

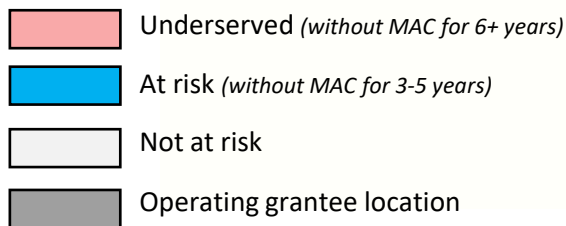
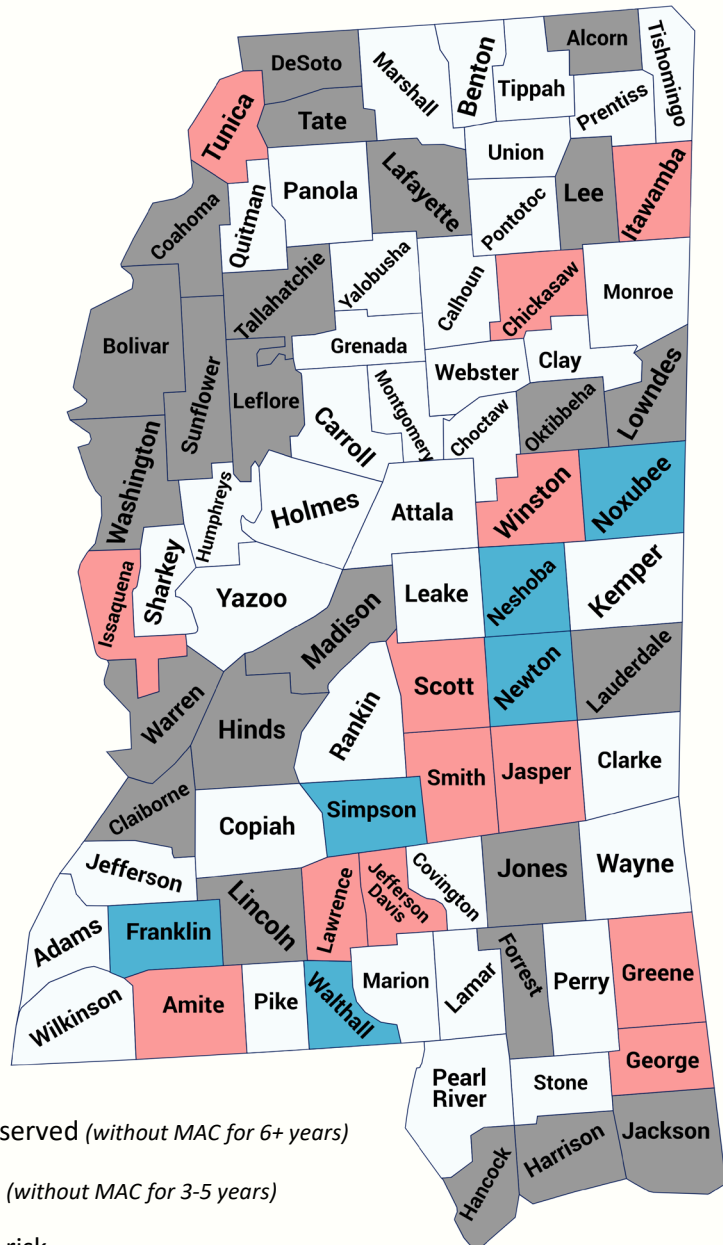


COMMUNICATING THE IMPACT OF THE ARTS IN MISSISSIPPI

NASAA Assembly 2024

Lauren Rhoades, Director of Grants





MAC collects data from:

- Applications in Foundant
- Follow-up Forms in Foundant
 - Final Reports
 - Contract Upload Forms
- Site Visits
- “Meet the MAC” Grant Presentations
 - Counties (including underserved)
- Event Attendance
- Focus Groups and Surveys
- Multi-Year Qualitative and Quantitative Research Study on the Impacts of Arts Integration



