

LOUISIANA  
DIVISION of THE ARTS

# 2024-2029 STRATEGIC PLAN



LOUISIANA  
OFFICE of CULTURAL  
DEVELOPMENT

ARTS • ARCHAEOLOGY • HISTORIC PRESERVATION • CODOFIL

Ursus Americanus Luteolus by Brennan Steele  
Black Bear Golf Club Conference Center  
Delhi, LA

Arts and Culture play a significant role in shaping the identity and vitality of Louisiana by attracting tourists, driving economic development, educating our communities, and fostering a sense of pride and belonging among residents. It is our way of life, it is who we are, and it is worth promoting, preserving, and protecting.

Since 1977, the Louisiana Division of the Arts (LDOA) has been charged with the maintenance of our state's valuable artistic assets. One of the primary roles of LDOA has been a grant maker, which assists in workforce development and supports the infrastructure of Louisiana's cultural industries.

LDOA also provides services and support to constituents in the following areas:

**ARTS  
EDUCATION**

**CULTURAL  
DISTRICTS**

**FOLKLIFE**

**ARTS  
ACCESSIBILITY**

**GRANTS**

**PERCENT  
FOR  
ART**

With a legacy spanning more than four decades, LDOA has been a cornerstone of the state's cultural landscape, championing the preservation and promotion of Louisiana's rich artistic heritage. As LDOA embarks on its next strategic plan, it aims to amplify its impact and propel the arts to new heights across the state.

## VISION

We envision a Louisiana where the arts are essential, cherished, and accessible to all.

## MISSION

LDOA supports established arts institutions, nurtures emerging arts organizations, assists individual artists and creatives, encourages the expansion of audiences, and stimulates public participation in the arts in Louisiana.

# EXECUTIVE SUMMARY



Finalists at the 2024 Poetry Out Loud Louisiana competition, standing in front of the Delta Grand Theatre, Opelousas, LA

Photo credit: K Martin Studio

Additionally, the LDOA collaborates with state and regional partners and provides organizational support services. LDOA acts as an information clearinghouse for arts and cultural activities, coordinates state-wide convenings, defines economic development and measures economic impact of arts and cultural activities.

As it explores new avenues for growth, LDOA remains poised to adapt and innovate, ensuring a culturally vibrant Louisiana for generations to come.

This report represents the culmination of key findings and recommendations during a strategic planning process conducted by Success Labs in collaboration with constituents throughout Louisiana.

Many thanks to the hundreds of individuals who contributed to the creation of this strategic plan. Your dedications and willingness to share will ensure Louisiana's arts and culture remain vibrant.



"Grow Through What You Go Through" by Kalandra Jones  
Highland Community Cultural District  
Shreveport, LA



# PROJECT OVERVIEW

Taking into consideration the stakeholder survey responses, stakeholder focus groups across the state, and peer organization research, recommendations for the five-year strategic plan fall into four main categories:

**OPERATIONAL  
EXCELLENCE**

**MARKETING &  
COMMUNICATIONS**

**COMMUNITY  
ENGAGEMENT &  
PARTNERSHIPS**

**CHAMPIONING  
THE ARTS**

## METHODS

- ◆ Distributed a survey for key stakeholders, which included regional arts councils, artists, and arts organizations.
- ◆ Research peer organizations to understand best practices LDOA could incorporate. Hosted discussions with LDOA staff members to understand needs.
- ◆ Hosted a focus group with the Louisiana State Arts Council.
- ◆ Hosted focus groups in fourteen communities across the state.
- ◆

