

# NEBRASKANS FOR THE ARTS

**Nebraskans for the Arts (NFTA) is your arts advocacy organization.**

Representing arts organizations and individual members across the state, NFTA advises policy makers, elected officials, and community leaders on the importance of strong arts education in our schools, the economic impact of the arts in our communities, and the benefits of pro-arts policies for Nebraska.

## **MISSION:**

**Advancing the arts as essential to life and learning for all Nebraskans.**

## **VISION:**

- All communities offer professional arts experiences, and every Nebraskan has the opportunity to be enriched by them.
- The arts are part of every child's basic education. Every Nebraska school has a comprehensive and sequential arts program for all students taught by certified teachers.
- The arts are perceived to be critical for a well-educated workforce and the state's economic prosperity. Nebraska's elected officials and business leaders invest public and private resources to support arts education and arts organizations.
- Nebraska is known for its many cultural opportunities and for a vibrant and creative environment that nurtures the development of students, artists and arts organizations.



## Nebraskans for the Arts – Strategic Plan Implementation - 2024 Start Date

Strategic Direction	SMARTIE Indicators	Action Items	Champion	Timeline	Progress Update
<b>#1.</b>  <b>Engage more members.</b>	<b>1A</b>  Restart and engage the Nebraska Arts Advocacy Network by Fall 2024.	<ul style="list-style-type: none"> <li>● Reinvite previous members.</li> <li>● Recruit new members to NAAN.</li> <li>● NAAN is meeting regularly.</li> </ul>	Legislative Committee	Fall 2025	
	<b>1B</b>  Increase membership by 10% during 2024-2025 fiscal year.	<ul style="list-style-type: none"> <li>● Restructure membership and recruit new members.</li> <li>● Make a list of donors and contact them.</li> <li>● Invite Creative District.</li> </ul>	Membership Committee	Fall 2024 (ongoing)	
	<b>1C</b>  Connect and collaborate with 3 youth organizations during 2024-2025 fiscal year to promote NFTA.	<ul style="list-style-type: none"> <li>● Attend state conferences of NMEA, NATA, NSCTA, State Thespians Festival.</li> <li>● Marketing materials promoting NFTA goals.</li> </ul>	Board of Directors	Fall 2024	
	<b>1D</b>  Recruit one additional committee member to each of the three committees that are outside of the Board <u>by Spring 2026.</u>	<ul style="list-style-type: none"> <li>● Invite interested people to join NFTA and select committees.</li> </ul>	Chairs of Committees	Spring 2026	

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<b>#2.</b>  <b>Create positive change through advocacy.</b> (legislation and education)	<b>2A</b>  Expand advocacy capacity by securing funding for the 501 (c) 4 lobbying activities.	<ul style="list-style-type: none"> <li>● Identify donors who support these efforts.</li> <li>● Solidify connection with a lobbyist to work with art organizations.</li> </ul>	Legislative Committee	Spring 2026	
	<b>2B</b>  Increase our presence in 10 communities across Nebraska over the next fiscal year.	<ul style="list-style-type: none"> <li>● Board members visit creative districts and community arts groups.</li> <li>● Attend local arts events as Board members.</li> <li>● Invite organizations to our advocacy day.</li> <li>● Restart NAAN</li> </ul>	Board of Directors	Spring 2025	
	<b>2C</b>  Support arts educators and community arts educators through sharing of resources and presentations, determining a baseline during the next two fiscal years.	<ul style="list-style-type: none"> <li>● Strengthen relationships with schools through Arts Awards</li> <li>● Strengthening the Arts: Vision &amp; Action (PD Session)</li> <li>● Create a calendar of all of the conventions, ESUs, etc. around the state.</li> <li>● Encourage partners to share information about NFTA.</li> </ul>	Executive Director / Board of Directors	Fall 2026	
	<b>2D</b>  Promote advocacy and funding opportunities for schools / community arts organizations through our partnerships with NCE, HN, and NAC with the aim of increasing arts funding over the next three fiscal years.	<ul style="list-style-type: none"> <li>● Meetings of Executive Directors for advocacy and funding connections</li> <li>● A clearance house of information (Newsletters, Social Media, Website)</li> <li>● Explore arts funding from national advocacy groups.</li> </ul>	Executive Director	Spring 2027	

