



Program: The Montana Arts Council is a single-program agency that administers, manages, and promotes artistic endeavors through grants, programs, and services.

Objective: To develop creative potential, advance education, spur economic vibrancy, and revitalize communities.

Goals: To expand opportunities, ensure access, and build connections.

Strategy	Initiative	Who	Measure
Invest for Impact	Grow career development programs Develop and launch traditional arts apprenticeships Identify communities isolated from cultural resources	Executive, Programs Operations, Programs All	Expand the number of opportunities by 25% # of applicants Designate key indicators
Increase Ease of Engagement	Limit technology barriers Build 21st century Skills Seek and value input	Communications, Operations Communications, Operations Executive, Communications, Council	Reduce the need for file conversion and uploads by 25% Increase training and support by 50% Increase engagement in public meetings by 25%
Model Responsive Government	Implement efficient procedures Seek and value input Target those that have been historically underserved	Operations Operations, Programs Communications, Programs	Increase automation of forms and documents by 10% Grow review panelist pool by 20% new contacts Identify eligible partners
Provide Accessible Resources	Improve accountability Refine communication strategies Raise visibility and expand the service area	Executive, Council, Operations Communications, Operations All	Increase distribution as measured by counties served Increase in online engagement by 25% # of new subscribers and applicants