Culture serves
Recruitment Goals

• To have a robust recruitment and engagement strategy that honors the specific needs of local tribes, BIPOC, people who are deaf or disabled, and people living in under-resourced areas.

• To change the grant and policy making culture of the Agency to center racial, deaf and disability equity, and intentionally invest in historically underfunded applicants.

• Work towards a 50% increase in the above listed grantees by July of 2023.
Recruitment Strategy

1. **Staff Education** on cultural competency, anti-racism, decolonization, each other’s programs, and the practices of our constituents.

2. **Find Prospective Applicants** – use GMS contacts, partnerships and colleague organizations, networks in the sector, and internet searches.

3. **Develop Measurables & Accountability** – Work with the Grants and Senior teams to figure out where we are, and where we should be, and create a plan for 'how to get there'.

4. **Create more ways to connect** – Meet people where they are.
Outreach & Engagement Summary

Outreach

• Finding new contacts for agency messaging.
• Connecting with existing contacts (especially those who have not been successful in the past) for more detailed program messaging.

Engagement

• Create materials to promote applicant success: sample applications, FAQs, Info Sessions, etc.
• Make individual space for applicants to ask questions, give feedback and engage further with the agency.
Outreach/Communications Highlights

The digital campaign to promote our two Cultural Sector Recovery grant programs included:

- **Motion graphics**
- **Executive Director video** inviting the sector to apply
- **Toolkit** for Partners
Outreach/Communications Highlights

The digital campaign to promote our two Cultural Sector Recovery grant programs also included:

- Social media tiles
- IG Live Q&A
- Multicultural media coverage
Organization Recovery Highlights

• Over 1,100 introductory emails sent to new contacts.
• Over 130 hours spent delivering information sessions, office hours and one-on-ones.
• Hosted 3 outreach events across the state with over 75 people between them.
Individual Recovery Highlights

• The entire application took only 10 minutes to complete.
• Decisions were not based on artistic product.
• The program and state law intended to prioritize equity.
• There was an upfront plan to fund thousands of artists.
Next Steps

Continuing the internal work of making programs accessible, equitable, and simple. This includes but is not limited to:

• Continuing to standardize applicant resources like translated application materials, sample applications, and information sessions.

• Continuing to use our social media platforms, office hour sessions and attendance at public events to create more access points.

• Simplifying resources like FAQs to be more user friendly and conversational, a page that supplement guidelines instead of repeating them and puts the information in the order constituents want it.
Thank you!