



A DAILY PLAN FOR ARTS AND CULTURE ORGANIZATIONS OF PLACER COUNTY

The Arts Council of Placer County is undertaking a long-term plan of prioritized recommendations and action steps in efforts to address the three identified areas of need in the arts as voiced by Placer County residents: Equity, Workforce Development (Artist and Organization), and Youth.

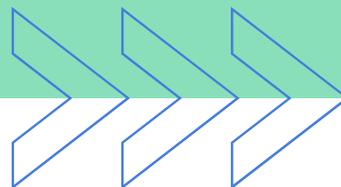
"Coming together is a beginning; keeping together is progress; working together is success."

Edward Everett Hale

To complement long-term agency strategies, the Arts Council of Placer County has generated A Daily Plan for Arts and Culture Organizations of Placer County for those wanting to contribute and expedite positive change in Placer County. These daily recommendations and reminders can set in motion a pathway for all arts organizations to impact these same areas of need and facilitate discussion around these topics.

The following everyday examples are adaptable to a variety of organizational interests. In coordination with the ACPC, these steps will enact daily mindfulness and a county-wide approach to strategically addressing these areas of need.

With both a daily strategy and long-term strategy, the three areas of need will be addressed from two directions among a multitude of county participants.



Equity

Create a [document \(hyperlink\)](#) that tracks leadership and board membership.

Tracking who is at the table allows a closer look at who is not at the table.

Have leadership and board members annually review and discuss the [CAC Equity in the Arts toolkit \(hyperlink\)](#).

Hold a 15 minute spot on every board agenda to kindle a discussion on equity. Give these conversations and ideas room to be rooted in your organization.

Do you have a strategy for [Inclusive Engagement \(hyperlink\)](#)?

Underserved communities want to be programmatic collaborators, not programmatic content.

Are you consistently promoting your event and opportunities at City Hall, the Library, the Chamber of Commerce, places of worship, senior, youth, and LGBTQ centers?

Taking your organization 'to the laundromat' will get it seen by everyday people.

Have you ever virtually attended a [Performing and Visual Arts Equity Summit \(hyperlink\)](#)?

Learn other ways that organizations are celebrating and supporting each other

Are you promoting your event in Spanish (print/web/social media)?

The Hispanic/Latinx population of Placer County is 15%

Workforce Development (Artist and Organization)

Ask the artists that you work with for feedback on your own programming. Track and archive this information. Where did the organization shine, where is there room to grow?

Collect testimonials and share with the public. Use input to create a board strategy.

Ask artists that you work with how your organization can develop their career, resume, and exposure.

Is this an alternate event footprint, a new marketing language or graphic, a different location, or new media coverage? Is this a special guest or attendee? Is this an artist highlight on the organization's web or social media? [Some granting organizations spotlight grant and award recipients on their websites, see an example here \(hyperlink\)](#).

Invite your local City Council to your next performance or exhibition during [Public Comment \(hyperlink\)](#) at their next meeting.

All council meetings are recorded and archived. Use these 3 minutes to share news about your organization.

Remind your followers about organizational anniversaries and other notable calendar events such as [National Arts and Humanities Month \(hyperlink\)](#) in October and [Placer County Arts and Culture Month \(hyperlink\)](#) in November.

Set strategic calendar reasons for the public to donate and support the big picture of your organization.

Research [3 organizations similar to yours \(hyperlink\)](#) outside of California and in cities/counties with a similar population.

As an organization, look at their website and offerings, programming, and calendar. Where can you find organizational inspiration? Schedule a virtual meet and greet with them to discuss how they got there.

Research [3 organizations different to yours \(hyperlink\)](#) within Placer County and develop a calendar to be guest bloggers on each other's web and/or social media for a week.

Contribute, learn, and grow your social media footprint.

[Convene bi-annually \(hyperlink\)](#) with your volunteers.

Invite volunteers to sit in on your next board meeting. Get their feedback on ideas.

Youth

What does the next wave of leadership look like for your organization? Start the discussion [here \(hyperlink\)](#).

Planning for the future usually focuses on funding, but do not overlook training emerging leaders.

Is there a seat on your organization's board for a [young adult \(hyperlink\)](#)?

This is a resume building opportunity for young adults and a way to reach leaders of the next generation.

If your organization cannot accommodate a [youth intern \(hyperlink\)](#), is there opportunity for a [youth volunteer event \(hyperlink\)](#)?

Young adults are looking for ways to learn and contribute.

Child and parent programming need not be limited to only youth and adults. Consider adults and seniors as potential participants for child and parent programming

[What could this approach for a parent/child programming look like \(hyperlink\)?](#)

Evaluate your organization's level of awareness with teachers, professors, and parents. Consider better ways to [integrate with programs offered in schools \(hyperlink\)](#).

Ask both youth and young adults of your board, staff, audience, volunteers, and vendors what they want to see your organization do next and how they would be interested in helping make that happen.

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Placer County Parks and Recreation

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Blue Line Arts
City of Roseville Library
Colusa County Arts Council
Kids First
Lake Tahoe Dance Collective
Latino Leadership Council
Lincoln Economic Development Committee
Lincoln Theatre Company
Maidu Independent Theater
Maidu Museum & Historic Site
Northern California Dance Conservatory
Placer Artists Studios Tour
Placer Community Foundation
Placer County Japanese American Citizens League
Poets Club of Lincoln
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