External data we use:

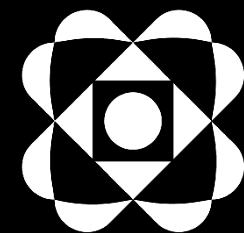
- MS Academic Assessment Program (MAAP)
 - MS Department of Education-administered test designed to measure student achievement in English Language Arts (ELA), Math, Science, and US History in grades 3-8
- US Bureau of Economic Analysis
 - Economic value of Mississippi's arts and culture sector
- Americans for the Arts
- National Assembly of State Arts Agencies



Where we use impact numbers:

- Annual Report
- Legislative Report
- Individual Calls to Legislators
- Annual Appropriations Request
- Outreach Presentations to Schools
- Determining Outreach Strategy
- Sharing with Advocacy Partners

Telling our story...with a sprinkling of data.





Highlights from Ongoing Arts Integration Research Study:

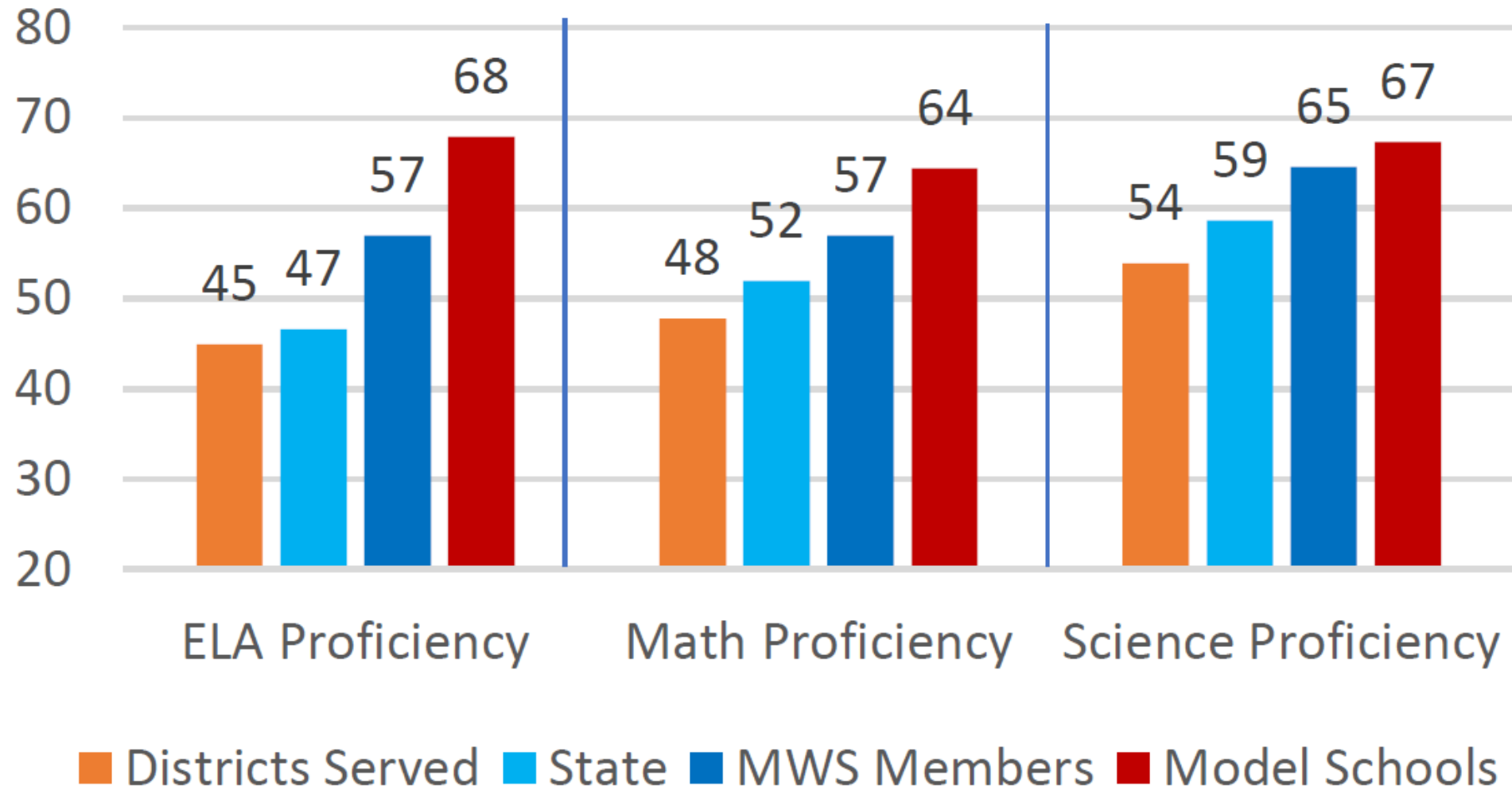
"Arts integration provides all students with a more level playing field to master our state curriculum through the ways that each student learns the best."

