

AGENCY NAME:	Arts Commission		
AGENCY CODE:	H91	SECTION:	28



Fiscal Year 2014-15 Accountability Report


SUBMISSION FORM


AGENCY MISSION	<p><i>With a commitment to excellence across the spectrum of our state's cultures and forms of expression, the South Carolina Arts Commission pursues its public charge to develop a thriving arts environment, which is essential to quality of life, education, and economic vitality for all South Carolinians.</i></p>
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Please identify your agency's preferred contacts for this year's accountability report.

	<u>Name</u>	<u>Phone</u>	<u>Email</u>
PRIMARY CONTACT:	Rusty Sox, Senior Manager	803.734.8899	rsox@arts.sc.gov
SECONDARY CONTACT:	Ken May, Executive Director	803.734.8689	kmay@arts.sc.gov

I have reviewed and approved the enclosed FY 2014-15 Accountability Report, which is complete and accurate to the extent of my knowledge.

AGENCY DIRECTOR (SIGN/DATE):	
(TYPE/PRINT NAME):	Ken May/Executive Director

BOARD/CMSN CHAIR (SIGN/DATE):	
(TYPE/PRINT NAME):	Henry Horowitz/Chairman

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AGENCY’S DISCUSSION AND ANALYSIS

The mission of the [South Carolina Arts Commission](#) is an outgrowth of the 1967 act which created it, charging the agency “to insure that the arts... will continue to grow and play an ever more significant part in the welfare and educational experiences of our citizens.” It identifies four priorities for the agency:

1. To stimulate and encourage throughout the State the study and presentation of the performing and fine arts and public interest and participation therein;
2. To make such studies as may be deemed advisable of public and private institutions engaged within the State in artistic and cultural activities, including but not limited to music, theater, dance, painting, sculpture, architecture and allied arts and crafts, and to make recommendations concerning appropriate methods to encourage participation in and appreciation of the arts to meet the legitimate needs and aspirations of persons in all parts of the State;
3. To take such steps as may be necessary and appropriate to encourage public interest in the cultural heritage of the State of South Carolina and to expand the State's cultural resources; and
4. To do such other things as may be necessary to carry out the provisions of this chapter (*SC Code of Laws, Section 60-15-60*).

The Arts Commission works to accomplish its mission by focusing resources in three areas:

- **Arts Education**, to establish the arts as an integral part of South Carolina’s educational systems and the lifelong learning process of our citizens
- **Community Development**, to stimulate the development of South Carolina’s culturally diverse arts resources and organizations and promote creative partnerships to improve the quality of lives, preserve cultural heritage, and enhance economic growth; and
- **Artist Development**, to encourage, nurture and support the artistic growth and the personal and economic well-being of South Carolina’s artists

The SCAC accomplishes its goals by enlisting four main strategies:

- **Staff Assistance** – The SCAC’s staff of experienced arts professionals consult with and assist local organizations, governments, schools, artists, citizens and others. These services are delivered via direct interaction between staff and constituents.
- **Direct Programs** – Programs, exhibitions, conferences, awards and other events wholly produced and presented by the Arts Commission, usually targeted to a statewide audience
- **Partnerships** – Building strong programmatic and financial relationships with strategically aligned organizations to maximize productivity, cost effectiveness, statewide reach and inclusiveness for a variety of statewide programs
- **Grants** – Cash awards with matching and reporting requirements, designed to support and advance the state’s long-range and strategic goals for the arts, delivered through an accountable and transparent application and review process

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A [2010 study](#) by the Darla Moore School of Business at the University of South Carolina concluded that the arts and creative industries in S.C. have a significant impact on the state’s economy, supporting more than 78,000 jobs and generating more than \$9.2 billion annually in economic output.

The South Carolina Arts Commission is located at 1026 Sumter Street, Suite 200, in Columbia. In fiscal year 2015 it employed a staff of 17: 14 full-time and 3 part-time employees.

