

*Imagine  
your life  
your community  
without . . .*



Arts Advocacy Matters.

You Matter.



## **State Arts Action Network**

A Network of Americans for the Arts

**Given the current political and economic environment, the important work you and your statewide organization do everyday matters to the future health of arts, arts education, and culture in your state and throughout our country.**

Your organization's health  
is also vitally important —  
an invaluable reason . . .



**State Arts Action  
Network**

SAAN Provides Us A Network  
to Build

Meaningful *and fun* Connections

Empowering *and enjoyable* Communications

Effective *and inspiring* Results



# State Arts Action Network

A Network of Americans for the Arts

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(SAAN) **A Network of Americans for the Arts** (AFTA)

## Introduction to and Suggested Use of This Draft Document

**About this Draft Document:** You'll find on the following pages questions to think about and ideas from SAAN members that were compiled from online surveys, minutes of meetings, calls, committee reports, research, grant requests, websites, speakers, and individual one-on-one and group conversations (*some over drinks, laughter, and much-needed down time*). These questions and ideas are organized around three topics:

Connections. Communications. Results.

**Suggested Use:** We're all extremely busy; and everyday, we ask ourselves, "When and how am I going to get all that needs to be done, done?" Please download this draft document, and schedule some time to initially and quickly review the questions, ideas, and information. There is no need to invest a great deal of your time up front on this draft. Your quick review of the questions and some of the ideas will serve as a catalyst to get you thinking about the answers to the questions and the validity of the ideas listed. This is a working document that will evolve and change as we each add our own voices to it.

**After Your Initial and Quick Review and Thoughts** to the questions and the ideas, please come back to the document. Review it in greater detail; give the questions and ideas more concentrated attention; and revise, delete, and add your own questions and ideas. They are not listed in any priority order, and many support each of the three focus areas.

**Suggested Follow Up:** We'll schedule the necessary time to review the questions and ideas listed within these pages and those that you and our colleagues have added. Hopefully, the revised document that includes your suggestions will help serve as a tool to assist us to better shape and guide some of our discussions and the development of short- and long-term strategic decisions and strategies that will strengthen the health and capacity of SAAN, AFTA, our organizations, the work we do, and the results we achieve.

**Possible Implementation:** Some of our ideas can be implemented quickly and cost nothing, except for the decision to do them and schedule and invest the time to implement them. Others will require advance planning, decisions, and resources to implement.

Our time together is brief.  
Our collective power — unlimited.



## 2011-2012 Proposed SAAN Goals



*Together, let's discuss, plan, and*

-  SAAN Goal 1: **Engage more states and partners.**
-  SAAN Goal 2: **Sharpen our focus.**
-  SAAN Goal 3: **Strengthen our strategies.**
-  SAAN Goal 4: **Coordinate our efforts.**
-  SAAN Goal 5: **Prepare for change.**
-  SAAN Goal 6: **Celebrate our successes.**





Some questions to ask *(feel free to add your own questions):*

1. Who is participating on SAAN/state captain calls, in meetings, on webinars; completing online surveys; using Capwiz; engaging in advocacy, arts education, or multi-arts service work; accessing SAAN website section; etc.? If they are participating, what will keep them participating?
2. Who is not participating with SAAN and why not?
3. What parts of the country are truly engaged or not with SAAN?
4. Once identified, what are the most effective methods to connect with those who are not engaged and engage them at levels that are accessible and effective for them and SAAN?
5. How do we better connect and partner with Americans for the Arts and their various departments that are related to our statewide work?
6. Who are our non-arts partners, and how do we more effectively engage, share information, and plan with them?
7. How do we strengthen and/or revise our current SAAN connections —
  - A. Face-to-face gatherings three times a year?
  - B. Monthly state captain calls?
  - C. Quarterly webinars?
  - D. SAAN topic-led calls?
  - E. SAAN committee calls?
  - F. Expanded use of social media and other ways to connect?
8. How do we make our connections more fun? More meaningful?