95% of teachers reported that students were more engaged and motivated because of their use of arts integrated instruction.

"Students are comprehending, retelling stories, determining the main idea, and writing better. Their math scores have improved from utilizing arts integration."



2023 MAAP Accountability Proficiency Percentages



FY2023 ANNUAL REPORT

OVERVIEW

In FY23, MAC announced a new brand and updated the strategic plan for the agency. Throughout this report, you will see elements for the new branding and references to the new strategic plan. To view the new strategic brand and our updated brand guide, visit arts.ms.gov.



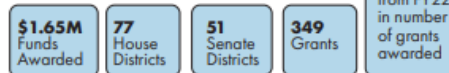
WHO WE ARE

The Mississippi Arts Commission is a state agency serving nearly three million people through grants and special initiatives that enhance communities, assist artists and arts organizations, promote and facilitate arts education, and celebrate Mississippi's cultural heritage. MAC receives funding through the National Endowment for the Arts, the Mississippi Legislature, and private sources.

SUPPORTING THE ARTS THROUGH GRANTS

(GOAL 1)

The information below excludes BFA, since these grants are accounted for elsewhere.



Types of Grants Offered

Organizational Grants | awarded to organizations, non-profits, etc.

Operating Grants | up to \$30,000

Project Grants | up to \$5,000

Mini-Grants | up to \$1,000

Individual Grants | awarded to individual artists.

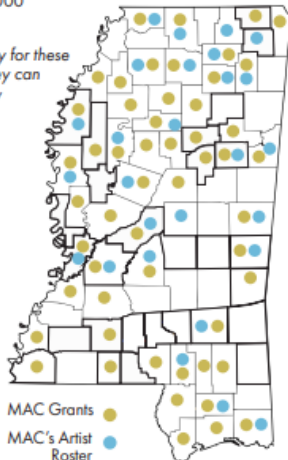
Artist Fellowships | up to \$5,000

Folk Arts Apprenticeships | up to \$2,000

Project Grants | up to \$2,000

Mini-Grants | up to \$500

Details about who can apply for these types of grants and what they can be used for can be found by visiting arts.ms.gov.

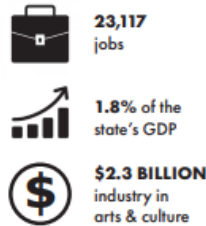


MAC ARTIST ROSTER

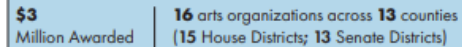
MAC's Artist Roster is a juried listing of nearly **100** artists and educational professionals who are available to perform or present their artform in communities around the state.

ECONOMIC IMPACT OF THE ARTS

In the latest report from the U.S. Bureau of Economic and Analysis, the Mississippi arts and culture sector was a \$2.3 billion industry in 2021 (1.8% of the state's GDP), representing 23,117 jobs (1.9% of Mississippi's workforce), and total compensation of **\$1.3 billion**.