Major Achievements for Fiscal Year 2015

Agency-wide

- The SCAC completed year 2 of its strategic plan (FY 2014-2015, amended to extend through FY 2016). The plan identifies objectives and strategies for accomplishing the agency’s strategic goals and continues to reflect progress toward meeting the needs of the state identified in the [Long-range Plan for the Arts in South Carolina, 2011-2020](#).
- The agency awarded \$2.6 million* in grant funds to support community arts activities, artists and school-based arts programs around the state, awarding 335* grants in 41 South Carolina counties.
- Through grant making, the SCAC supported more than 6.1 million* arts experiences for South Carolina residents and visitors, including artists, students and adults.
- The agency expended 77% of its state appropriation in grants – exceeding its legislative mandate of 70%.
- Through direct staff assistance, providing consulting, facilitation, leadership and training to the field, the Arts Commission provided services to all 46 counties in South Carolina.
- The agency re-designed the nomination process for its statewide awards, the [Elizabeth O’Neill Verner Governor’s Awards for the Arts](#), with a goal of simplifying the requirements and increasing participation in the program. The redesign was a success, resulting in a 500% increase in the number of nominations for awards.
- The SCAC presented a successful [Statewide Arts Conference](#) with over 200 participants from the state’s arts community, 12 topical sessions and 22 presenters.

Arts in Education

- The Arts Commission’s nationally-recognized [Arts in Basic Curriculum \(ABC\) Project](#) served 216 schools across the state through professional development, training and grants.
- 325 teachers and school administrators, representing 40 of 86 school districts, participated in summer training institutes to explore innovative ways to use the arts to improve education. Partners included the SC Arts Commission, the SC Department of Education, the Arts in Basic Curriculum Project at Winthrop University, and Spoleto Festival, USA.
- The agency coordinated the statewide [Poetry Out Loud](#) competition. Over 4,700 students from 34 high schools in 13 counties participated.

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- Through grant making, the Arts Commission supported more than 880,000* learning opportunities through the arts for South Carolina’s school children in both in-school and out of school settings.
- Responding to new research on the state of arts education in the south, the Arts Commission led in the formation of the statewide [2014 Arts Education Task Force](#). The team of arts education experts, K-12 educators and community stakeholders developed a set of recommendations for the state to make new strides in arts education. The recommendations were key to securing a new \$1 million state appropriation to support the state’s work in moving forward in K-12 arts education. Many of the recommendations will be implemented starting in FY 2016.

Community Arts Development

- SCAC targeted eleven underserved counties with a goal of placing new grants in each. Grants were successfully awarded in 6 of those counties. Focused effort on serving these counties has resulted in the list being trimmed to eight meeting the agency’s criteria for “underserved” in FY 2016.
- The agency’s ongoing partnership with the National [Gullah Geechee Heritage Corridor Commission](#) allowed the SCAC to facilitate 3 community workshops in the South Carolina lowcountry, making new or deeper relationships with 79 artists, advocates and organizations, resulting in 4 new grants in this important cultural community and deeper awareness and involvement by members of this community in the Arts Commission’s programs.
- The Arts Commission introduced a new program to designate official [cultural districts](#) in the state. After assisting several communities with a locally-organized planning and application process, the SCAC designated the state’s first three official cultural districts in FY 2015.
- South Carolina’s national reputation as an arts destination continues to grow, with nationally recognized arts festivals such as Spoleto Festival USA (Charleston), Artisphere (Greenville) and ArtFields (Lake City). Each of these, plus many more local arts festivals and events, benefited from financial and staff support through SCAC programs.

Artist Development

- The [Artists U](#) program provided training and professional development opportunities for 48 artists.
- Phase V of the [Tradition Bearer’s Survey](#) of folk and traditional artists saw the completion of the statewide survey, identifying documenting 39 new practicing traditional artists, bringing the statewide total to 173 for the project.
- The SCAC, in partnership with Hub City Press, awarded its [S.C. First Novel Prize](#) to author James E. McTeer II. The winner gets his first novel published, and the winning book, [Minnow](#), has quickly achieved critical and commercial success.
- Through grant making, the Arts Commission supported more than 71,000* opportunities for the state’s artists to practice or participate in their art forms, enhance their skills, develop their artistic careers and engage with their communities.

