Strategic Plan 2018 - 2023

STATE ARTS OFFICE
West Virginia Department of Arts, Culture and History
West Virginia Commission on the Arts
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Letter from the Director

West Virginia is not only becoming a place for the arts to flourish but it is also becoming an arts destination.

West Virginia Public Broadcasting’s Mountain Stage has a direct economic impact of $1,000,000 annually in the Charleston area alone. Over 13,000 people attended live shows in Charleston during the 2017 season. Many people come from around the country and the world just to catch a taping of their favorite radio show, which is carried by over 225 stations in the United States and Canada.

The Contemporary American Theater Festival (CATF) in Shepherdstown also attracts a diverse audience from around the world. The festival is held every July in the beautiful colonial-era town of Shepherdstown, which is approximately one hour away from our nation’s capital. People are drawn by the substantial quality of new socially-conscious works, many of which are making their debut at the festival. It is estimated that CATF has a total economic impact of over $5,000,000 annually in the Eastern Panhandle of West Virginia.

There are many more examples of how people and organizations in our wonderful state are coming together to establish a creative economy in West Virginia. We, as the State Arts Office, want to harness that energy and enthusiasm and spread it across the state. Our office has only a finite amount of money and staff, but what we have in abundance is connections. We believe these connections can work to build a stronger arts and culture community throughout the state and diversify our economy with entrepreneurial opportunities for sustained growth. A truly vibrant arts destination is built from the community out. People are much more invested in an idea if they are stakeholders in the development process as opposed to having something mandated to them from the government down. That is certainly the spirit of Montani Semper Liberi, our state motto.

In the summer of 2018 alone, West Virginia saw several impressive accomplishments, including the inaugural Ellis Marsalis International Jazz Piano Competition and the inaugural Huntington International Jazz Festival. The National Consortium for Creative Placemaking hosted their Creative Placemaking Leadership Summit for the Appalachian region in Charleston, and less than a week later, the National Council on the Arts visited West Virginia for their first meeting outside of Washington, D.C. in 27 years. West Virginia, a founding member, sent eleven artists to the first ever Mid-Atlantic Teaching Artists Retreat in conjunction with the National Assembly of State Arts Agencies. Two new arts venues opened in the state, the Bluefield Arts Center in the southern coalfields and the Robinson Grand Performing Arts Center in the northern city of Clarksburg.

West Virginia is seeing an economic turnaround, and the time is right for the state to see a new economic development movement towards a creative economy. Arts education, creative placemaking, accessibility and inclusion, and arts advocacy are all part of the effort, and we invite you to be a part of it.

Sincerely yours,

Lance E. Schrader
Director, West Virginia State Arts Office
Executive Summary

FOCUS:

Capital High School’s VIP’s perform at the Culture Center for the 194th meeting of The National Council on the Arts

GOALS:

1. Promote arts in education.
2. Nurture growth of the creative economy.
3. Ensure access, inclusion, diversity and equity in the arts.
4. Encourage arts advocacy.

FOCUS:

• Actively engage youth that live in distressed areas or are part of at-risk populations.
• Help artists and teaching artists learn new skills and expand their practice.
• Create initiatives that work to combat the opioid crisis.
• Employ the principles of creative placemaking.
• Create a market for artists to sell their work in West Virginia by collaborating with other government agencies and organizations.
• Actively engage underserved populations.
• Make the arts accessible for all West Virginians.
• Facilitate relationships between lawmakers and the arts community.
• Act as an advocate for the arts.
• Become an informational resource for arts organizations.
MISSION STATEMENT:

The mission of the State Arts Office of the West Virginia Department of Arts, Culture and History (WVDACH) and the West Virginia Commission on the Arts (WVCA) is to foster a fertile environment for the artistic, cultural, educational and economic development of the state. We believe active participation in and enjoyment of the arts are fundamental to sustaining quality community life by providing an abundant and creative environment for businesses to flourish throughout the state.

VISION:

We envision a state where the arts are thriving and celebrated; where those vibrant communities that have made the arts vital to their way of life are inspiring their surrounding communities to do likewise; a state where the arts are accessible to all and policy makers, stakeholders and the public fully recognize and enjoy the educational, economic and cultural impact of the arts, creative people and creative enterprise.