## Ideas from you and other SAAN colleagues

*(please add your own) :*

### Connect

#### A. more deliberately, strategically, and systematically with

1. all members and non-members of SAAN to encourage their engagement with SAAN and its current and future work;
2. the various departments and networks of Americans for the Arts (AFTA) to ask for the regular engagement of the expertise, experience, and input of SAAN members and their members in the development of AFTA'
  - a. advocacy policies and positions throughout their various networks and departments, e.g., Arts Education Network, Business Volunteers for the Arts, Emerging Leader Network, Private Sector Network, Peer Groups, Public Art Network, Local Arts Advancement, Leadership Alliances, etc.;
  - b. research priorities and projects;
  - c. local arts and arts education policies and plans;
  - d. political positions and activities, e.g., Arts Action Fund, candidates' survey, position papers, PAC and campaign contributions, candidate forums, etc.;
  - e. National Arts & Humanities Month;
  - f. National Arts Advocacy Days;
  - g. long-range strategic plan (current plan ends in 2011);
  - h. grants that support the work and advancement of SAAN and its members;
  - i. "strategic alliances."
3. state arts agencies, regional and national arts service organizations, and other state, regional, and national arts, arts education, culture, and non-arts professional business, tourism, and economic organizations to strengthen, better align, and realize our states' and national advocacy goals and strategies to advance this creative sector.
4. decision- and policy-makers at the local, state, and national levels.





## Ideas from you and other SAAN colleagues

*(please add your own) :*

### Connect

#### B. and build upon and strengthen

1. the relationship, effectiveness, and alignment with SAAN and members of AFTA' Government and Public Affairs' staff ; work to assess and strategically engage SAAN members as much as possible in advance to discuss, strategize, and implement effective political goals and strategies;
2. specific communications with national and state media contacts to gain more visibility for the work of SAAN and its members e.g., legislative sessions and issues, advocacy days, National Arts & Humanities Month, elections and candidates' surveys, policies, arts-friendly and non-arts friendly legislation, economic impact studies, etc.;
3. the partnership with the Kennedy Center Alliance for Arts Education;
4. the partnership with the National Assembly of State Arts Agencies;
5. the expertise and experience of previous SAAN chairs by creating a "SAAN Chairs Circle," and engage them at least twice a year through conference calls or when possible face-to-face meetings to keep their institutional memories and wisdom engaged in SAAN's development.





Some questions to ask *(feel free to add you own questions):*

1. What are our current methods of communication, the purposes of each, and how can we strengthen each?
  - A. The SAANbox?
  - B. Monthly state captain calls?
  - C. SAAN listserv?
  - D. SAAN section of AFTA website?
  - E. Other sections of AFTA and Arts Action Fund websites/social media?
  - F. Our individual states' websites / social media sites?
  - G. Our states' and national partners' websites / social media sites?
  - H. Face-to-face gatherings?
  - I. Online SAAN surveys?
  - J. SAAN/state captain directory?
  - K. SAAN committee calls?
  - L. E-mails from SAAN/AFTA and each other?
  - M. One-on-one telephone calls?
  - N. Social media and the ways in which it can be used more strategically?
  - O. Other current communication methods?
  
2. Who are our target audiences for each of our communication methods?
  
3. Which communication methods are the most easily accessible and useful to our target audiences?
  
4. Who are we not communicating with and should be on a regular basis?
  
5. Is there information we're not sharing that we should be sharing on a regular basis? If so, what, to whom, and how?
  
6. Are we communicating too much information or repeating information in different formats too often? Are we guilty of information overload?
  
7. Is the timing of our communications effective? Do people respond?
  
8. Are the communications enjoyable, informative, inspiring, and convincing?





## Ideas from you and other SAAN colleagues

*(please add your own) :*

### Advance communications and impact through

1. bringing fragmented elements among various stakeholders together to create a sharper focus and a more unified and effective approach to set advocacy goals and develop strategies.
  
2. professional development and/or “designed conversations” on specific topics relevant to SAAN members:
  - a. messaging and reframing issues;
  - b. capacity building, which includes diversification and building a strong financial base; fund raising; marketing, recruitment, and sustainability of memberships; special events; contracted services; and identifying and securing corporate, foundation, and private support, etc. for the type of work SAAN organizations do;
  - c. succession planning;
  - d. advocacy strategies on a budget that work;
  - e. political campaigns, PACS, and candidate endorsements;
  - f. legislative research and the process and development of specific legislation and policies; and
  - g. identification and development of strategic collaborations, partnerships, coalitions, and alliances to advance our organizations; and arts, arts education, and culture goals at local, state, and national levels.