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Administration & Agency Capacity

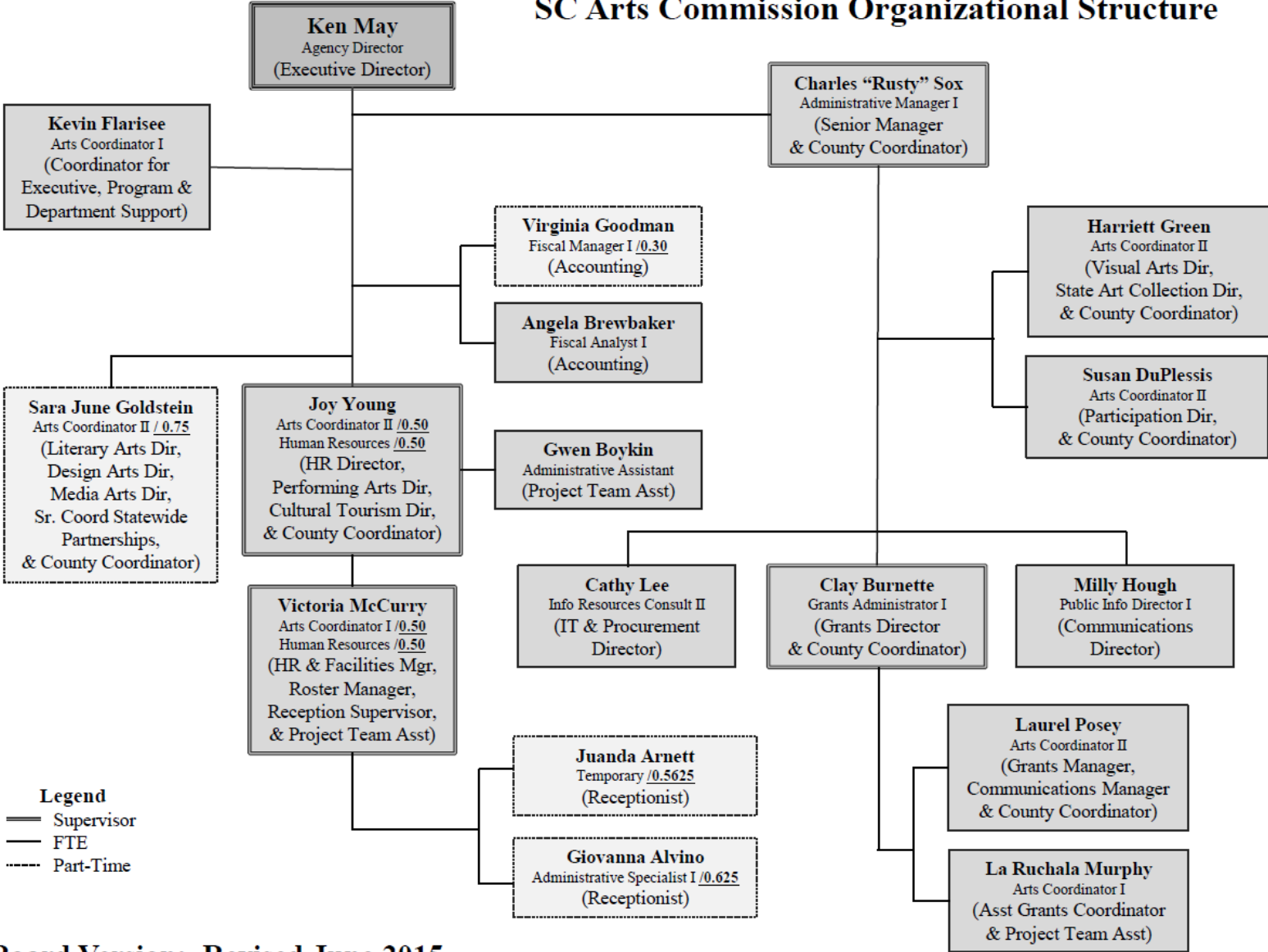
- The agency participated in a financial audit and a procurement audit in FY 2015 with no major findings in either.
- The Arts Commission continues to enjoy a high level of customer satisfaction. The agency annually surveys its grantees on measures such as staff assistance, ease of access to programs and services, relevance of programs and the usefulness of agency communications. In FY 2015, the agency maintained an overall satisfaction score of 4.1 on a 5-point scale, 5 being best.
- Governor Haley appointed 2 new members to the Arts Commission’s Board of Commissioners.

