



MICHIGAN ARTS & CULTURE COUNCIL

Michigan Arts and Culture Council

STRATEGIC PLAN 2022–2025

Since 1966, the State of Michigan has recognized the value and importance of a vibrant arts and cultural sector. The Michigan Arts and Culture Council was established to maintain and nurture its cultural and artistic riches.

The Council reaffirms and believes in our enabling doctrine:

- Arts and culture enrich our lives and are vital to the well-being of our society.
- Arts and culture bring important benefits to Michigan's economy, to our efforts to attract business to this state and to our tourism industry.
- Arts education is a critical part of the education of our youth in that it opens new worlds to them, encourages creativity and presents opportunities for careers.



MICHIGAN
ARTS &
CULTURE
COUNCIL

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arts.gov

To get involved or for more information on how the Council is impacting Michigan communities, visit Michigan.gov/arts

This project is supported in part by an award from the National Endowment for the Arts. To find out more about how National Endowment for the Arts grants impact individuals and communities, visit www.arts.gov

VISION

The Council envisions a Michigan where communities celebrate creative expression and every person has access to, or participates in, arts and cultural experiences.

MISSION

The Council guides the distribution of resources to ensure that Michigan communities thrive from the civic, economic, and educational benefits of arts and culture.

BELIEFS

The Council believes that government has a responsibility to ensure public access to arts and culture through the state, and because of that belief:

- The Council's work will be rooted in equity, diversity, access and inclusion because all should have the opportunity to engage and feel welcome.
- The Council's work to champion arts, culture and creative expression is public and belongs to every person who lives in and visits our state.
- The Council's work will be transparent, fair and ethical.
- The Council will work in the spirit of collaboration and build strong alliances; greater impact is made when we work together.

While arts and culture are woven throughout all aspects of life, the Council will focus its primary efforts on four core activities:

- Civic Engagement
- Economic Development
- Education
- Council Engagement

Within each activity there are five strategic action areas which unify and advance the work of the Council while best representing the field:

- Funding
- Leadership
- Messaging
- Building Bridges
- Research

CIVIC ENGAGEMENT

Sharing creative experiences and expressing creativity builds powerful connections with others, our community, our world and ourselves.

Strategic Actions:

Funding

Provide grants and services that support creative work and cultivate expression to ensure geographic, cultural and artistic diversity.

Goal: Evaluate current grants and services to ensure equitable distribution of funds that build Michigan's arts and cultural infrastructure.

Leadership

Build public will to support creative work and cultivate expression by advocating effectively in communities about the public value of the arts and culture.

Goal: Identify and develop connections within the cultural sector to assist with the local messaging and advocacy.

Messaging

Through a variety of traditional and social media, curate and share information to encourage broader public discourse about arts and culture and their impact.

Goal: Develop a communication plan for the work of the Council that results in more intentional communication and public dialogue about the work of the Council and our sector.

Building Bridges

Help develop and coordinate networks that enrich Michigan's arts and cultural sector.

Goal: Facilitate and encourage dialogue with statewide and regional cultural organizations resulting in a collective voice in Michigan that leverages talent and resources.

Research

Identify, research, document and assist in the preservation and promotion of Michigan's arts and culture treasures.

Goal: Identify, document and promote existing databases of Michigan's arts and cultural organizations, artists and cultural bearers.

ECONOMIC DEVELOPMENT

Investing in the creative ecosystem and raising public awareness of its positive impacts stimulates Michigan's economy, cultivates community vitality and enhances the quality of life.

Strategic Actions:

Funding

Connect the creative ecosystem with local, state and federal resources.

Goal: Develop programs that connects the creative workforce with communities across the state.

Leadership

Demonstrate the interconnectedness of the creative economy with all aspects of community planning, development and governance.

Goal: Identify and attend local, regional and statewide events to build collaborations and partnerships with entities outside the industry ensuring that local cultural organizations are seen as valued partners in community planning and leadership.

Messaging

Promote the expansive presence of arts and culture in our daily lives.

Goal: Develop an arts/cultural economic and value document to clearly message the links between creativity, building sustainable businesses and communities resulting in more intentional collaborations with leaders outside of the cultural sector.

Building Bridges

Strengthen partnerships and working relationships within the state.

Goal: Identify partners to build collaboration between sectors (public, nonprofit, private) to attract and leverage increased investment in arts and culture throughout the state.

Research

Broadly promote reports, case studies and resources that exhibits the impact the creative economy.

Goal: Develop and implement research plan from existing data collections and identify gaps of data collection needs.

COUNCIL ENGAGEMENT

Engaging and connecting with current and former Council members build powerful connections with each other and within our state to support creative work and cultivate expression

Strategic Actions:

Funding

Evaluate current grants and services to ensure equitable distribution of funds that build Michigan's arts and cultural infrastructure.

Goal: Seek input from current and former Council members regarding MACC programs/services.

Leadership

Engage current Council members to support creative work and to advocate effectively in communities about the public value of the arts and culture.

Goal: Develop new Council member orientation and engagement process.

Messaging

Through a variety of traditional and social media, curate and share information to encourage broader public discourse about arts and culture and their impact.

Goal: Develop a communication plan to work with current and former Council members that results in more intentional communication and public dialogue about the work of the Council and our sector.

Building Bridges

Develop and coordinate network of current and former Council members to build a robust infrastructure of advocates.

Goal: Facilitate events to encourage dialogue with current and former Council members, resulting in a collective voice in Michigan that leverages talent and resources.

Research

Identify, research and document model programs for engaging current and former Council members.

Goal: Identify and document programs from across the country that engage Council members and/or alumni in a variety of ways that could assist in building a collective voice in Michigan for the sector.

EDUCATION

A lifelong education in music, visual arts, theatre, dance, literature and media empowers us to be well-rounded citizens, expands our ability to effectively communicate and provides us with 21st century job skills.

Strategic Actions:

Funding

deliver grant funding that supports lifelong learning in, through and about arts and culture.

Goal: Develop a scaffold approach to funding available to schools.

Leadership

build broad public support for programs that support lifelong learning.

Goal: Develop and grow a network of regional arts education advocates to support school engagement in programs/services.

Messaging

Through a variety of traditional and social media, curate and share information to encourage broader promote state education policies and local practices that supports lifelong learning in, through and about arts and culture.

Goal: Develop a communication plan to engage cultural organizations, parents, classroom educators, art/culture specialists, teaching artists, school administrators and schools to support the visibility of arts education.

Building Bridges

strengthen partnerships and working relationships within the education system, government and community.

Goal: identify and develop relationships with organizations that are providing in and out of school programs for life long learning in the arts.

Research

support statewide data collection and analysis on the availability of, and access to, arts and culture-based education, in schools and in communities.

Goal: Identify current and needed research initiatives to support the enhancement of state policies for arts education.