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<b>#3.</b>  <b>Raise visibility of organization through purposeful communications.</b>	<b>3A</b>  Create a social media plan by Summer of 2024 to expand social media presence and increase visibility.	<ul style="list-style-type: none"> <li>● Weekly posts and reposts.</li> <li>● Share legislative bills impacting the arts in Nebraska.</li> <li>● Board members share and repost.</li> </ul>	Executive Director	Summer 2024	
	<b>3B</b>  Redesign NFTA website with new and updated content by Summer of 2025.	<ul style="list-style-type: none"> <li>● Assess the current site and identify needs.</li> <li>● Expand Advocacy Blogs and Research Materials.</li> <li>● Promote Arts Spotlight.</li> </ul>	Executive Director	Summer 2025	
	<b>3C</b>  Build NFTA board capacity in sharing NFTA’s current and future initiatives by creating and implementing a board engagement document.	<ul style="list-style-type: none"> <li>● Board members provide input for newsletter content.</li> <li>● Board members prepare and share elevator speech on a regular basis.</li> <li>● Board members share and retweet social media posts with regards to arts advocacy.</li> </ul>	Board Members	Spring 2025	
	<b>3D</b>  Provide presentations to 3-4 youth organizations during 2024-2025 fiscal year to create awareness and engage youth.	<ul style="list-style-type: none"> <li>● Attend state conferences of NMEA, NATA, NSCTA, State Thespians Festival.</li> <li>● Budget for exhibit booth space.</li> <li>● Marketing materials including advocacy tools.</li> </ul>	Board of Directors	Fall 2024	

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<p><b>#4.</b></p> <p><b>Build organizational vitality and capacity.</b></p> <p>(board engagement, funding, facilities, etc.)</p>	<p><b>4A</b></p> <p>Develop NFTA processes and build capacities of board members by Fall 2024.</p>	<ul style="list-style-type: none"> <li>● Review and update policies (committee)</li> <li>● Clarify and refine board and ED responsibilities and roles through an onboarding process.</li> <li>● Engage members through retreat.</li> <li>● Establish quarterly committee and board meetings.</li> </ul>	<p>President, Executive Director and Select Committee</p>	<p>Fall 2024</p>	
	<p><b>4B</b></p> <p>Establish a board that reflects the community that we serve, centering diversity, by Fall 2025.</p>	<ul style="list-style-type: none"> <li>● Review bylaws – board structure, size</li> <li>● Assess current board membership and active members through a board matrix.</li> <li>● Reach out to sister organizations regarding potential board membership: <ul style="list-style-type: none"> <li>○ Humanities Nebraska, NAC, NE Cultural Endowment</li> </ul> </li> </ul>	<p>President, Executive Director</p>	<p>Fall 2025</p>	
	<p><b>4C</b></p> <p>Implement database and donor data gathering by June 2024.</p>	<ul style="list-style-type: none"> <li>● Research Little Green light and/or other solutions</li> <li>● Transition current data to new system</li> </ul>	<p>Executive Director</p>	<p>Summer 2024</p>	
	<p><b>4D</b></p> <p>Explore and ascertain new funding sources for NFTA, increasing funding by 5%.</p>	<ul style="list-style-type: none"> <li>● Research grants and donors.</li> <li>● Secure new funding.</li> </ul>	<p>Executive Director and Membership Committee</p>	<p>Spring 2025</p>	

	<b>4E</b> Organize and digitize past NFTA documentation and history.	<ul style="list-style-type: none"><li>History and Archival Process</li></ul>	Executive Director	Summer 2025	
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