

2011 Arts Advocacy Task Force Meeting Notes

1. We need to be aware of the variety of restrictions that ICFAD's members face as they consider/engage in advocacy. Some institutions do not allow their faculty to engage in advocacy. Others are limited by state regulations if they work for state institutions.
2. What are ELIA and other groups doing in the realm of advocacy (especially at the international level)?
3. ICFAD could focus on education by developing and distributing to the media and others a packet that explores the power of the arts (economically, culturally, etc.). We have talked about using a "tool kit" in the past. What is our data concerning the arts in higher education? Can we use SNAAP data? Can we put data that the membership can use on ICFAD's website? The idea of presenting hard data to stakeholders and colleagues is very important.
4. To raise the organization's profile and to make it a "go to" authority, ICFAD could develop arts policy papers. Should that be ICFAD's role?
5. Forming partnerships with organizations such as Americans for the Arts can make ICFAD stronger. "Where do we, as deans, play best?" What are the arts advocacy groups that we, as deans and as ICFAD, should know?
6. We need to be aware of the national/international dynamic.
7. "What are we advocating for?" To advocate *what* to *whom* is the issue for ICFAD. Perhaps those who are comfortable engaging in national advocacy should do that while others focus on local and state-wide advocacy. Not everyone finds it easy to engage in advocacy.
8. ICFAD needs to be strategic and clear as it engages in advocacy.
9. Technically, our audience is us!
10. We need to be sure that the membership knows of things such as ICFAD's sponsorship of National Arts Advocacy Day. For example, we should post a reference to that sponsorship on the website. The results of the advocacy survey should be available to the membership online.
11. It is important for us to include students in the discussion. They are the future. We also could consider providing travel support for students who go to National Arts Advocacy Day or who attend the ICFAD annual conference. Perhaps ICFAD could sponsor a policy paper competition for graduate and undergraduate students.
12. ICFAD could include an Arts Policy Session in future conferences.

13. As university deans we have authority and are not to be overlooked. We represent intellectual capital. Advocacy is being present, “on call,” for discussions and meetings. How do the NEA and other groups build their programs? We should be able to have input in those discussions.
14. “They don’t know what we are doing.” We need to tell policy makers and stakeholders what we are doing. ICFAD’s members can “bank” stories that they may use when they engage in advocacy.
15. We need to educate other deans and presidents on our campuses. What are the best cases to make regarding how the arts make a difference? Can we use resources such as the Doris Duke Foundation’s interdisciplinary programs? How do we advocate for the infusion of creativity throughout the curriculum? (Check out creativecampus.org.)
16. Do we need to include a line for advocacy efforts in ICFAD’s budget? (There is a line for national meetings. Is it sufficient?)