DIRECTION:

The State Arts Office of the West Virginia Department of Arts, Culture and History (WVDACH) and the West Virginia Commission on the Arts (WVCA) will serve as a dynamic engine of change charged with constructing a state-wide environment in which artists and arts organizations will flourish, be recognized and celebrated, and have access to valuable resources that enhance their creative practices so that the arts are recognized as a vital economic force. The State Arts Office will continue its work to expand the arts in PK-12 educational settings with the goal of inspiring, retaining and developing our youth to be college and career ready. We will continue working to provide more opportunities and resources for our artists and arts organizations and increase our outreach efforts to help nurture the growth of our creative economy. Additionally, the next five years will be a time to assess WVCA efforts in ensuring accessibility to the arts for all West Virginians, increasing participation and promoting advocacy for the arts throughout the state. Currently, we are coming to a close on our 2015-2018 Strategic Plan and are ready to begin our 2018-2023 Strategic Plan.
Core Beliefs, Values and History

OUR CORE BELIEFS:

• All West Virginians deserve and benefit from access to the arts.
• Engagement in the arts enriches quality of life.
• Community-based art movements have a rippling effect.
• The arts are a catalyst for promoting understanding among diverse cultures.
• The arts support the development of a creative workforce.
• The arts are an integral part of a vibrant economy.
• The arts are essential to imagination, creativity and innovation.
• The arts document our present and link us to our past.
• The arts encourage innovation, creative problem solving, critical thinking, interdisciplinary teamwork and other aptitudes critical to 21st century college and career readiness.

OUR VALUES:

• Accessibility and inclusion
• Deep and lasting connections
• Professional excellence
• Integrity
• Partnership and collaboration
• Stewardship of public funds
• Transparency
• Transformation

HISTORY:

The State Arts Office of the West Virginia Department of Arts, Culture and History (WVDACH) provides grants and services to artists, arts organizations, schools and municipal and county agencies under the direction of the West Virginia Commission on the Arts (WVCA). The WVCA is the governor-appointed citizen advisory group for all competitive arts grant funds. The WVDACH receives annual support from the West Virginia State Legislature and The National Endowment for the Arts (NEA).

During the 2018 legislative session, the Department of Education and the Arts was eliminated, and the new Departments of Arts, Culture and History was created. This new department now houses the State Arts Office, as well as several other agencies that were formerly part of Education and the Arts.
Grant Programs

ARTS IN EDUCATION GRANTS
- School-Based and Out-of-School-Time
- Project Grants
- Arts Exposure Project Grants
- STEAM Power WV

COMMUNITY ARTS GRANTS
- Arts Partners
- Community Arts Project Support
- Community Arts Project Support Organizational Development
- EZ Arts Access
- Mini Grant

CULTURAL FACILITIES AND CAPITAL RESOURCES GRANTS
- Cultural Facilities and Capital Resources
- Cultural Facilities and Capital Resources Fast Track

INDIVIDUAL ARTIST GRANTS
- Professional Development
- Training and Travel
- Organizations Providing Professional Development Opportunities for Artists

Ashton’s Climbing Sculpture at The Clay Center for the Arts and Sciences. Photo courtesy of The Clay Center.
Other Programs and Services

- ArtWorks Magazine
- ArtWorks Television Program
- Certified Arts Communities
- First Lady’s Artistree
- First Lady’s Student Ornament Project
- Governor’s Arts Awards
- Peer Assistance Network
- Poetry Out Loud
- VH1 Save The Music Foundation Partnership
- Arts in Our Communities Conference
- Arts Day at the Capitol

Goal 1: 
Promote Arts in Education

Inspire, retain and develop our talented young people by expanding youth arts programming throughout the state.

OBJECTIVES:

1.1: Expand partnerships with teaching artists and organizations that are implementing arts in education projects by working to provide more resources and opportunities.

1.2: Help teaching artists expand their practice and help connect schools with teaching artists.

1.3: Encourage in our youth: innovation, creative problem solving, critical thinking, interdisciplinary teamwork and other aptitudes critical to college and career readiness.

1.4: Reach at-risk youth affected by financial distress or the opioid crisis by supporting arts in education projects in economically disadvantaged areas.

1.5: Create education and networking opportunities for those implementing or interested in implementing programs aimed at lessening the impact of the opioid crisis on the state’s youth.
Goal 1: Promote Arts in Education

Students from North Elementary School in Morgantown participate in STEAM Power WV-funded project, Poetry and Pastels and Pollinators, Oh My

CONTINUED EFFORTS:

• Promote our Arts in Education (in-school and out-of-school projects), Arts Exposure grants and our STEAM Power WV initiative (in partnership with the Benedum Foundation) through all regions of the state. (1.1 – 1.5)

  **EVALUATION:** Review application and grantee data; target areas of deficiency through extended outreach efforts.

• Poetry Out Loud: Expand the number of schools and individual students participating, focusing outreach to counties identified as economically distressed or at-risk by the Appalachian Regional Commission (ARC). (1.3, 1.4)

  **EVALUATION:** Review school and total student participation data; reach out to schools who are not yet participating or have low participation among students.

