PRIORITIES, STRATEGIES, BENCHMARKS AND PERFORMANCE MEASURES

The **priorities** in this plan are developed purposefully to address the cultural needs of Coos County while emphasizing aspects unique to this area. Each priority is regarded as equally important with the intent of giving preference to those grantees addressing multiple priorities in the grant application process.

Strategies are developed knowing that the implementation of many are dependent on receipt of funds from the Oregon Cultural Trust. In order to stay open to creative solutions for meeting the cultural development needs of the county, the language used to define strategies was deliberate so that the Coalition would not be overly restricted while at the same time providing appropriate structure for the Coalition to meet its objectives.

Demonstrative **benchmarks** are stated for each priority. It is the responsibility of the Coalition to review its grant awards annually to assess progress made. Benchmarks serve as a tool to help the Coalition stay on course, however, it is evident that measuring progress, both qualitatively and quantitatively, will be initially difficult without sufficient baseline data from cultural organizations. The Coalition may choose to spend some time establishing baseline evaluations where necessary for the purpose of measuring progress.

Note: The following priorities are not weighted by the order in which they are listed.

I. Increase appreciation of and participation in culture as a community value.

A. Strategies

1. Finance children's arts, heritage and humanities programs (Pre-school through 12) such as artists-in-residence programs, traveling performers, or heritage interpreters, through the school or through agencies or organizations that are outside the school setting, with funds distributed by the Cultural Coalition through a grant application process.

2. Promote peer education to more fully utilize existing human resources in the county for cultural development.

3. Facilitate family involvement in cultural activities to improve cross-generational sharing of cultural experiences.

4. Promote cultural exchange between generations by supporting cultural programs that bridge age groups.

5. Support non-school organizations and agencies that provide training and mentoring opportunities to young people in arts, heritage, and humanities activities.

6. Finance cultural programs for adults such as author talks, poetry readings, concerts, storytelling performances, and others, to expose the public to the wealth of cultural resources in Coos County and to increase public awareness as to the importance of those resources to community life.

B. Indicators of Success

1. Respectful exchange and appreciation of intergenerational heritage through exhibits and presentations.

2. Increase intercultural understanding by documenting and preserving the experiences of living in Coos County.

C. Benchmarks

1. Increase exposure to and attendance at culturally diverse events and activities. Track audience size and demographics when possible to monitor change.

2. Record the number and variety of cultural events and activities that are made available through Coos County Cultural Coalition funding.

3. Create a grant funding report.

II. Promote access to culture.

A. Strategies

1. Finance training and performance programs for individuals and groups with funds distributed by the Cultural Coalition through a grant application process.

2. Identify opportunities and barriers to participation in cultural activities and support projects that address them. For example - subsidize tickets, transportation, childcare, etc. to increase attendance at cultural events and activities.

B. Indicator of Success

1. New and diverse audiences respond enthusiastically to cultural opportunities.

C. Benchmarks

1. Existing cultural entities are strengthened by increased participation within the organizations and/or increased attendance at events sponsored by the entities.

2. New cultural entities may be created that prove successful at removing barriers to participation.

III. Increase public understanding of the connection between nature and Coos County culture.

A. Strategies

1. Foster research in the unique environs of Coos County as they relate to its cultural heritage and impact future cultural development.

2. Support programs that emphasize the connection between the people of Coos County and the natural world.

B. Indicator of Success

1. Increased personal involvement in outdoor cultural activities.

C. Benchmarks

1. Strengthen participation in outdoor programs to reflect a growing interest in learning about Coos County nature and the desire to experience it.

2. Preserve existing programs and support creation of new programs that encourage people to relate to the natural world in Coos County.

IV. Support and promote coalitions between cultural entities.

A. Strategies

1. Encourage public/private partnerships that seek to work cooperatively to achieve goals.

2. Sponsor networking activities to diminish conflicts and duplication of effort between groups and organizations, which would maximize the effectiveness of the entities' work.

3. Encourage partnerships between libraries, schools, historical agencies, tribal organizations, arts organizations, and/or youth groups such as Boys and Girls Club, or others, for the purpose of reaching out to actively engage youth.

4. Encourage partnerships between Latino or other ethnic groups and other arts, heritage, or humanities groups, to present programs or activities that promote understanding between peoples.

B. Indicators of Success

1. Demonstrated relationships between organizations by improved communications.

2. Achieved more youth participation in County cultural activities as decision-makers, planners, providers and audience.

C. Benchmarks

1. Support and encourage partnership of groups or agencies that organize and present cultural programs or activities and record the number of young people participating in those programs as a result of formation of the partnership.

2. Make progress toward coordinating cultural events in order to reduce scheduling conflicts and lessen the competition for resources through development of a community calendar.

V. Identify, preserve and promote county heritage.

A. Strategies

1. Preserve and promote occupational and oral histories, with an emphasis on the county's senior citizens, as important cultural assets.

2. Celebrate and share folk life and folklore through performances, festivals, exhibits, etc.

3. Promote the illustration of architectural and anthropological diversity.

4. Encourage the preservation of Coos County cultural data by indexing local publications, images, and other resources with access to such indexes through publication or electronic distribution.

5. Encourage the commitment of young people to arts, heritage, and humanities so that they will continue their involvement in and advocacy for culture as adults.

C. Indicators of Success

1. Public is accessing images, recordings and indexes.

2. Local heritage is recognized and valued across generations

B. Benchmarks

1. Recordings are created and archived.

2. Projects involving cultural and historical assets will be completed, indexed, and made available to the public.

VI. Create a structure to gather, organize and disseminate information about culture.

A. Strategies

1. Recruit volunteer staff.

2. Create and maintain a website.

3. Enhance the visibility of Coos County culture both within and outside the county.

4. Maintain, expand, and publish an inventory of cultural assets.

5. Establish a recognizable and accessible location for coalition headquarters.

6. Evaluate and report on benchmarks.

7. Seek and obtain revenue sources.

B. Indicators of Success

1. Build audiences through marketing strategies.

2. Integrate the Coalition into the community as a vital resource.

3. Identify and procure additional revenue sources and donations for the Coos County Cultural Coalition.

C. Benchmarks

1. Volunteers are recruited for special projects and Coalition activities.

2. A website has been created, utilized by the public, and linked to appropriate entities.

3. Cultural inventory is published, regularly updated, and made available to the public.