

New Brunswick Arts Board Strategic Plan 2009 – 2012

Vision

The New Brunswick Arts Board envisions a culturally vibrant province whose respect for the arts and artists enriches the cultural diversity of its citizens. Through dynamic and responsible leadership, the NBAB strives to make artistic excellence, appreciation of the arts, and freedom of expression essential elements in the everyday lives of New Brunswickers.

Values

The New Brunswick Arts Board is committed to the following values:

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| Equity: | Treating applicants from the various artistic disciplines in a consistent manner and according to standard criteria. |
| Transparency: | Providing stakeholders with accurate and thorough information regarding the Board's funding programs and its operations. |
| Diversity: | Valuing and respecting cultural differences and treating all groups in a culturally-sensitive manner. |
| Leadership: | Maintaining a visionary and action-oriented approach in partnership with various stakeholders, including the three levels of government and the arts community. |
| Efficiency: | Providing programs and services of high quality and consistent standards. |
| Democracy: | Ensuring that the decision-making processes of the Board are based on fair representation, consensus and the principle of peer-review. |
| Innovation: | Embracing new and path-breaking aesthetic approaches as well as stylistic, technical or conceptual advances within the established artistic disciplines. |

Mission

The New Brunswick Arts Board is an arm's length provincial crown agency with a mandate to facilitate and promote the creation of arts, to facilitate the enjoyment and understanding of the arts, to advise the government on arts policy, to unify and speak for the arts community and to administer funding programs for professional artists.

Strategic directions and priorities

Through its policies and programs, the New Brunswick Arts Board strives to foster artistic excellence in New Brunswick. To this end, the Board must balance an increasing demand for funding and services against measured increases in its own funding. Based on the SWOT analysis and the vision statement, the board established the following priorities:

GOAL A: The NBAB's effectiveness relies on its ability to raise the profile of the arts and to communicate the value of the arts, both intrinsically and instrumentally, for developing a province whose citizens are creative, innovative, self-aware, accepting of diversity, and proud of their identity as New Brunswickers.

STRATEGIES TO ACHIEVE THE GOAL:

A-1 Devote more staff time to communications.

Actions: Hire full-time communications officer
Revise NBAB website

A-2 Devote more board energies and time to communications

Action: Reactivate board's communication committee to recommend a three-year strategy for (among other things) developing relationships with local, provincial, and national media; publishing a directory of the province's artists; developing a directory of private-funding sources for the arts in NB; partnering with WCS (and NBFA) on Arts Awareness Day; identifying opportunities for commentaries and op-ed pieces &c

A-3 Assess Excellence Awards programme as profile-opportunity

Action: P&J committee to recommend on format &c

A-4 Encourage cross-cultural arts initiatives and activities

Actions: host a meeting of ??;
support literary translation (dependent on Book Policy)

A-5 Encourage artists to take an active role in public life

Action: ??

A-6 Develop and publicize policy on Arts in Education

Action: as dictated by results of report of Arts in Education Committee

A-7 Encourage adoptions of cultural policies by municipalities

Actions: tri-level meetings
Regional projects programme (incentive= cultural policy in place)

A-8 Encourage the development of an Anglophone equivalent to the AAAPNB

Actions: ??

GOAL B: The NBAB's effectiveness relies on its ability to deliver relevant, efficient, and strategically-supportive programmes for its artist-clientele.

STRATEGIES TO ACHIEVE THE GOAL

B-1 Recommend commissioning of a study to advise on the most efficient, adaptable, sensitive system for public funding of the arts in NB (studying the optimal relationships among the functions currently served by NBAB, WCS, and NBFA)

Action: discussion and plans with the interested parties

B-2 Meet with disciplinary sectors individually to follow up on roundtable discussions, focusing on needs for support

Action: series of one-day meeting by discipline (cross-cultural)

B-3 Maintain and enhance links and information-sharing with national and International arts funding organizations to keep current with larger programming trends

Actions: Host CPAF meetings 2008
Participate in World Summit, 2009

B-4 Study large (international) art markets to determine which are best suited for NB artists

Actions: ??

B-5 Develop a directory of artists' residency opportunities in NB

Actions: staff asked by board (9 June meeting) to develop this listing

B-6 Implement programmes to address access to professional artists in rural communities

Actions: Regional project programme

B-7 Implement measures to foster improvement in quality and competitiveness of grant applications

Actions: develop templates, advice on best practices; revise forms

B-8 Develop performance indicators for quality of programmes

Action: study and recommend

B-9 Ensure that needs of emerging artists are being addressed equitably

Actions: study current programmes in NB and elsewhere
Art Fair in conjunction with CPAF 2008 meetings?

B-10 Ensure that financial and management procedures are designed to provide best service

Actions: Work with auditors to establish best practices
Institute quarterly receivables reporting
Institute quarterly grants status report

GOAL C: The NBAB's effectiveness relies on its ability to advocate freely, and with the best of information, for the arts and artists in the province.

STRATEGIES TO ACHIEVE THE GOAL

C-1 Continue to profit from the best in research available

Actions: Participate in CPAF research initiatives
Continue own research

Partner with universities to design research projects in cultural economics

C-2 Devote more board time and energy to advocacy

Actions: Reactivate board's cultural policy committee
Request regular meetings with Minister

GOAL D: The NBAB's effectiveness relies on its being able to secure more funding and greater financial security for the arts and artists in New Brunswick.

STRATEGIES TO ACHIEVE THE GOAL

D-1 Study and recommend on Status of the Artist legislation

Action Participate in provincial committee when established

D-2 Work to increase public funding allocated provincially

Action: Make case for increase of annual lottery contribution to Trust Fund

D-3 Explore possibilities for partnerships in funding (public and private)

Action: host meeting of ??

D-4 Study feasibility of fundraising for specific projects and programmes

Action establish board committee on fundraising [done 11 June 2007]

D-5 With artistic community and business community, develop standards for approaches to businesses for funding

Action host meeting of ??

D-6 Explore possibilities for "in-kind" support of artists by municipalities [space, rent, taxes...]

Action research measures elsewhere; contact Artscape Foundation &c