

# **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.*
- A-2 Devote more board energies and time to communications.*
- A-3 Assess Lieutenant Governor's Award for High Achievement in the Arts programme as profile-opportunity.*
- A-4 Encourage cross-cultural arts initiatives and activities.*
- A-5 Encourage artists to take an active role in public life.*
- A-6 Develop and publicize policy on Arts in Education.*
- A-7 Encourage adoptions of cultural policies by municipalities.*
- A-8 Encourage the development of an Anglophone equivalent to the AAAPNB.*

**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 New Brunswick Arts Board, The Department of Wellness, Culture and Sport, and New Brunswick Foundation for the Arts).*

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

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

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

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

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

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

*B-8 Develop performance indicators for quality of programmes.*

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

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

**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.*

*C-2 Devote more board time and energy to advocacy.*

**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.*

*D-2 Work to increase public funding allocated provincially.*

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

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

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

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