BUILDING FUND FOR THE ARTS (BFA) (GOAL 1)



Out of the 66 organizations that submitted proposals, 16 arts facilities were awarded funds to support the repair and renovation of their buildings for the public to make full use of these spaces. Continued support for BFA strengthens endeavors to maintain creative spaces throughout the state. The facility upgrades the arts organizations described could increase revenue, production quality, educational offerings, and would represent a long-term cost savings.

Recipients:

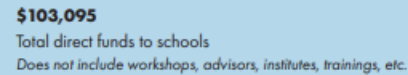
Delta Arts Alliance; The Eudora Welty Foundation; Lauren Rogers Museum of Art; Center Stage, Inc; Mississippi Museum of Art; Mississippi Children's Museum; Byhalia Area Arts Council; Pike School of Art; GRAMMY Museum Mississippi; Walter Anderson Museum of Art; Mississippi Cultural Crossroads; Starkville Community Theatre; Corinth Area Arts Council; Hattiesburg Community Arts Center; City of Vicksburg; B.B. King Museum and Delta Interpretive Center

arts.ms.gov



FY2023 Annual Report

MISSISSIPPI WHOLE SCHOOLS (GOALS 1 AND 3)

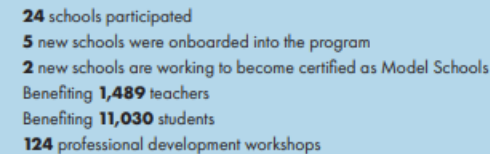


Mississippi Whole Schools works with K-12 schools throughout the state to provide training and support for integrating the arts across their curriculum.

Additional funding support made it possible to train **7** additional consultants to support school growth. These consultants provided data aligned training that included on-site training for teachers and leadership training for administrators.

On average, Mississippi Whole School Model Schools score **20** percentile points higher than their peers on the MS Statewide Assessments. In addition, these schools outperformed their peers in the same district by **27** percentile points in ELA and **21** percentile points in Math.

Since 2021, Mississippi Whole School Model schools have scored an average of **23** percentile points higher in ELA and **17** percentile points higher in Math than their peers in the same district.



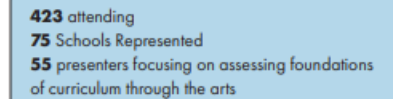
\$50,000 granted from the Hardin Foundation

MEET THE MAC (GOAL 1)

MAC hosted **18** Meet the MAC presentations across the state in FY23. These presentations gave attendees the opportunity to ask questions and find out more about the grants offered by MAC and the process to apply. MAC saw **53** applications from first-time applicants from **14** counties from 14 counties where presentations were held, including one "underserved" county. **35** (**66%**) of those new applicants (**8** organizations and **27** individuals) were recommended to receive funding in FY24.



Winter Institute, Summer Institute, and Administrative Leadership Retreat:



The program offers multiple opportunities for training, including a Winter Institute, a Summer Institute, an Administrative Leadership Retreat, and professional development workshops.



MISSISSIPPI ARTS HOUR (GOAL 1)

The Mississippi Arts Hour airs every Sunday at 5 p.m. CT on Mississippi Public Broadcasting Think Radio. An average of **3,500** listeners tune in weekly to hear stories about Mississippi artists making an impact locally, nationally, and internationally. The show is also distributed as a podcast and has an average of **900** downloads per month.

In FY23 **52** artists and arts professionals were featured, including:

Adam Trest
Betsy Bradley
Teneia Sanders
George Bassi, and more

**FOLK ARTS (GOAL 2)****Mississippi Traditions Library Exhibit and Programs**

The Mississippi Arts Commission hosted a traveling exhibit and series of public programs that celebrated artists featured on the Mississippi Folklife Directory website (www.msfolkdirectory.org)

The exhibit included the work of five traditional artists around the state:

Alan Kolodny - tatter and jewelry maker from Jackson
Janice Mitchell - quilter from Clarksdale
The late Vish Shenoy - sitar player from Clinton
Paul Gore - sign painter from Clinton
Sharde Thomas - fife player from Sardis

The Folk Arts Program installed exhibits in three different libraries featuring artists from those locations.

