PROCESS FOR DEVELOPING STANDARDS BASED PROGRAMS

Program Purpose: Main Idea

Program Goals: Supporting details – can also be seen as objectives. Not all programs have goals separate from purpose

Standards: Serve as a "bridge" between purpose and goals and performance expectations

Purpose goals———————▶ standards ————————▶ performance expectations

Use the following example as a guide:

Standards Based Process for Program development or revision:
1. **Develop purpose of program:**

2. **Identify goals of program or activity:**

3. **Identify standards that apply to program:**

4. **Group standards into common area or themes:**

5. **Design implementation structure:**
    What elements need to be included in order to achieve what we want?

6. **Develop measurement/assessment process to determine program quality and impact:**
    How do we tell when we are meeting our goals? (What will it look like?)
    Determine how evidence will be collected

Kentucky Arts Council Standards

Ends Statement #1: Kentuckians value the role of arts in society
The KAC gathers and analyzes information in order to understand and be able to:
- Communicate the value of the arts; how arts benefit society and enhance the quality of life
- Positively impact Kentuckians' (organizations, artists, media) perceptions of the arts
- Identify and overcome barriers to value and participate in the arts
- Offer technical assistance in identifying/preventing/removing barriers
- Develop and utilize programs and services to enhance the role of arts in society
- Expand and diversify network of advocates
- Support statewide organizations in their advocacy work
- Utilize media to promote the personal and public value of the arts

Ends Statement #2: Lifelong education in the arts is encouraged
The KAC gathers and analyzes information in order to understand and be able to:
- Promote life-long learning in, about, and through the arts
- Promote and advocate for arts education (history, appreciation and creation of art)
- Promote and advocate for arts in education (integration with core subjects, sequential learning, lifelong learning, and multiple modes of learning)
- Identify and reduce barriers to providing arts education and arts in education
- Collect and disseminate model arts education programs
- Identify and track the current trends and/or status of arts education in Kentucky schools
- Train artists to teach in schools and to provide professional development in the arts to teachers

Ends Statement #3: Statewide delivery of arts programs and services is provided
The KAC gathers and analyzes information in order to understand and be able to:
- Coordinate the role of staff and board in supporting a common sense of mission
- Integrate goals, programs and services
- Ensure that delivery of services is both efficient and effective
- Utilize public input to inform our work
- Support deliverers of arts and arts services in Kentucky

Ends Statement #4: Artists live and work in a supportive environment
The KAC gathers and analyzes information in order to understand and be able to:
- Provide opportunities, services and resources to artists of all disciplines
- Promote and advocate for support of artists by arts and non-arts groups, organizations and agencies

Ends Statement #5: Public policy supports the arts in Kentucky
The KAC gathers and analyzes information in order to understand and be able to:
- Influence positive policy changes
- Encourage the people of Kentucky to become involved in shaping public policy
- Form alliances with agencies and cabinets for favorable legislation
- Effectively interact with authorizers (legislators, local government, cultural groups, voters, arts organizations)

Kentucky Arts Council
Program Guidelines and Application Workbook

Grant or Adjudication Program: General Operating Support I (GOS I)

Program Staff Member: Dan Strauss & Gerri Combs

Purpose: The purpose of the General Operating Support Program is to ensure that year-round participation in the arts is available to the people of Kentucky, by providing unrestricted operating support to arts and cultural organizations.

Goals:
- Develop & maintain strong arts organizations
- Increase arts participation statewide
- Promote diverse arts & culture
- Help build efficient arts delivery system across the state

Standards (for translation into criteria only – not to be included in final materials):

- encourage networking and collaborations
- promote diversity outreach efforts and encourage replication
- effectively support deliverers, including:
- providing training in data collection, analysis and evaluation systems
- supporting non-arts organizations in providing arts projects and services
- gathering and analyzing information
- impact public policy to increase the value and role of the arts
- identify, categorize and educate stakeholders about arts policy
- encourage citizens to become involved in shaping public policy
- inform legislators/public regarding the events, actions, and issues
- use research and analysis to affect public policy
- identify priorities and provide the internal mechanism toward goals
- assist other organizations in assessing capabilities and implementing programs
- advocate for arts education and arts in education
- elicit broader public participation in arts education
- encourage arts and non-arts organizations to support growth of artists
- fund, recognize, validate and provide opportunities for artists
- develop model projects to integrate arts in communities
- educate public to help create acceptance of diverse artists and forms
- develop various programs to enhance the role of arts in society
- expand and diversify network of advocates
- support statewide organizations in their advocacy work
- use grant processes to enhance the role of the arts in society
- offer technical assistance in preventing/removing barriers
- research models and best practices to increase participation and diversity
- encourage and support education of the media about the arts

Expectations/Criteria: An evaluation panel will apply the following performance expectations/review criteria, with the indicated percentage of significance:

Category & Percent	Descriptor(s)
Delivery (25%)	• Organizational & administrative capacity & planning • Methods used to determine & ensure artistic &/or programming quality • Means of ensuring financial control & adequate resources • Data collection, analysis & maintenance • Continuous assessment of the organization's performance
Networking & Collaborations (25%)	• Relations with local arts & non-arts organizations • Relations with schools/educators • Relations with artists • Relations with statewide arts organizations & membership organizations
Diversity (25%)	• Building diversity in organization's leadership & participants • Promotes diverse arts & culture • Outreach to underserved populations & persons with disabilities
Value/Role of Arts (25%)	• Understanding of the community's need for arts • Demonstrates how organization will provide public value • Communications & use of media • Arts & arts education advocacy

Instructions for Completing Application Narrative

Please respond to each of the Performance Expectations in the narrative text box provided below. Include complete information on each item, in the order listed, when composing your narrative. To assist panelists in reading your application, duplicate the number and heading of each Performance Expectation before your response to that item.