Looking Forward

- The Arts Commission begins fiscal year 2016 with excitement and optimism. The new year presents opportunities for the agency to make meaningful progress in K-12 arts education as it implements new initiatives and strategies in programs and grant making. Plans include the addition of an arts education specialist to its staff, which the agency has lacked since 2010.
- In FY 2016 the Arts Commission will create a new strategic plan for FY 2017-2020. It will include plans for acknowledging the agency’s 50th anniversary and will round out 10 years of progress toward the statewide outcomes identified in the [Long-range Plan for the Arts in South Carolina, 2011-2020.](#)

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SC Arts Commission Organizational Structure



Board Version: Revised June 2015

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Program Template

Program/Title	Purpose	FY 2013-14 Expenditures				FY 2014-15 Expenditures				Associated Objective(s)
		General	Other	Federal	TOTAL	General	Other	Federal	TOTAL	
I. Administration	Executive leadership and direction of the agency	\$ 49,040		\$ 49,040	\$ 98,080	\$ 49,040		\$ 49,040	\$ 98,080	All Goal 6 objectives
II. Statewide Arts Services	Direct programming, services, technical assistance and grant support in arts education, community arts development, and artist development	\$ 2,765,059	\$ 96,003	\$ 499,565	\$ 3,360,627	\$ 2,803,476	\$ 113,552	\$ 596,500	\$ 3,513,528	All Goal 1 - 5 objectives
III. Employee Benefits	Fringe benefits for agency employees	\$ 155,503		\$ 107,858	\$ 263,361	\$ 163,564		\$ 110,172	\$ 273,736	

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Strategic Planning Template

Type	Goal	Item # Strat	Object	Description
G	1			All S.C. citizens & visitors have diverse opportunities for relevant and rewarding arts experiences across the state
S		1.1		Engage communities currently underserved by SCAC grant programs
O			1.1.1	<i>Target 11 specific counties for staff attention and cultivation</i>
O			1.1.2	<i>Implement at least one new or redesigned low-barrier approach to grant funding</i>
S		1.2		Broaden, deepen and DIVERSIFY participation in S.C.'s arts and cultural opportunities
O			1.2.1	<i>Incorporate best practices for diversity & inclusion in program design and planning</i>
O			1.2.2	<i>Maintain/deepen partnership with Gullah/Geechee Heritage Corridor Commission</i>
O			1.2.3	<i>Create a diversity advisory board to meet at least once in FY 2015</i>
O			1.2.4	<i>Maintain partnership with Arts Access SC</i>
O			1.2.5	<i>Maintain Access Grants program with at least one Access Grant in FY 2015</i>
S		1.3		Celebrate and support S.C.'s traditional art forms and artists
O			1.3.1	<i>Recognize excellence with Folk Heritage Awards</i>
O			1.3.2	<i>Complete "Tradition Bearers" Survey Project fieldwork to cover all 46 counties</i>
O			1.3.3	<i>Maintain grant programs supporting folk/traditional arts and artists</i>
G	2			S.C.'s artists can produce excellent art and build sustainable careers in our state
S		2.1		Support artist/entrepreneurs and arts-based businesses
O			2.1.1	<i>Maintain Artist Ventures Initiative (AVI) grant support for arts entrepreneurship</i>
O			2.1.2	<i>Continue offering Artist U retreats and training for artists</i>
-				
S		2.2		Provide professional development, training and networking for artists
O			2.2.1	<i>Include specific tracks for artists in SCAC-sponsored convenings</i>
O			2.2.2	<i>Publish information and resources for artists across SCAC communication platforms</i>
O			2.2.3	<i>Share opportunities for artists across SCAC communication platforms</i>
S		2.3		Promote the visibility and value of artists for communities and the state