The Carnegie Public Library in Clarksdale
The Mississippi Library Commission Branch in Jackson
The Willie Morris Library Branch in Jackson

**Mississippi Folklife (www.mississippifolklife.org)**

Mississippi Folklife is a digital journal featuring original writing and documentary work focused on present-day folklife and traditional arts within the state. Originally a print publication, Mississippi Folklife was established in 1927 by the Mississippi Folklore Society. In FY23, Mississippi Folklife published **7** essays. The essays included online exhibits highlighting Mississippi artists.

**Folk Arts Apprenticeship Showcase**

On April 1, 2023, MAC hosted the Folk Arts Apprenticeship Showcase at the Craftsmen's Guild of MS in Ridgeland. The showcase celebrated the FY23 apprenticeship

grantees as they completed their apprenticeship coursework together. During the event, the two apprenticeship teams **Brian Beckham** and **Martha Scarborough** (Apprenticeship in Silversmithing) and **Katie Clark** and **Sarah Rose Govero** (Apprenticeship in Crochet) demonstrated their work to visitors. The showcase was a part of the Spring Demo Day programming at the Craftsmen's Guild. There were **40** people in attendance at the showcase.

I Ain't Lying Digitization Project and Exhibit on Mississippi Folklife

I Ain't Lying was a cultural journalism magazine that explored local life and traditional arts in Claiborne County, MS. It was published in four print issues between 1980 and 1989 by Mississippi Cultural Crossroads (MCC) in Port Gibson. During FY23, MAC partnered with MCC founder Patty Crosby and MDAH to digitize the print issues of *I Ain't Lying*. This project and subsequent exhibit on the Mississippi Folklife website marked the first time that the magazine was available digitally as well as the first time that content from the unpublished Volume 5 was made available to the public.

ASK A PROFESSIONAL (GOAL 2)

MAC hosted **5** Ask A Professional webinars in FY2023.

Attendance numbers: **189**

Topics featured:

Ask a Grant writer: Before You Hit Submit
Ask a Tax Professional: Schedule C Filing for Artists
Ask an Accountant: Record Keeping 101
Ask a Lawyer: Copyright & Small Claims Court
Ask an Influencer: Let's Discuss Social Media

**MISSISSIPPI WRITERS TRAIL (GOAL 2)**

The Mississippi Writers Trail is a series of historical markers which celebrate the literary, social, historical, and cultural contributions of Mississippi's most acclaimed and influential writers. An advisory committee of state cultural agencies oversees the process of installing historical markers in places of significance to an author's life. To emphasize the literary focus of the trail, the markers are cast in the shape of an open book and display information about the author's life with the goal of educating the public about the legacy of Mississippi writers. This year we installed three new markers for:

Stark Young – Como, MS
Natasha Trethewey – Gulfport, MS
Endesha Ida May Holland – Greenwood, MS

MENTAL HEALTH AND THE CREATIVE MIND (GOAL 2)

MAC's Mental Health and the Creative Mind initiative partners with artists and mental health professionals to create a safe space for vital conversations. We also aim to support and shine a light on artists and arts organizations tackling mental health issues through their work. For example, earlier this year, MAC partnered with New Stage Theatre for a post-show discussion following a matinee of *EVERY BRILLIANT THING*. This show took a deep dive into exploring mental health through one character's personal journal.

In the coming year, we hope to continue the conversation and provide Mississippi artists with mental health resources.



Post-show mental health conversation following a performance of *EVERY BRILLIANT THING* at New Stage.