Performance Expectations

1. Delivery (40%)

-Describe the ways in which you plan for the organization's administration and programming, including attention to organizational capacity and provision/allocation of resources. Indicate who is involved in that planning.

-Describe the means your organization will use to determine and ensure artistic and/or programming quality.

-Describe your policies and procedures for ensuring fiscal control and responsibility. Explain how the board will be involved in financial review and how often financial plans will be reviewed.

-Describe what efforts your organization will make to obtain new sources of funding, including planned fundraising activities, such as benefit events and membership drives.

-Describe the methods your organization will use for the data collection, analysis and maintenance necessary for the organization's efficient arts delivery and participation building.

-Describe the methods by which your organization will assess its programs. Give specific examples. Include your criteria for measuring success and who will be involved in the assessment of your programs.

2. Networking and Collaborations (30%)
-Describe how the organization will be involved in, or cooperate with, local arts and non-arts organizations.

-Describe the programs or services you will provide that promote lifelong learning, and their benefit to schools and educators.

-Describe how the organization will involve, or cooperate with, artists, particularly local or Kentucky artists.

-Describe how the organization will be involved in, or cooperate with, statewide organizations and/or membership organizations.

3. Diversity (15%)
-Describe what efforts your organization will make to build diversity in the organization's leadership and program participants. (Diversity, as understood by the Arts Council, should promote positive relations among the state's various communities including: persons of minority ethnic and racial groups; persons with disabilities; geographically or economically isolated communities; disadvantaged and at-risk persons; the elderly;

institutionalized persons; women; and the gay, lesbian and transgender community.)

-Describe how the organization will promote diverse arts and culture.

-Give specific examples of any of your programs or services that will take your artistic product to new or broader audiences (e.g., touring, partnerships, special programming, residencies, etc.). Indicate what groups you plan to reach with these programs.

-Describe your programming plans for inclusion of, and outreach to, underserved populations and persons with disabilities.

4. Value/Role of the Arts (15%)
-Describe your understanding of the community's need for the arts, and how the organization will respond to that need.

-Describe how the organization's programs and partnerships will provide public value; meaning positive impact on the community, such as cultural enhancement, community identity, economic development, etc.

-Describe how you plan to distribute information about your programs, including your marketing or audience development strategy/strategies.

-Describe the organization's arts and/or arts education advocacy strategies. Explain how your organization will be involved in the public life of your community, and how you plan to involve your public officials in the activities of your organization.

Kentucky Arts Partnership Program – Tier 6
Panelist Assessment Sheet

FY 2009
APP#
Applicant Name:

Scoring Scale

0   No response to expectation
1   Application response demonstrates ineffective strategies and/or an inadequate description
2   Application response demonstrates questionable strategies and/or includes a partially developed description
3   Application response demonstrates effective strategies and includes an adequate description
4   Application response demonstrates exemplary strategies and has a completely developed description

Performance Expectation	Pre-Panel Scoring (0-4)	Panel Scoring (CHANGES ONLY) (0-4)
1. Delivery (40%)		
• Process and persons utilized for administration and program planning	0 1 2 3 4	0 1 2 3 4
• Methods used to determine and ensure artistic and/or programming quality	0 1 2 3 4	0 1 2 3 4
• Policies and procedures for ensuring fiscal control and responsibility	0 1 2 3 4	0 1 2 3 4
• Fundraising strategies	0 1 2 3 4	0 1 2 3 4
• Data collection and maintenance	0 1 2 3 4	0 1 2 3 4
• Methods and persons utilized for program assessment	0 1 2 3 4	0 1 2 3 4

	Pre-Panel Scoring (0-4)	Panel Scoring (CHANGES ONLY) (0-4)
2. Networking and Collaborations (30%)		
• Relations with local arts and non-arts organizations	0 1 2 3 4	0 1 2 3 4
• Programs or services that promote lifelong learning, and their benefit to schools and educators	0 1 2 3 4	0 1 2 3 4
• Relations with artists, particularly local or Kentucky artists	0 1 2 3 4	0 1 2 3 4
• Relations with statewide arts organizations and membership organizations	0 1 2 3 4	0 1 2 3 4
3. Diversity (15%)		
• Efforts to build diversity in organization's leadership and program participants	0 1 2 3 4	0 1 2 3 4
• Promotion of diverse arts and culture	0 1 2 3 4	0 1 2 3 4
• Programs or services that will take the organization's artistic product to new or broader audiences	0 1 2 3 4	0 1 2 3 4
• Programming inclusion of, and outreach to underserved populations and persons with disabilities	0 1 2 3 4	0 1 2 3 4
4. Value/Role of the Arts (15%)		
• Organization's response to the community's need for the arts	0 1 2 3 4	0 1 2 3 4
• Provision of public value	0 1 2 3 4	0 1 2 3 4
• Distribution of program information, including marketing and audience development strategies	0 1 2 3 4	0 1 2 3 4
• Arts and/or arts education advocacy strategies	0 1 2 3 4	0 1 2 3 4