



Growing the Arts in South Dakota

A South Dakota Arts Council three-year strategic plan for enhancing arts communication, connecting artists and building arts education for all South Dakotans.

Growing the Arts in South Dakota

A new strategic plan was adopted by the South Dakota Arts Council in July 2014 to guide the Council's policies and programs through the 2017 fiscal year ending June 30, 2017.

The focus of the new strategic plan is on people and place: South Dakotans and South Dakota. SDAC seeks to broaden appreciation for the arts, revitalize schools and communities, connect with and through the people of South Dakota and enhance our state's quality of life.

This strategic plan does NOT take the arts in a completely new direction from the last plan, but does change lanes and shift gears. Public input showed support for common goals and a desire for priorities to be reorganized to fit the changing needs of arts constituents. Greater public awareness of the state arts council and its programming emerged as a top need from partner arts organizations. Artists expressed a need for more and better opportunities to connect with one another and for different ways of communicating with state arts groups. Communication is the key component in this plan.

Though the landscape varies greatly in South Dakota, six themes carried through from the Great Plains to the Missouri River valley to the Badlands and the mountains of the Black Hills. Input received from South Dakotans was used to reorganize, focus and strengthen long-term goals.

SDAC seeks to transform South Dakota's communities and people through the arts. Greater public awareness will broaden appreciation for the fine arts; better arts education will revive school environments; wider access to the arts will foster understanding among cultures, and artists and arts organizations will enhance the quality of life for all South Dakotans.



The Sioux Falls Festival of Cultures celebrates South Dakota's cultural diversity. South Dakota Tourism photo.

Three-year goals for the arts in South Dakota

Goal 1

Increase public awareness and support of the arts

Year 1

Open channels of information among artists, educators, organizations and the public.

Year 2

Provide a broad-based, easily accessible, statewide public awareness campaign.

Year 3

Enlist arts organizations and artists to create opportunities to discuss and demonstrate the public value of the arts to community leaders.

Vermillion High School senior Samuel Pearson competes at the 2013 Poetry Out Loud National Finals.



Goal 2

Advance the arts as essential to learning

Year 1

Develop an advocacy tool kit for community use in arts education.

Year 2

Challenge South Dakota cultural organizations, artists and community leaders to provide lifelong learning opportunities through the arts.

Year 3

Expand resources and programs that will enhance understanding and help students achieve success through integrated arts learning.

Goal 3

Raise the standards for access and inclusion in the arts

Year 1

Commit to a policy of inclusion in every program to overcome barriers imposed by economic status, education, discrimination, distance and special needs by building on the SDAC Arts Expansion Policy, which focuses on cultural participation of the state's rural citizens, ethnic minority groups—particularly Native Americans—and a growing number of immigrants.

Year 2

Offer programs and assistance that expand equal access to the arts.

Year 3

Assist constituents in implementing plans for access and inclusion.

*Spearfish, South Dakota
Folk singer/songwriter
Jami Lynn Buttke.
Dario Acosta photo.*



Goal 4

Support artists through inclusive programs and networks

Year 1

Offer grants programs that provide direct support to South Dakota artists.

Year 2

Help South Dakota artists find resources, information and networking opportunities.

Year 3

Provide professional development and technical assistance for South Dakota artists.

Goal 5

Strengthen arts organizations as partners in education, community and economic development

Year 1

Maintain programs and grants that support the operations, programming, presentations and projects of South Dakota arts organizations.

Year 2

Provide training, professional development and networking opportunities for staff and volunteers of arts organizations at regional and statewide meetings and conferences.

Year 3

Explore new ways to help organizations with promotions and marketing.

The Pierre Players stage an early rehearsal for "Wait Until Dark."
Joshua Penrod photo.



Goal 6

Position the arts as essential to South Dakota Tourism

Year 1

Advise and inform the Department of Tourism, other state agencies and public and private organizations on cultural tourism opportunities.

Year 2

Encourage grant proposals and innovative programs from artists and organizations that enhance community development through cultural tourism.

Year 3

Collaborate with Heritage and History organizations to help promote their traditional arts presentations and exhibits.



SOUTH DAKOTA ARTS COUNCIL

The South Dakota Arts Council (SDAC) is a state agency serving South Dakotans and their communities through the arts. The Council is the advisory board to the SDAC staff within the Department of Tourism. Council members are appointed by the Governor. The mission of the South Dakota Arts Council is to make quality arts programs accessible throughout the state through funds, services and information.

The South Dakota Arts Council receives support from the State of South Dakota, through the Department of Tourism, and the National Endowment for the Arts, a federal agency.

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To read the complete strategic plan, *Growing the Arts in South Dakota*, visit the South Dakota Arts Council website:

www.artscouncil.sd.gov

