

ARTWorks for Kids Advocacy Logic Model: A Plan to Increase Public Investment in Arts for Underserved Youth

INPUTS
(Resources we have or will need)

Relationships with Constituents & Influential Contacts

Current:
 Massachusetts Cultural Council (MCC)
 Massachusetts Afterschool Partnership (MAP)
 Massachusetts Advocates for the Arts, Sciences, & Humanities (MAASH)
 Local Cultural Councils (LCCs)
 Arts Education Partnership
 Americans for the Arts
 Julie Burns, director of the Mayor's Office of Arts, Tourism, and Special Events for the City of Boston (MOATSE)
 Institutional funders: (e.g., Barr Foundation/Boston Foundation/Arts education grant makers roundtable representatives)
 Individual philanthropists
 Major cultural organizations
 Coalition members

Potential:
 High level school personnel
 Legislators
 Governor Deval Patrick
 Mayor Menino
 Massachusetts Alliance for Arts Education

Resources
 Funds and staff available to implement activities



ACTIVITIES
(Potential strategies to implement)

**Strategy I:
Support Efforts to Build a Vocal Constituency**
 Provide funding to MAASH for community regional trainings for grassroots advocacy skill building, membership development, showcase modeling grassroots advocacy to targeted parent groups, and educating arts leaders.

Collaborate with the MCC to host "board-to-board" advocacy education gatherings of major cultural organizations and coalition member organizations.

Explore opportunities to collaborate with the City of Boston to support the local constituencies.

**Strategy II:
Cultivate Policy Shapers to Build Alliances**
 Host a luncheon for the legislative Joint Committee on Tourism, Arts, and Cultural Development and other pro-arts legislators.

Host a Cambridge Conversation for targeted legislators, allies, school personnel, and coalition members.

Support Julie Burns, director of the Mayor's Office of Arts, Tourism, and Special Events for Boston, in her critical role.

Convene other funders to initiate alliances among funders and policy shapers.

Elevate the profile of coalition members, the vital role they play in their communities, and their need for public funding through convening and ongoing relationship-building opportunities with Governor Patrick.

**Strategy III:
Ensure that Youth Arts is a Priority for Arts Advocacy Efforts**
 Sponsor events at the State House to ensure that youth arts leaders are highlighted.

Identify allies to serve on the MCC Cultural Facilities Program's advisory committee (an initiative designed to support capital projects for cultural organizations) to influence funding for youth arts organizations.

Identify allies to serve on the board of MAASH to influence arts education as an advocacy priority and to bolster the organization's capacity.

Provide financial support for research conducted by MAASH and the MCC that will monitor the status of arts in education statewide over time, ensuring that low-income children are a key part of the research to be used in long-term advocacy efforts.

Convene and support key government and youth arts leaders to explore strategies to increase public funding available for arts programs for incarcerated kids.

Support efforts to create a Creative Cultural Index that would measure schools by the creative opportunities offered and establish a commission to develop an incentive program for schools to implement the arts core curriculum framework.

Explore the feasibility of implementing a dedicated revenue stream for the arts in Massachusetts.



OUTPUTS
(How we know that we are successful)

Short-term (2 years) 2007-2008:
 MAASH's membership and board are expanded and more politically engaged and empowered to influence public funding for youth arts.

The MCC's budget is marginally increased, which in turn increases public funding for the youth-based programs, including Creative Schools, YouthReach, and Local Cultural Councils.

Board members of cultural organizations are more politically engaged.

The MCC's cultural facilities program is launched, resulting in an opportunity for coalition members to secure public funding for capital projects.

A targeted low-income community school district in Eastern Massachusetts increases its investment in the arts.

Funders; faith-based, non-profit, and business leaders; and coalition members participate more actively in advocacy for youth arts.

Governor Patrick and the legislature view coalition members as a resource for highlighting successful youth arts programs in their districts.

Through participation in convenings coordinated by the Fund, philanthropic allies increase their involvement in youth arts advocacy.

Long-term (3 to 5 years) 2009-2011:
 The MCC's budget is significantly increased, which in turn increases public funding for youth-based programs, including Creative Schools, YouthReach, and Local Cultural Councils.

More targeted low-income community school districts in Eastern Massachusetts increase their investment in the arts.

Philanthropic partners and other stakeholders replicate the Fund's model.

The City of Boston increases its funding for youth arts.

More public funding is available for arts programs for incarcerated youth.

A bill is passed to establish the creation of a Creative Cultural Index.

A campaign is under way to establish a dedicated revenue stream for the arts in Massachusetts.



CURRENT CONTEXT
(Factors that influence plan)

The **MCC's budget** was cut by 62 percent by Governor Jane Swift in Fiscal Year 2003, from \$19.1 million to \$7.3 million. This was the largest percentage cut of any agency in Massachusetts and any state arts agency in the country. While still at only 50 percent of its funding level in 2002, funding in 2005 rebounded to \$9.6 million. The increase represented a new foothold of support from the legislature. By 2007, the MCC's budget increased to \$12.1 million, ranking among the top five state council funding increases nationwide and the largest Massachusetts increase since 1998.

Emerging state support is also evident in the formation of the new **Joint Committee** on Tourism, Arts, and Cultural Development.

Governor Deval Patrick began his term in January 2007. He is publicly sympathetic to the arts and will remain in power for at least four years.

Prior to the MCC's budget cut, **MAASH** had little to no organizing capacity. Since then, a dynamic executive director and a lobbying group were hired. The organization's activities and vision are growing faster than its available resources. A stronger membership base, pool of financial assets, professional staff, and board of directors would bolster its capacity for successful advocacy.

The **City of Boston** has no specific revenue stream to support youth arts. The MCC's pass through LCC funds has been severely cut. Efforts are underway to examine and support youth arts through the Boston After School & Beyond program. Julie Burns was appointed the director of the Mayor's Office of Arts, Tourism, and Special Events in 2006.

As a result of the federal **No Child Left Behind Act**, greater emphasis has been placed on preparing students for MCAS, which tests English and math. School resources are increasingly being directed to these tested subjects, while the arts receive less focus.



Key Partner Organizations:

Massachusetts Cultural Council (MCC):
 The MCC is the state's arts agency and is subject to a legislative appropriation annually. The MCC funds youth arts through its Creative Schools, YouthReach, and Local Cultural Council programs.

Massachusetts Advocates for the Arts, Sciences, and Humanities (MAASH):
 MAASH is a statewide organization that works to influence legislation and public opinion on significant issues to the cultural community of Massachusetts. MAASH encompasses a 501(c)4 advocacy and lobbying organization and a 501(c)3 educational corporation, which aims to keep the creative arts and humanities a part of the school curriculum.

******OUTCOME******
(Intended change)

Big Dream:

All children have access to the arts, which is understood as a core value in the nation. People actively engage in the political process to advocate for the arts because they believe in the transformative power the arts have on the lives of young people. Youth-related public agencies appropriate funds to youth arts programs and all school districts fully fund in-depth arts programs. Community-based youth arts organizations have visibility, cache, and financial support on par with major cultural organizations.