

Culture serves

Recruitment Goals

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- 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

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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

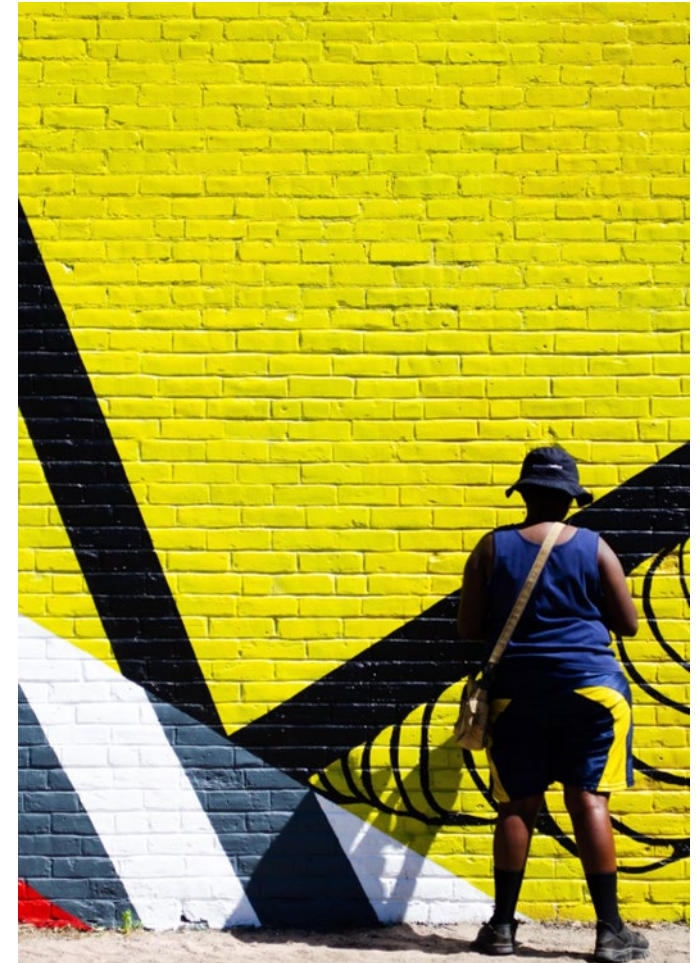
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Outreach

- 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.



Springfield muralist in front of their piece.

Outreach/Communications Highlights

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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

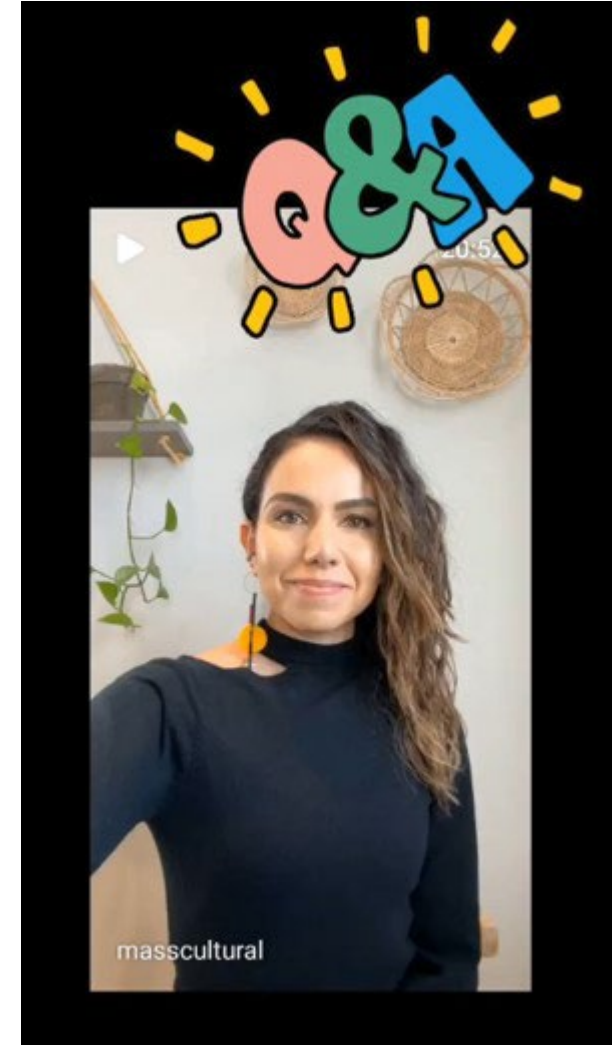


Outreach/Communications Highlights

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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

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- **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

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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!