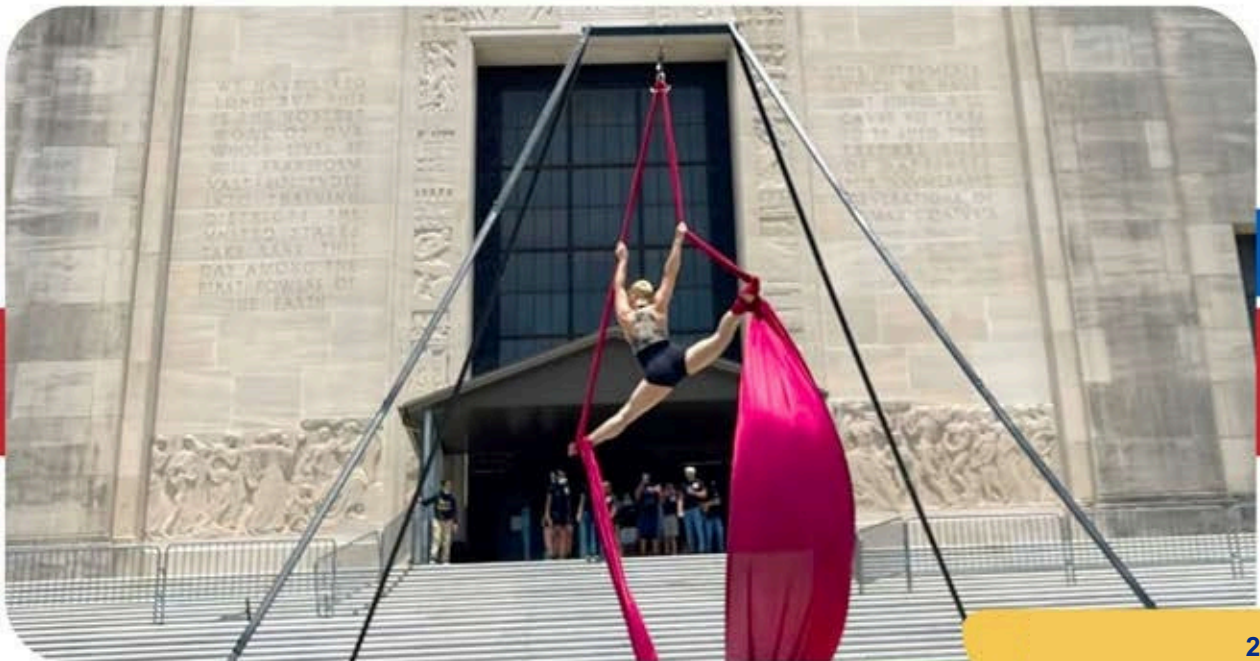


Lakes of Knowledge by KaDavien Baylor  
Mooringsport Elementary School  
Mooringsport, LA

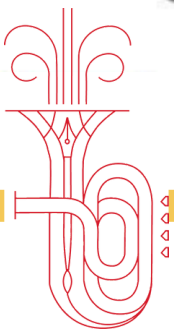
## KEY FINDINGS

The key takeaway from all data states that LDOA should serve as the convener of people, resources, and information. LDOA should also...

- ◆ Communicate more often about opportunities for funding, events, ways to get involved, success stories, case studies, etc.
- ◆ Overhaul the Division's website so information and resources can be found more easily.
- ◆ Provide more opportunities for artists, arts organizations to network with each other, share resources, and collaborate on projects.
- ◆ Provide stakeholders with more training seminars, workshops, resources/materials, or informational videos.
- ◆ Provide data for artists or arts organizations to use when decisions are being made about economic development, legislation development, tourism, etc.
- ◆ Continue promoting and providing resources to diverse artists and arts organizations that serve diverse audiences.



2023 Arts Day  
at the Louisiana State Capitol



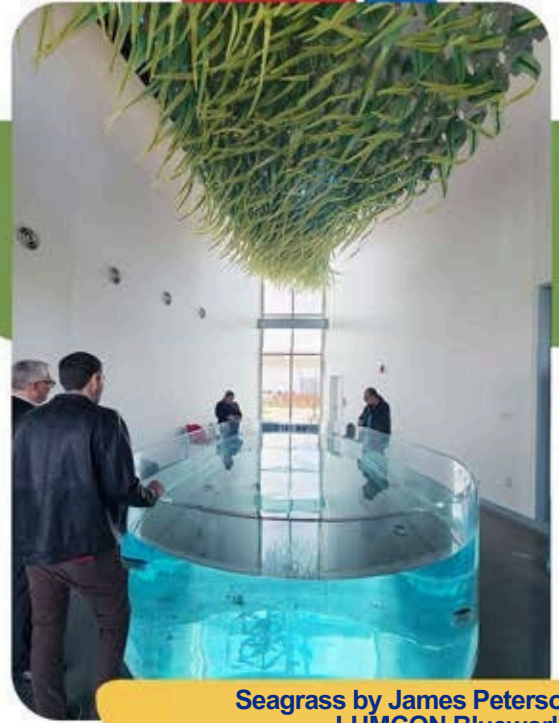


## OPERATIONAL EXCELLENCE

The goal of this recommendation is to maximize efficiency, effectiveness, and value creation across all facets of the organization's operations. This may be streamlining workflows, optimizing resource allocation, enhancing communication and collaboration, and fostering a culture of continuous improvement.