Ali Dinkins (actor), Francine Thomas Reynolds (director), Lydia Martin (moderator), Ray McFarland (actor)

**GOVERNOR'S ARTS AWARDS (GOALS 2 AND 4)**

The Governor's Arts Awards is an annual event produced by MAC since 1988, that honors outstanding artists and organizations and celebrates Mississippi's cultural legacy. In 2023 MAC honored seven outstanding recipients:

Dr. Ann Fisher-Wirth – Excellence in Literature & Poetry
Betsy Bradley – Leadership in Visual Arts & Community
Ed McGowin – Lifetime Achievement
Ke Francis – Excellence in Visual Arts
King Edward Antoine – Excellence in Music
Ralph Eubanks – Excellence in Literature & Cultural Ambassador
Robert M. Hearin Support Foundation – The Stephen C. Edds Patron of the Arts Award

POETRY OUT LOUD (GOAL 4)

Poetry Out Loud is a national arts education program that encourages the study of great poetry by offering free educational materials and a dynamic recitation competition for high school students across the country.

This year **19** schools, **80** teachers, **1,410** students participated in the competition statewide. Nine high school students advanced to the Poetry Out Loud state finals which were hosted at Mississippi Public Broadcasting in Jackson.

State Champion – **Edward Wilson, Jr.**, a senior at Jackson Preparatory School. Wilson went on to place 2nd at the National Poetry Out Loud competition in Washington D.C.!

2nd Place – **Kalen Wallace**, a junior at Northwest Rankin High School
3rd Place – **Melany Carrasco**, a junior at Pascagoula High School





MAC's
FY2023
Annual
Report



GRANTEE SPOTLIGHT

— ◆ —
BLUE MONDAY





GRANTEE SPOTLIGHT

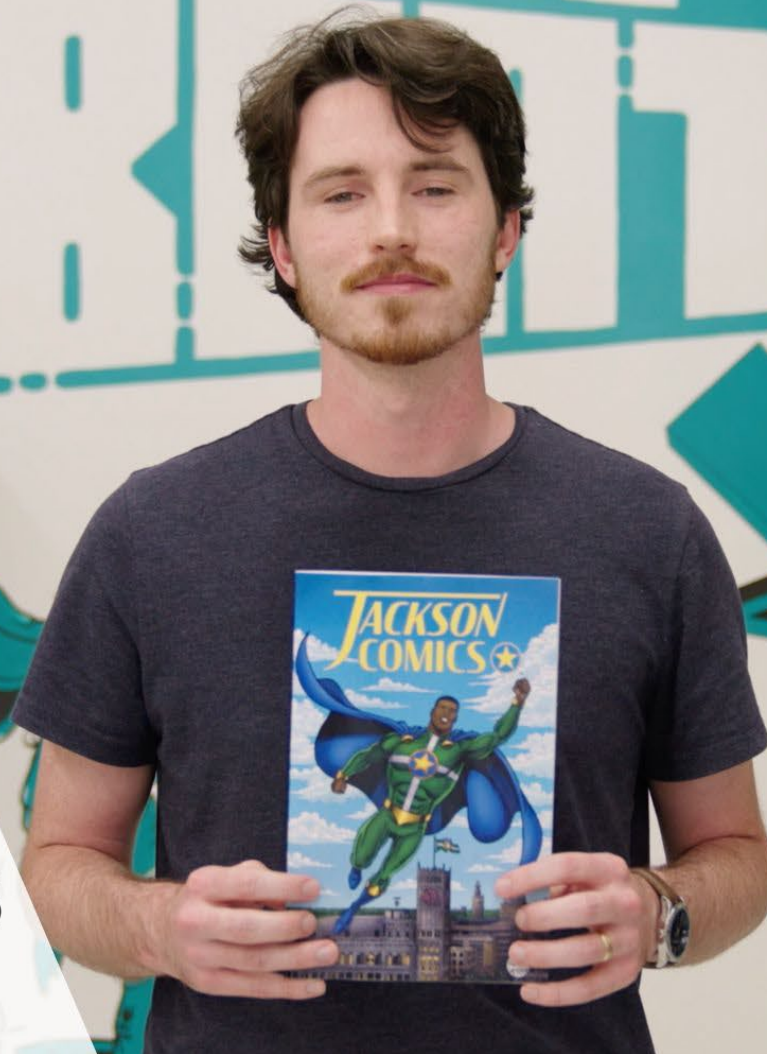
STARKVILLE COMMUNITY
THEATRE





GRANTEE SPOTLIGHT

JACKSON COMICS





GRANTEE SPOTLIGHT

DR. HSIAOPEI LEE





Mississippi Arts Commission

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The Mississippi Arts Commission is a state agency that serves as a catalyst for the arts in...more