- O 2.3.1 *Recognize excellence with Verner Awards, Folk Heritage Awards, fellowships*
- O 2.3.2 *Promote artists's achievements and impact across communication platforms*

- S 2.4 Support artists' efforts to achieve artistic and professional success
- O 2.4.1 *Maintain grants and programs that assist artists*

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Students receive a comprehensive education in the arts that develops their creativity, problem solving and collaborative skills, and prepares them for a lifetime of engagement with the arts and productive citizenship

- G 3
- S 3.1 Strengthen existing partnerships and seek new partners in advancing arts education
- O 3.1.1 *Develop new partnerships in the arena of arts education*
- O 3.1.2 *Research and assess the impact of SCAC's arts education programs*
- O 3.1.3 *Invite stakeholder and public input into planning for the future of arts education*

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- S 3.2 Contribute to the achievement of education goals through arts education in schools, districts and communities statewide
- O 3.2.1 *Maintain grants and programs that support arts education*
- O 3.2.2 *Improve access to funding, remove barriers for underserved regions/populations*
- O 3.2.3 *Provide professional development opportunities for teachers*

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S.C. arts providers have the capacity and resources to deliver quality arts experiences to citizens and visitors

- G 4
- S 4.1 Provide direct professional staff assistance to organizations and local governments
- O 4.1.1 *Advise local providers on best practices and opportunities*
- O 4.1.2 *Connect local providers to resources and information*
- O 4.1.3 *Assist arts providers in accessing SCAC resources*

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- S 4.2 Maintain or expand strategic grant support for arts providers
- O 4.2.1 *Support arts organization capacity and health through General Operating Support*
- O 4.2.2 *Support well-planned local arts projects through Quarterly Project Support*
- O 4.2.3 *Improve access to the arts for people with disabilities through Access Grants*
- O 4.2.4 *Improve access to funding, remove barriers for underserved regions and populations*

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- S 4.3 Convene arts providers for training, professional development and knowledge exchange
- O 4.3.1 *Produce a statewide arts conference*
- O 4.3.2 *Convene local and regional gatherings of arts providers and stakeholders*
-
- G 5 **There is broad recognition if the value of the unique contributions of the arts to S.C.**
- S 5.1 Promote the value of the arts and SCAC's role for the state
- O 5.1.1 *Develop and follow that agency's communications plan*
- O 5.1.2 *Utilize appropriate communications tools for broad outreach*
-
- S 5.2 Recognize exemplary and innovative work in the arts by communities, organizations and artists
- O 5.2.1 *Present statewide awards*
- O 5.2.2 *Exhibit S.C. artists through the State Art Collection*
- O 5.2.3 *Publish novels by S.C. authors through the First Novel Prize*
- O 5.2.4 *Designate communities as official Cultural Districts*
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- G 6 **Arts Commission programs, systems and staffing are aligned to address the agency's goals**
- S 6.1 Align and equip staff for achieving the statewide mission
- O 6.1.1 *Review staff responsibilities and performance*
- O 6.1.2 *Provide training and professional development for staff*
- O 6.1.3 *Use appropriate technology to promote productivity and efficiency*
-
- S 6.2 Ensure SCAC delivers relevant, effective and high-quality services
- O 6.2.1 *Assess customer satisfaction*
- O 6.2.2 *Collect and assess appropriate data*
- O 6.2.3 *Review programs and processes*
-
- S 6.3 Improve data collection, process automation and data security
- O 6.3.1 *Expand and improve use of grants database and online grant application platform*
- O 6.3.2 *Train staff to ensure efficient and reliable access to data*
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- S 6.4 Maintain procedural changes based on 2013 recommendations of Legislative Audit Council
- O 6.4.1 *Comply with Proviso 28.4*
- O 6.4.2 *Report agency expenditures by sources of funds*
- O 6.4.3 *Express performance measures in terms of legislative mandates*
- O 6.4.4 *Conduct random grantee audits*

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Performance Measurement Template