## Ideas from you and other SAAN colleagues

*(please add your own) :*

### Advance communications and impact through continued

3. technical assistance to help SAAN members fully realize and develop
  - a. powerful and engaging social media tools (Facebook, Twitter, You Tube, etc.) and other technology tools useful for advocacy- and capacity-building purposes;
  - b. full and effective use of Capwiz and its new and old features, e.g., incorporating alerts into Facebook pages, and the creation of powerful and strategic alerts with higher “take action” rates, etc.; and
  - c. the recruitment, engagement, and training of young advocates.
  
4. reformatting how, when, and where SAAN materials and information are shared and posted, for example:
  - A. SAAN section and private section of AFTA’ website:
    1. Organize the site to more easily navigate and quickly find information and materials under specific categories:
      - a. **Monthly State Captain Calls:** post agendas, minutes, and recordings of each call;
      - b. **Minutes:** post all minutes of face-to-face and conference call meetings;
      - c. **SAAN and state captain directory:** post in Excel format to easily download contacts, addresses, telephone, e-mails, etc. — also make an e-mail link so members can quickly make revisions to their contact information;





## Ideas from you and other SAAN colleagues

*(please add your own) :*

### Advance communications and impact through continued

- d. Information:** SAAN operating procedures, various reports documents, research, links to other resources — organize under specific topics/subjects to help users not only more easily access the information they seek, but by organizing the information by topic/subject, it helps ascertain what materials are needed under specific topics/subjects — what is missing and what we need to secure as additional resources;
- e. Roster of State Captains:** keep updated and make accessible a directory to download of state captains and their contact information;
- f. The SAANbox:** post and link each edition under its own specific category, and communicate with members in advance on content;
- g. Listserv Inquiries:** ask each member who requests answers and information to specific questions to compile a simple “copy & paste” response document to post and share on SAAN website section;
- h. State Updates:** provide a specific one-page format in advance to all SAAN members/state captains to complete and post updates quarterly.
- i. SAAN Calendar:** request information on a quarterly basis from members for updates on arts advocacy days, conferences, workshops, etc., and include AFTA webinars, conferences, as well as other Professional development opportunities relevant to the work of SAAN members.





## Ideas from you and other SAAN colleagues

*(please add your own) :*

### Advance communications and impact through continued

**5. reformatting face-to-face SAAN meetings:**

- a.** Communicate minutes and simple votes and actions needed from SAAN executive, programs, governance, and other committees in advance to all members for review and electronic voting and input to allow the face-to-face meetings more time to focus on professional development, technical assistance, substantive networking, and “designed conversations” around specific topics and subjects;

**6. directly engaging and advance scheduling others in the monthly state-captain calls:**

- a.** Identify those members and captains who have expertise on relevant topics and/or who have participated in or attended advocacy-related conferences, webinars, workshops, regional and national meetings, etc., to quickly update all state captains/SAAN members on specific and relevant topics, issues, trends, and research highlights they learned; identify and schedule these speakers in advance to complement the updates from AFTA Government and Public Affairs team on these calls’
- b.** Include a highlight or two from The SAANbox for the month that is relevant and of interest to all members; SAAN staff should also quickly update captains on any key meetings or conferences they attended between calls and share highlights of those meetings.