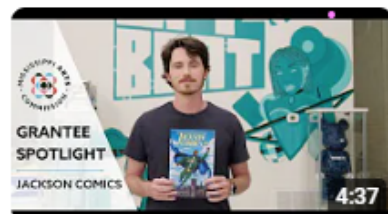
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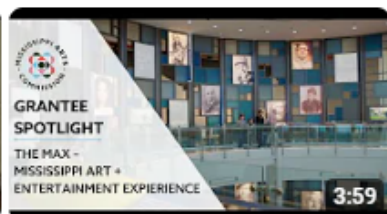
Check out the fantastic work that our grantees are doing within their communities!



Jackson Comics – MAC
Grantee Spotlight

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Mississippi Arts +
Entertainment Experience...

Mississippi Arts Commission
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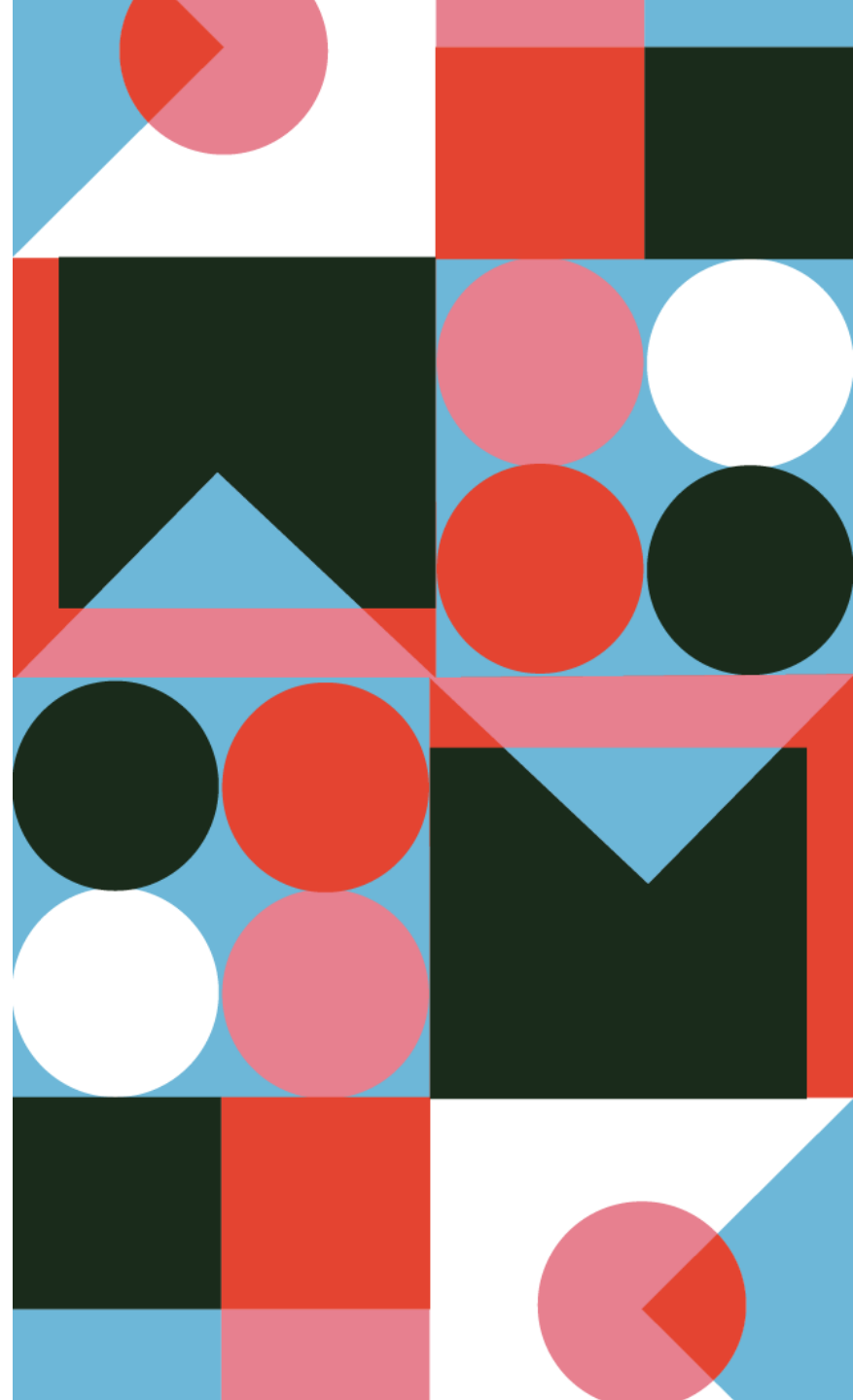
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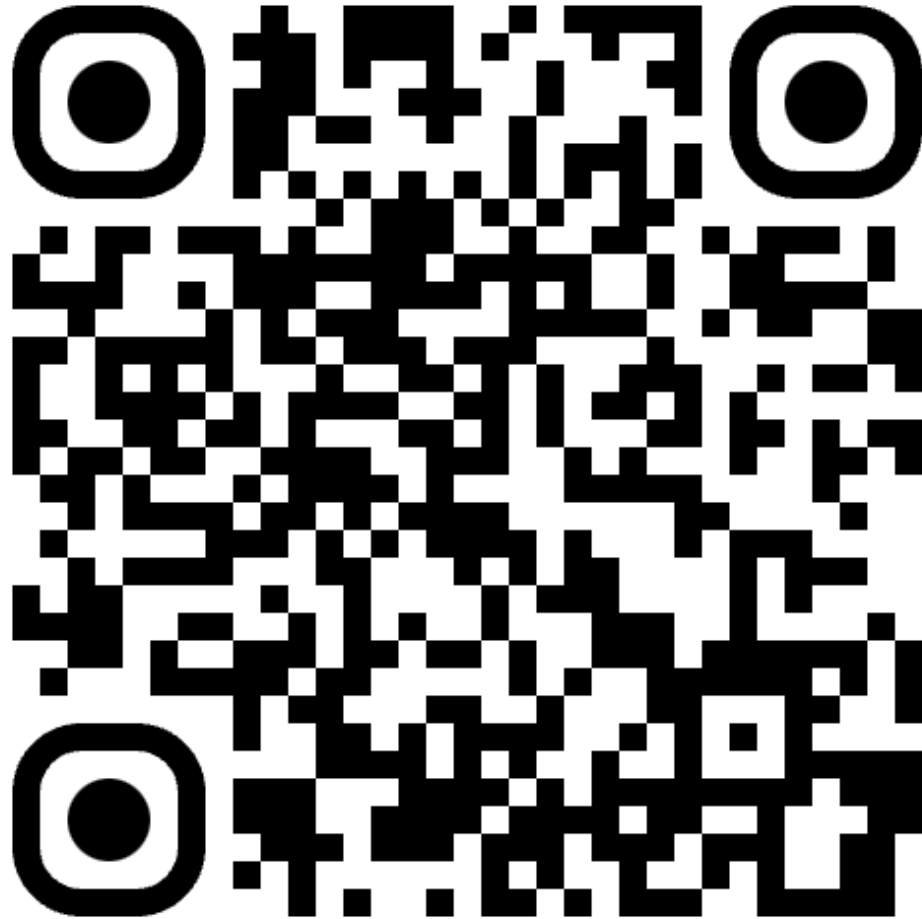


Blue Monday – MAC Grantee
Spotlight

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