• Assist VH1 Save The Music Foundation in achieving their goal of placing instruments in every middle school in the state by identifying eligible schools, helping to facilitate the application process and securing matching funds. (1.3, 1.4)

  **EVALUATION:** Review data for total number of schools awarded and total number of instruments gifted; assist any middle school that has not been served in applying to the program.

• ArtWorks Television Show: Feature an interview with a teaching artist for our monthly show in at least one episode per year. (1.1, 1.2)
Goal 1:
Promote Arts in Education

Students in Greenbrier, Nicholas and Pocahontas Counties participate in a STEAM Power WV-funded project, Mobile Film Photography Lab, facilitated by High Rocks Educational Corporation.
Photo by: Suzanne McVay Polinski

NEW INITIATIVES

• Collaborate with state arts agencies that facilitated the 2018 Mid-Atlantic Teaching Artist Retreat. Plan and implement future professional development opportunities for teaching artists, including regional retreats and regularly scheduled webinars. (1.1, 1.2)

• Focus outreach to counties identified as economically distressed or at-risk, informing those communities about our STEAM Power WV, Arts in Education and Arts Exposure grant programs. (1.4)

EVALUATION: Review data for number of site-visits to these counties by State Arts Office staff per year, along with the number of applicants and grantees per year; gather qualitative data from listening tours and one-on-one discussions.

• STEAM Power WV: Partner with Benedum Foundation to coordinate two training sessions for teaching artists each year, bringing together K-12 teachers, teaching artists and community-based arts organizations. (1.1, 1.2)

EVALUATION: Review participation data for each event. Implement surveys to measure the impact of each event and identify areas of improvement.

• STEAM Power WV: Beginning in Fall 2019, hold an annual STEAM Power WV Showcase to present models of successful STEAM projects to the state’s education community, highlighting student achievement and providing professional development for teachers. (1.1, 1.2, 1.3, 1.4)
Goal 1: Promote Arts in Education

NEW INITIATIVES (Continued):

- Poetry Out Loud: Increase student and teacher engagement in the program by offering two regional workshops led by poets/teaching artists.
- Create and maintain a registry for teaching artists throughout the state. (1.1, 1.2)

**EVALUATION:** Review registration data; registry will also help provide data on the number of artists actively teaching.

- Expand Partnerships with Department of Education with the aim of developing a plan to integrate the arts into their Teacher Academy program. (1.4, 1.5)
- Arts in Our Communities Conference: Introduce programming specifically designed for teaching artists and organizations involved in arts education. (1.1, 1.2)

**EVALUATION:** Implement surveys to identify areas of improvement. Create check boxes in registration that describe attendees’ programming and interests and review data regarding arts education.

- Arts in Our Communities Conference: Introduce programming specifically designed around using the arts to help youth affected by the opioid crisis. (1.2, 1.5)

**EVALUATION:** Implement surveys to identify areas of improvement. Create check boxes in registration that describe attendee’s programming and interests and review data regarding working with underserved populations.

- ArtWorks Magazine: Feature an interview with a teaching artist or arts organization involved in arts education in at least one issue each year. (1.1, 1.2)
Goal 2: Nurture Continued Growth of the Creative Economy

Provide more opportunities and resources for artists and arts organizations.

OBJECTIVES:

2.1: Employ community-driven principles of creative placemaking to help expand overall impact.

2.2: Provide opportunities for WV artists to help advance skills and experience.

2.3: Provide networking opportunities for WV artists to meet with each other and with local, regional and national organizations.

2.4: Fuel arts entrepreneurial activity throughout the state.

2.5: Help grow the market for artists to sell their work.

2.6: Establish cross-agency partnerships that help promote the arts.

2.7: Strengthen the capacity of arts organizations throughout the state.
Goal 2: 
Nurture Continued Growth of the Creative Economy

CONTINUED EFFORTS:

- Promote our community arts grant programs, particularly in areas where we’ve seen a lack of applicants, increasing outreach to counties identified as economically at-risk or distressed. (2.7)

  **EVALUATION:** Review new applicant and new grantee data; target areas of deficiency through extended outreach efforts; keep record of meetings: organizations, locations, individuals, and those who’ve never applied.

- Promote our grant programs for individual artists, as well our separate grant program for organizations providing professional development for artists, increasing outreach to counties identified as economically at-risk or distressed. (2.2 – 2.5)

  **EVALUATION:** Review new applicant and new grantee data; target areas of deficiency through extended outreach efforts; keep record of meetings: organizations, locations, individuals, and those who’ve never applied.

