

Finding Arts

In the College of Agriculture

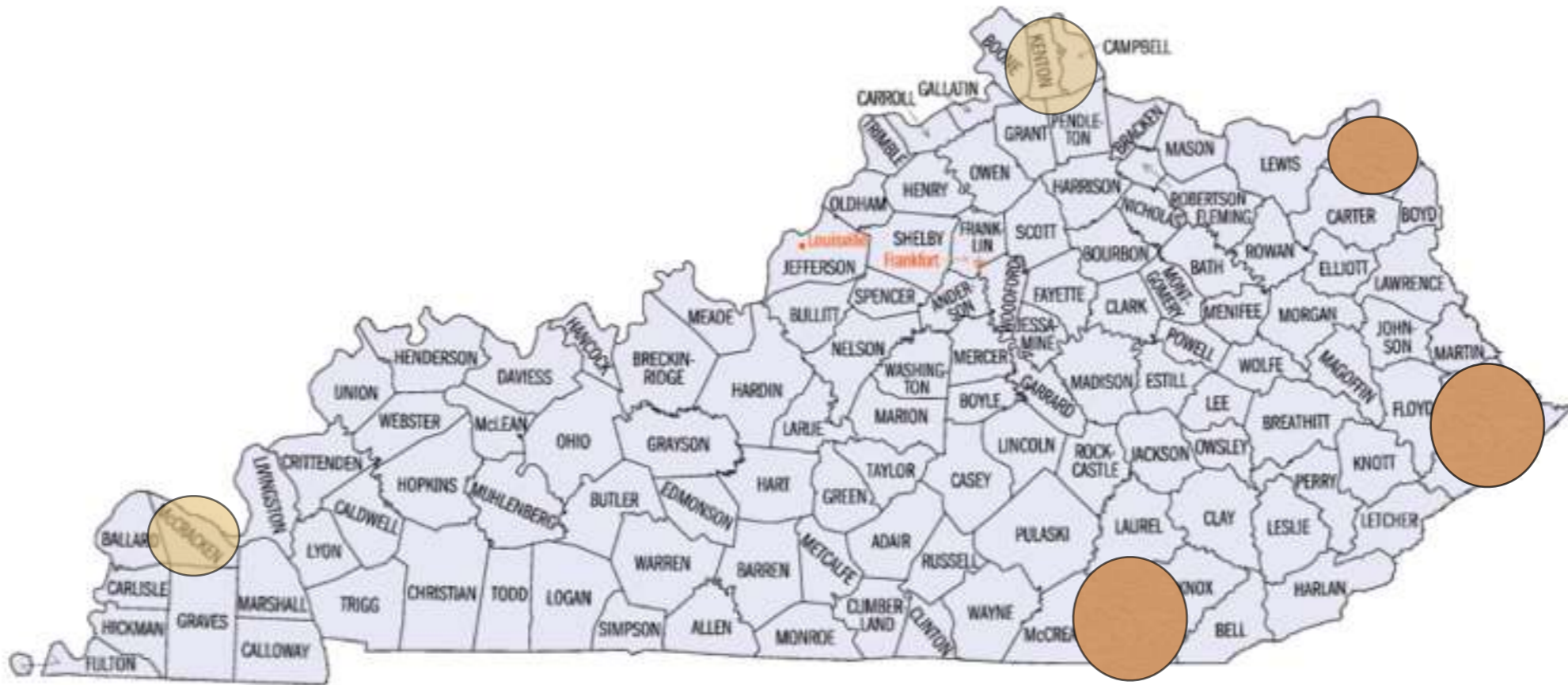


Melissa Bond CEDIK-University of Kentucky

Kentucky Extension Fine Arts Program

- Started in 2004 as a collaboration between College of Fine Arts and College of Agriculture
- What if we focus CED efforts through the arts?
- County-based funding model

Current and Future FA Counties



Steps to Setting a Pilot

1. Conduct focus groups and individual interviews at county level to determine if there's local interested for EFA Program
2. If so, Establish a support structure that incorporates agents in the CES system (e.g., Leader for CED becomes responsible for EFA Program)
3. When county decides to support EFA agent, a unique position description should be developed to meet local needs
4. In Kentucky, EFA agents follow same rules as other agents (e.g., reporting directly to their District Director) to try and fit into CES system

What Do We Do?

- Support and develop performing, visual and literary arts
- Provide life-long learning opportunities in all the arts
- Expand opportunities for showcasing and publicizing the arts
- Plan new structures and facilities and use existing venues to create a cohesive and dynamic arts culture easily accessible to all citizens

Collaboration

- Other program areas:
Ag, FCS, 4-H
- Main Street
Managers, city
leaders, community
partners
- Kentucky Arts
Council, Kentucky
Humanities Council



Farmers' Market

- Marketing and Booth Design Modules
- Logo Assistance
- Facebook/Instagram/Blog training for Farmers
- Arts Events to increase traffic at market



Touring Exhibits

- Nationally touring Smithsonian Exhibit
- Kentucky Arts Council Uncommon Wealth
- 2 Major Exhibits/year, run 6-8weeks
- Average 1,300 visitors over course of exhibit, with a majority first-time exposure to extension
- 6 gallery openings/year featuring local artists

Growing. Grazing. Green.



Appalachian Winter Market

- Challenge: How can we “Shop Local” on Main Street when there are no businesses?



Fine Arts in the Schools

- Kentucky Program Review changes: “Arts Experiences”



Play With Your Food!



Veggie Creatures-39/41 kids tried a new vegetable after building their “bugs”

Challenges

Communicating the scope of the EFA Program's work

To arts-based organization that do not understand extension

To other KY CES agents, making it difficult to collaborate

Maintaining funding, especially when competing with more traditional KY CES programs

Thus EFA agents and leaders must prioritize outreach within counties and in the CES system from the beginning

Advantages

- Sense of community pride and self-worth
- Artists and Musicians are already there: we coordinate and funnel efforts and events into cohesive program
- Brings opportunities to local county that families would otherwise have to travel 1+ hrs to experience



Resident Valuation

-2011 survey of fine arts communities

45% willing to pay \$20 or more; 48% willing to pay between \$1-19 more

Residents that know about the program are 53% more willing to pay an increase in taxes to support the program

Those who are participants are 70% more likely to pay

“Resident Valuation of Kentucky’s Extension Fine Arts Program” – Journal of Extension

New Opportunities

Creative Placemaking

Cross-Programmatic Trainings and Initiatives

Youth Arts Entrepreneur Leadership Education

