue to foster self-sustaining regional communication networks in all six regions of the state.
- Refine website and e-newsletter content to ensure that both tools work together to gather and disseminate information and to eliminate redundancies.
- Address any new or remaining communication issues/ideas from public input sessions.

Publish a calendar of quarterly commission meetings, grant deadlines, and review dates for 2016

Promote 2016 programs through all available communication channels

Develop an Arts Trails section of the website to promote creative arts entities statewide.

Promote organizations and associations that encourage multi-disciplinary collaboration and networking opportunities on the local level.

Support regional branding efforts that highlight the unique and diverse qualities of all areas of Kansas, including historically underserved populations.

Utilize networks to ensure that information on the website is relevant and up-to-date

Use regional networks to provide ongoing input on local needs and challenges facing the creative arts sector and KCAIC program development.

Promote local marketing efforts that highlight local creative assets.

Present at workforce training and skills summits about the role of arts education in creating a better-prepared workforce and the importance of creative skills in all economic sectors.

Create and disseminate a model for arts-centered civic planning and community development that can be adapted by Kansas communities.