- Maintain separate email lists for artists and arts organizations, sending valuable information and opportunities. (2.1, 2.2, 2.4, 2.5, 2.7)
Goal 2:  
*Nurture Continued Growth of the Creative Economy*

**NEW INITIATIVES:**

- Coordinate four grant writing workshops each year (1 per quarter) in different areas of the state. (2.2, 2.7)

**EVALUATION:** Implement surveys to measure the impact of each event and identify areas of improvement. Keep record of locations and attendance.

- Initiate discussions with Department of Commerce, Office of Tourism and State Parks/Forests, with the aim of an online calendar of cultural events. (2.6, 2.7)

- Collaborate with the Tamarack Foundation in creating professional development opportunities for artists and promoting the formation of arts councils and groups throughout the state involved in Creative Placemaking projects. (2.1, 2.2, 2.4, 2.7)

- Promote Creative Placemaking principles to community arts groups by encouraging community involvement in the planning and implementation of projects. (2.1, 2.7)

**EVALUATION:** Include questions regarding Creative Placemaking in survey for community arts groups, and review and compare data annually.

- Make changes to the guidelines of Community Arts Project Support that add language regarding Creative Placemaking, with approval from the WVCA. (2.1, 2.7)

- Arts in Our Communities Conference: Offer more programming for individual artists in addition to programming for arts organizations. Offer more opportunities for networking. (2.2, 2.3, 2.7)

**EVALUATION:** Implement surveys to measure the impact of each event and identify areas of improvement; create two categories for registration: “Artist” or “Organization” and create a separate survey for each. Review participation data for each event.

- ArtWorks Magazine: Promote our artist gallery pages to increase submissions from artists. Promote our artist opportunities listings page to arts organizations. Continue new feature interviews with arts organizations and add artist interviews for each issue. (2.2, 2.3, 2.5, 2.7)

- ArtWorks Television Show: Feature an interview with two artists throughout the course of the season, highlighting their work. (2.2, 2.5)
Goal 3:
Ensure Access, Inclusion, Diversity and Equity in the Arts

OBJECTIVES:

3.1: Increase participation in the arts among all populations throughout the state.

3.2: Increase programming throughout the state that focuses on underserved populations, which includes at-risk youth, aging, veterans and people with disabilities.

3.3: Connect artists and arts organizations who are currently working with underserved populations.

3.4: Work with WVCA members to assess policy, procedures, programming and guidelines with intent to increase access, inclusion, diversity, and equity within our grant programs.

3.5: Increase web presence and implement an online grant application process.

3.6: Work to make grant guidelines and applications more clear and easy to follow.
Goal 3: 
Ensure Access, Inclusion, Diversity and Equity in the Arts

CONTINUED EFFORTS:

- Review annually our current guidelines to improve clarity and language, making updates and seeking WVCA approval when appropriate. (3.4, 3.6)

  **EVALUATION:** Include questions on clarity of program guidelines and application process in our general surveys.

- Review annually, information and language on the State Arts Office website, making updates regularly. (3.5)
- Require all applicants to be in compliance with Section 504 of the Rehabilitation Act and Americans with Disabilities Act. (3.1)
NEW INITIATIVES:

- Work with the Governor’s Office to develop new website for Department of Arts, Culture and History and the State Arts Office; establish a timeline for those sites to go live. (3.5)
- Focus outreach efforts on counties identified as economically distressed or at-risk, establishing new relationships, making site-visits and providing information on available opportunities and resources. (3.1, 3.2)

**EVALUATION:** Review data for number of site-visits to these counties by State Arts Office staff per year, along with the number of applicants and grantees per year; gather qualitative data from listening tours and one-on-one discussions.

- Create a digital resource library for accessibility information and best practices for accessibility and inclusion in the arts to share with grantees and the public and post on the State Arts Office website. (3.1, 3.5)
- Assist the West Virginia Commission on the Arts in forming committees to review policies, procedures and programming, and propose appropriate changes for full commission approval. Review of policy will include new statements on diversity and accessibility. Facilitate a brief meeting of the committees at each of the commission’s meetings. (3.1, 3.4, 3.6)

**EVALUATION:** Create a timeline to help evaluate the process.
Goal 3: Ensure Access, Inclusion, Diversity and Equity in the Arts

NEW INITIATIVES (Continued):

- Initiate talks with Department of Health and Human Resources, Department of Education and local organizations currently working with underserved populations with the aim of planning new initiatives to assess access and inclusion in the arts.