Some questions to ask *(feel free to add your own questions):*

1. In reviewing SAAN's current services, activities, goals, strategies, and the purposes behind each, what results do you believe have been and are being achieved under
  - A. Initiation, development, and support of public policies to secure local, state, and federal government funding for arts, arts education, & culture?
  - B. Initiation, development, and support of other non-funding policies to help advance arts, arts education, and culture?
  - C. Convening and strengthening a national network of statewide arts, arts education, and multi-arts-disciplined service organizations?
  - D. Implementation of high-quality professional development and technical assistance for SAAN members' staff and board?
  - E. Creation and sharing of state, regional, and national advocacy strategies that support arts, arts education, and culture?
  - F. Infrastructure to provide a forum for members to exchange work products that represent best practices on a variety of issues?
2. What results have we not achieved that we attempted? What happened? How do we turn the end result around? Does it still matter?
3. How can we improve and increase measurable results for each of the current SAAN goals, services, and activities to better benefit SAAN and AFTA as a whole and our own state organizations?
4. What are the results we're most proud of, the most far-reaching, and effective since SAAN's creation in March 2004?
5. Are their goals and specific results we want to achieve for SAAN, AFTA, our states, country, organizations, and creative sectors that we currently are not focused on, but should be?
6. How can we better acknowledge, celebrate, utilize, expand, and share positive results of our work and our partners' and colleagues' work?
7. Given today's political and economic environments at the local, state, and national levels, are we investing our resources and capacities strategically to help us achieve the most focused results that really matter now and over the next few years?





## Ideas from you and other SAAN colleagues

*(please add your own) :*

### Achieve sound results

1. Current and new SAAN members more fully involved with SAAN.
2. Research needs for SAAN and its members identified, completed, or planned:
  - A. Status of who is and is not involved with SAAN/state captains and why;
  - B. Survey results completed on the
    - a. operations, services, and status of SAAN organizations (services, staff, budgets, memberships, lobbyists, political action committees or CCE, candidates' surveys, elections, legislative caucuses, etc) ;
    - b. status of state arts agencies appropriations earmarked for grants, and more general details about those grants in each state;
    - c. messaging and marketing examples;
    - d. regional arts organizations, state arts agencies, and other SAAN partners that have information on and/or links to their respective state arts advocacy organizations;
    - e. states' arts, arts-education, and culture-related legislation
3. Stronger partnerships established or initiated among SAAN, its members and AFTA, NASAA, state arts agencies, state legislatures, governors and lieutenant governors, regional arts organizations, the Kennedy Center Alliance for Arts Education, National Endowment for the Arts, and other arts and non-arts partners.





## Ideas from you and other SAAN colleagues

*(please add your own) :*

### Achieve sound results *continued*

4. Greater visibility for SAAN and its members nationally and in states.
  
5. Greater involvement and integration of SAAN and its members in the development of specific AFTA goals, policies, and work products and the establishment of shared strategies that both SAAN and AFTA can implement to help each achieve their respective goals. For example, some simple ideas such as
  - a. a letter from Bob Lynch outlining the importance to invest in both national and state advocacy work that encourages membership support not only in AFTA, but states' arts advocacy organizations;
  - b. posting the AFTA SAAN member web sticker on more SAAN members' websites;
  - c. creative industries numbers for national and respective states clearly posted on AFTA's and states' Web home pages, along with the link to register with Dun & Bradstreet and be counted, along with "take action" links on key issues and national and state economic numbers posted;
  - d. ask SAAN to be more involved in the Arts Action Fund, and determine how many people have signed up in each state; set state goals and strategically plan to reach those goals; involve SAAN in elections, campaign policies and contributions, candidates surveys, positions papers, etc.





## Ideas from you and other SAAN colleagues

*(please add your own) :*

### Achieve sound results

- 6.** A development plan to implement that secures the necessary resources SAAN needs to advance its work in the short- and long-term.
- 7.** A short- and long-term planning document to assist SAAN and its members better prepare for the future, and changes in politics, the economy, technology, work environments, etc.
- 8.** Identification of future speakers who are experts in areas SAAN identifies for professional development sessions.
- 9.** Greater understanding and more effective use of social media for advocacy and capacity-building.
- 10.** A renewed commitment to the work and goals of SAAN and to the work and goals of the organizations it serves to ensure that arts, arts education, and culture thrive in supportive and qualitative environments throughout our country.

**Note:** This working document was compiled by Sherron Long in appreciation and respect for the dedication and work each of the SAAN colleagues engages in everyday to advance opportunities for the creation of, participation in, access to, and transformative enjoyment of the arts. You each matter.





Meaningful *and fun* Connections



Empowering *and enjoyable* Communications



Effective *and inspiring* Results

The table below is subject to change once information on each state is verified — SAAO = state arts advocacy organization; Arts Ed. Org. = statewide arts education organization.