Item	Performance Measure	Last Value	Current Value	Target Value	Time Applicable	Data Source and Availability	Reporting Freq.	Calculation Method	Associated Objective(s)
1	Total dollars granted	\$1.5 million	\$2.6 million *	\$3.5 million ^	July 1 - June 30	Grants database	Annually	Totals in grants database	1.1.2, 1.2.5, 1.3.3, 2.1.1, 2.4.1, 3.2.1, 4.2.1, 4.2.2, 4.2.3
2	Total dollars leveraged through local matching	86.2 million	99 million *	\$125 million ^	July 1 - June 30	Final grant reports, submitted by grantees at the end of each grant period	Annually	Totals in grants database	1.1.2, 1.2.5, 1.3.3, 2.1.1, 2.4.1, 3.2.1, 4.2.1, 4.2.2, 4.2.3
3	Number of grants awarded	261	328 *	330	July 1 - June 30	Grants database	Annually	Totals in grants database	1.1.2, 1.2.5, 1.3.3, 2.1.1, 2.4.1, 3.2.1, 4.2.1, 4.2.2, 4.2.3
4	Targeted underserved counties served with grants	6	6	11	July 1 - June 30	Grants database	Quarterly	Grants by county tracked in grants database	1.1.1, 1.1.2, 3.2.2, 4.2.4
5	Counties served through grants	41	41	46	July 1 - June 30	Grants database	Quarterly	Grants by county tracked in grants database	1.1.2, 1.2.5, 1.3.3, 2.1.1, 2.4.1, 3.2.1, 4.2.1, 4.2.2, 4.2.3
6	Artist opportunities supported through grant making - all programs	60,760	71,113 *	70,000	July 1 - June 30	Final grant reports, submitted by grantees at the end of each grant period	Annually	Totals in grants database	1.3.3, 2.1.1, 2.3.1, 2.4.1
7	Youth arts experiences supported through grant making - all programs	854,414	880,701 *	900,000 ^	July 1 - June 30	Final grant reports, submitted by grantees at the end of each grant period	Annually	Totals in grants database	3.2.1, 3.2.2, 4.2.1, 4.2.2
8	Adult arts experiences supported through grant making - all programs	5,453,741	5,182,651 *	5.5 million	July 1 - June 30	Final grant reports, submitted by grantees at the end of each grant period	Annually	Totals in grants database	1.1.2, 1.2.5, 1.3.3, 4.2.1, 4.2.2, 4.2.3
9	Total arts experiences supported through grant making - all programs	6.3 million	6.1 million *	6.5 million ^	July 1 - June 30	Final grant reports, submitted by grantees at the end of each grant period	Annually	Totals in grants database	1.1.2, 1.2.5, 1.3.3, 2.1.1, 2.4.1, 3.2.1, 4.2.1, 4.2.2, 4.2.3
10	Counties surveyed through Tradition Bearers Survey of Folk and Traditional Artists	35	46	46	July 1 - June 30	Field survey documents	Annually	Totals compiled in survey database	1.3.2
11	Traditional artists and art forms identified in Tradition Bearers Survey	134	173	175	July 1 - June 30	Field survey documents	Annually	Totals and narratives compiled in survey database	1.3.2
12	K-12 students served through Arts in Education grants	70,259	77,625	150,000 ^	July 1 - June 30	Final grant reports, submitted by grantees at the end of each grant period	Annually	Totals in grants database	3.2.1, 3.2.2, 3.2.3

13	K-12 teachers and administrators served through professional development	313	325	350	July 1 - June 30	Arts in Basic Curriculum program reports, registration lists	Annually	Totals from registration lists	3.1.1, 3.2.1, 3.2.2, 3.2.3
14	Customer satisfaction	4.1	4.1	5 on 5-point scale 5 = best	July 1 - June 30	Customer service surveys returned with grant reports	Annually	Totals compiled from survey responses	6.2.1, 6.2.3
15	% of state appropriation expended in grants	78%	77%	70%	July 1 - June 30	Expenditures recorded in SCEIS daily	Annually	Totals in SCEIS	6.4.1

* grant data from FY 2014, the last year from which complete data is available

^ targets reflect \$1 million increase in budget for K-12 initiatives and grants in FY 2016