



ARTS

ADMINISTRATORS' ESSENTIALS:

SUPPORTING INDIVIDUAL ARTISTS

MODULE 4: WORKSHEETS

CREATING RELEVANT PROGRAMMING

LESSON ONE: Activities

View + Reflect:

A Snap Shot: Landmarking Community Cultural Arts Organizations Nationally: The Impact of Public Policy on Community Arts Funding (pages 8 through 28). This document should be contained in your electronic materials.

Questions:

1. **Who are your organization's primary funders?**

2. **What types of art does your organization prioritize?**

3. **Explore what current state and/or national policies or aesthetic trends affect your organization's funding. How might those trends and funding directions affect the success of artists in your community?**

Exercise + Reflection:

Prepare the following responses for the next class discussion:

1. **What did John Killacky mean by a two-tiered caste system? What caused it?**

2. **What artists were impacted? How were they impacted?**

3. **Who did Thomas Hoving omit in the creation and planning of the Harlem on My Mind exhibition? Why is that omission problematic?**

4. **What funding patterns were being critiqued?**

LESSON ONE: Activities

5. **What type of art organizations are often funded?**

6. **What organizations were not equitably funded?**

7. **Were there logistical or structural requirements of artists to receive funding that some deem prohibitive? If so, what were they?**

8. **How does that funding stream affect artists?**

9. **What were some ways cultural arts organizations supported artists?**

LESSON TWO: Activities

Read/View + Reflection:

1. Mission Statements for Artists <http://creativesandbusiness.com/3448-mission-statements-for-artists/>
2. [The Beginner's Guide to Finding Your Unique Value Proposition](http://agilelifestyle.net/unique-value-proposition) <http://agilelifestyle.net/unique-value-proposition>

Exercise + Reflection:

1. **Read the "Mission Statement Template" activity. This as a tool to use with artists you currently or will work with.**
2. **Review two to three websites of local artists that your organization has supported.**

- Do they have mission statements or a succinct description that answers the what, why, how, and who of their work?

- For artists that don't have mission statements, how would you encourage them to attend a mission statement writing workshop?

At your own pace, check out the Creative Enterprise Toolkit as another tool to support artists. <https://www.nesta.org.uk/publications/creative-enterprise-toolkit>

LESSON THREE: Activities

Exercise + Reflection:

List two to three marketing agencies that focus on small businesses.

Agency #1: _____

Agency #2: _____

Agency #3: _____

1. **What are strategies each business suggests?**

Agency #1: _____

Agency #2: _____

Agency #3: _____

2. **Would they volunteer? If not, what is their fee?**

Agency #1: _____

Agency #2: _____

Agency #3: _____

LESSON FOUR: Activities

Exercise + Reflection:

Artists Thrive is a rubric that allows for a holistic valuation of artists. Visit ArtistsThrive.org and choose the "I work with artists" link.

Complete the survey.

Read one "Artists Thrive" story from one of the areas where your organization could use some improvement.

1. **Identify specific ways the organization in the story achieved success.**

2. **What area(s) could your organization use some improvement or support?**

3. **What parts of the Artist Thrive story stood out to you?**