Regional Arts Organizations <i>(data is based on 8/6/11 information &amp; is subject to change):</i>	# of States:	# of SAAO:	# with no SAAO:	# of Arts Ed. Orgs.:	# on SAAN 2011-2012 Council, including network representatives:
Arts Midwest	9	8	1	4	6 (67%)
Mid Atlantic Arts Foundation	9	8	1	4	4 (44%)
South Arts	9	5	4	5	4 (44%)
Mid-America Arts Alliance	6	5	1	2	2 (33%)
New England Foundation for the Arts	6	5	1	4	1 (17%)
Western States Arts Federation (WESTAF)	13	8	4	8	1 ( 8%)

**Capwiz Information as of August 2011**

States That Use Capwiz (55%)		States That Do Not Use Capwiz (45%)	
Arizona	New Jersey	Alabama	Missouri
California	New York	Alaska	Montana
Florida	North Carolina	Arkansas	Nebraska
Georgia	Ohio	Colorado	New Hampshire
Hawaii	Oregon	Connecticut	New Mexico
Illinois	Pennsylvania	Delaware	North Dakota
Indiana	Rhode Island	District of Columbia	Oklahoma
Kansas	South Carolina	Idaho	South Dakota
Louisiana	Texas	Iowa	Tennessee
Maryland	Vermont	Kentucky	Utah
Massachusetts	Virginia	Maine	West Virginia
Michigan	Washington	Mississippi	
Minnesota	Wisconsin		
Nevada	Wyoming		



<b>2011 :</b>	<b>Event or Activity: All information on this table is subject to change:</b>	<b>Suggested SAAN Member Topic Update in Addition to AFTA Team:</b>
September 6 at 11:00 a.m. ET	SAAN Executive Committee Call	
September 8 at 3:30 p.m. ET	State Captains' Call	Jay Dick — update on issues, etc., learned at national Conferences, e.g., NCSL.
September (TBD)	SAAN Programs and Governance Committee Call	
September (TBD)	SAAN Webinar Suggestion: Donna and Sheila lead	Developing young advocates
October 3 -- 5	SAAN Face-to-Face Gathering in Orlando, Florida (arrive 10/3; meet all day on 4th and half a day on 5th)	
October 13 at 3:30 p.m. ET	State Captains' Call	Anne Marie — update on NASAA's Arts Advocacy Burnout Webinar
November 1 at 11:00 a.m. ET	SAAN Executive Committee Call	
November 10 at 3:30 p.m. ET	State Captains' Call	Lisa's update on her SAAN research and face-to-face meetings with colleagues
November 12 - 15	AFTA National Arts Marketing Project - Louisville, Kentucky	
December 6 at 11:00 a.m. ET	SAAN Executive Committee Call	
December 8 at 3:30 p.m. ET	State Captains' Call	SAAN Speaker TBD
<b>2012 :</b>		
January 3 at 11:00 a.m. ET	SAAN Executive Committee Call	
January 12 at 3:30 p.m. ET	State Captains' Call	SAAN Speaker TBD
January	SAAN Webinar Suggestion: trainer from Capwiz	Using updated features
February 7 at 11:00 a.m. ET	SAAN Executive Committee Call	
February 9 at 3:30 p.m. ET	State Captains' Call	SAAN Speaker TBD
March 6 at 11:00 a.m. ET	SAAN Executive Committee Call	
March 8 at 3:30 p.m. ET	State Captains' Call	SAAN Speaker TBD
March (TBD)	SAAN Programs and Governance Committee Calls	
April 3 at 11:00 a.m. ET	SAAN Executive Committee Call	
April 12 at 3:30 p.m. ET	State Captains' Call	SAAN Speaker TBD
April 15	SAAN Face-to-Face Gathering in Washington , D.C.	
April 16 - 17	National Arts Advocacy Days in Washington, D.C.	
May 15 at 11:00 a.m. ET (not regular day this month)	SAAN Executive Committee Call — to review June agenda and meeting in San Antonio	
May 10 at 3:30 p.m. ET	State Captains' Call	SAAN Speaker TBD
May (TBD)	SAAN Programs and Governance Committee Calls	
June 7 - 9	SAAN Face-to-Face Gathering in conjunction with AFTA Annual Conference in San Antonio, Texas	