- Arts in Our Communities Conference: include programming and educational opportunities that highlight artists and arts organizations currently working with underserved populations. (3.2, 3.3)

**EVALUATION:** Implement surveys to measure the impact of each event and identify areas of improvement. Create check boxes in registration that describe attendees programming and interests and review data regarding programming for underserved populations.

- **ArtWorks Magazine:** Feature an interview with an artist or arts organization working with underserved populations in at least one issue each year. (3.2, 3.3)

- **ArtWorks Television Show:** Feature an interview with an artist or arts organization working with underserved populations in at least one episode each year. (3.2, 3.3)
Goal 4: Encourage Arts Advocacy

WVDACH Curator Randall Reid-Smith speaks at the 194th Meeting of the National Council on the Arts held at the Culture Center in Charleston.

Educate and inform the public and decision-makers at local, state and national levels on the impact of the arts.

OBJECTIVES:

4.1: Be a leader in arts advocacy by connecting arts groups to local and state lawmakers.

4.2: Be a leader in arts advocacy by connecting arts groups to statewide and national advocacy groups.

4.3: Be a leader in arts advocacy by connecting arts groups to statewide and national advocacy groups.

4.4: Educate and inform decision-makers on the work of our grantees and the impact they have on their respective communities.
Goal 4: Encourage Arts Advocacy

CONTINUED EFFORTS:

- Arts Day at the Capitol: Invite arts organizations from around the state to the State Capitol building to showcase their work during the legislative session, while partnering with Arts Advocacy of WV to provide them with the most recent data reflecting the impact of the arts on economic development and education. (4.1, 4.3, 4.4)

  EVALUATION: Review participation data and implement surveys to measure the impact of the event and identify areas of improvement.

- Encourage constituents’ participation in arts advocacy on local, state and national levels by providing resources, having one-on-one discussions and reviewing the responses to advocacy questions in grant applications and final reports. (4.2, 4.3)

  EVALUATION: Compare panel scores and comments regarding advocacy each fiscal year to look for overall improvement in advocacy activities.

- Extend invitations to lawmakers inviting them to WVDACH-sponsored competitions, events and festivals. (4.1, 4.4)
- Inform lawmakers of the high demand for the arts in our state by giving them comparative data showing the number of applications vs. the number of grants awarded for each of our grant programs. (4.1, 4.4)
Goal 4: Encourage Arts Advocacy

WVDACH Curator Randall Reid-Smith with NEA Senior Advisor Tom Simplot watching a performance by the Barboursville Middle School Orchestra. Photo courtesy of Huntington Herald-Dispatch.

NEW INITIATIVES:

- Create a digital resource library of advocacy materials to share with constituents and post on the State Arts Office website. (4.1, 4.2, 4.3)
- Assist the West Virginia Commission on the Arts in forming a committee on advocacy. Facilitate a brief meeting of the committee at each of the commission’s meetings. (4.1 – 4.5)

EVALUATION: Create a timeline to help evaluate the process.

- Add advocacy to the topics that can be covered by the Peer Assistance program. (4.1 – 4.5)
  Promote Americans for the Arts and Arts Advocacy of WV to our constituency. (4.2, 4.3)

EVALUATION: Request data from those organizations that reflect the number of West Virginians they serve through email lists or social media follows and compare annually.

- Arts in Our Communities Conference: Introduce a workshop on arts advocacy led by a WVCA member. (4.3)

EVALUATION: Implement surveys to measure the impact of each event and identify areas of improvement.

- ArtWorks Magazine: Add all state legislators to our subscriber list. The legislator mailing list will be updated each January. (4.4)
- ArtWorks Television Show: Email all state legislators a link to each episode immediately following its publication online. The legislator email list will be updated each January. (4.4)
In addition to the evaluation methods laid out in each goal of this strategic plan, the State Arts Office will use the following methods to evaluate progress:

- Employing surveys at State Arts Office events or public meetings to obtain data on the event and the general needs of our constituents.
- Employ general population surveys in addition to current client and arts community surveys.
- Present our progress towards the goals of this plan to the West Virginia Commission on the Arts at each quarterly meeting, while producing a comprehensive report annually.
- Conduct quarterly listening tours around the state to collect qualitative and quantitative data from constituents.
- Post this document in the State Arts Office to use as a checklist towards completing the plan.

The qualitative and quantitative data obtained through the evaluation methods outlined in this plan will be crucial for crafting the next strategic plan, the process for which will begin in 2021.

*This 2018-2023 Strategic Plan and all details describing goals, objectives and strategies within this plan are subject to change depending on annual budget allocations.*
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Randall Reid-Smith, Curator