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## VISTA Assignment Description (VAD)

**Title:** Education & Community Engagement Liaison

**Sponsoring Organization:** Move for America

**Project Name:** Art Ambassador: Community artist engagement

**Site Name:** Southwest Minnesota Arts Council

### Focus Area(s)

Capacity Building, Economic Opportunity & Development, Community Engagement

### VISTA Assignment Objectives and Member Activities

#### Goal of the Project:

Move for America Fellows, who are VISTA Members, build the capacity of community-based organizations to bridge divides and strengthen civic dialogue by elevating diverse community voices in decisions that affect their lives. The fellow selected for this project will serve as an Art Ambassador for Southwest Minnesota Arts Council.

#### About Southwest Minnesota Arts Council (SMAC)

SMAC is a non profit organization committed to promoting and encouraging the development of the arts in the eighteen counties of southwestern Minnesota. SMAC recognizes the economic benefits of culture tourism and creative industries, as well as the benefits of arts and culture in fostering participation and social inclusion in community participation.

SMAC will experience an increase in the number of grant applications for projects involving a high level of artistic quality and merit from and/or serving diverse underrepresented populations. Grantees, audiences and people served will more accurately reflect diversity of the region.

This project seeks to:

- Support artists and arts organizations in creating, producing and presenting high-quality arts activities
- Overcome barriers to accessing high quality arts activities
- Instill the arts into the community and public life in our region
- Support high-quality, age-appropriate arts education for residents of all ages to develop knowledge, skills and understanding of the arts
- Support events and activities that represent the diverse ethnic and cultural arts traditions; including folk and traditional artists and art organizations, represented in this region



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**First Objective of the Assignment (Period of Performance: TBD)**

Leverage current and past board members and other volunteers to serve as a conduit between SMAC and their constituents; recruit board members and panelists who represent BIPOC and underserved communities.

**Member Activity:**

1. Work with SMAC staff to develop and execute a targeted outreach plan designed to connect staff, board members and SMAC affiliated art leaders to underserved communities.
2. Make connections and strengthen relationships with underserved populations including BIPOC individuals, immigrant communities, individuals with disabilities, and Indigenous peoples, including the Upper Sioux and Lower Sioux communities.
3. Convene a taskforce of diverse stakeholders to encourage dialogue and build rapport and relationships.

**Second Objective of the Assignment (Period of Performance: TBD)**

Increase public awareness of the SMAC grant application process and encourage equity and inclusion in the grant making process.

**Member Activity**

1. Utilize various communication methods to disseminate information across the region regarding grant opportunities and deadlines, events, workshops and other engagement opportunities.
2. Perform targeted community outreach to engage underserved communities.
3. Implement an access plan with associated budget and milestone timelines that will address accessibility issues.