Specific recommendations include:

- ◆ Define and/or update target audiences (include young professionals and more diverse constituents).
- ◆ Promote collaboration and work outside of silos among all LDOA programs.
- ◆ Develop a FAQ guide and/or organizational chart to help stakeholders identify the appropriate contact person for specific inquiries.



Seagrass by James Peterson  
LUMCON Blueworks  
Houma, LA

## MARKETING & COMMUNICATIONS

Focusing on Marketing & Communications will help LDOA boost outreach and engagement efforts, which will foster greater connectivity within the arts. The key recommendation is to hire a communications team member who could create and implement a robust communication strategy.

Others include:

- ◆ Streamline all communications from staff to stakeholders in one newsletter.
- ◆ Reorganize the website to be more user-friendly.
- ◆ Develop customizable templates for stakeholders, including press releases, social media posts, and other communications materials.
- ◆ Utilize stakeholders to assist with communication strategy and efforts.
- ◆ Incorporate more videos featuring staff sharing their insights and expertise with stakeholders.



Grayhawk Perkins instructing his shaving horse workshop, Grayhawk Perkins  
Madisonville, LA



Creative Aging workshop series, incorporating movement and poetry. Facilitated by the Acadiana Center for the Arts in collaboration with Lafayette Council on Aging.

Photo credit: Philip Gould

## COMMUNITY ENGAGEMENT & PARTNERSHIPS

Strong community engagement and partnerships enhance the organization's visibility and support, fostering a culture of inclusivity and participations in the arts across Louisiana.

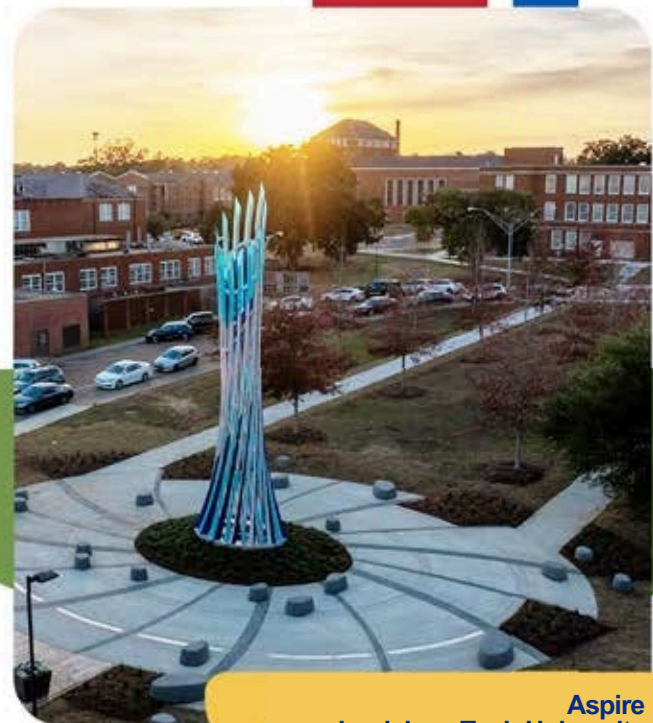
Specific recommendations include:

- ◆ Expand webinars and professional development opportunities tailored for artists and arts organizations.
- ◆ Develop and distribute case studies that highlight successful collaborations and effective practices among stakeholders.
- ◆ Promote greater accessibility and inclusivity across arts programs and funding efforts.

## CHAMPIONING THE ARTS

By actively championing artists and creatives, LDOA can amplify its impact, educate stakeholders and decision-makers, and ensure the continued growth and vitality of the arts sector in Louisiana. Recommendations include:

- ◆ Collect data that stakeholders can use to advocate for more arts' funding.
- ◆ Utilize the State Arts Council to further the mission of LDOA by creating specified tasks to guide the group.
- ◆ Educate legislators and stakeholders about the significance of the cultural economy and its impact.



Aspire  
Louisiana Tech University  
Ruston, LA





**Here We Go by Beth Nybeck**  
University of Louisiana Monroe  
Monroe, LA

## **LOUISIANA DIVISION OF THE ARTS**

Visit: 1051 North Third Street  
Baton Rouge, LA 70802

Mail: P.O. Box 44247  
Baton Rouge, LA 70804

225-342-8200  
[www.LouisianaArts.org](http://www.LouisianaArts.org)



**NATIONAL**  
**ENDOWMENT** for the **ARTS**  
[arts.gov](http://arts.gov)