

2009 Recommendations

The Role of the Arts in Strengthening and Inspiring the 21st Century Global Community

1. Leadership and Strategic Partnerships

- A. Advocate for “champions” within the Administration to voice the importance of the arts in global exchange and diplomacy across agencies
- B. Encourage public officials, private sector, and community leaders as well as members of the military and the diplomatic corps to consider how the arts could inform and enhance their international education and personnel training programs
- C. Encourage public officials, private sector, and community leaders to connect their current international cultural, educational and economic development initiatives with arts resources and expertise
- D. Support and initiate partnerships between the arts and those in the public, private, nonprofit and education sectors who are already engaged in global exchange and relationship development

2. Messaging and Casemaking

- A. Create an awareness campaign grounded in research and targeted at decision makers that emphasizes the role of the arts as a vehicle for building trust in international communities and preventing conflict before it starts
- B. Encourage cultural organizations, artists and the public and private sector to identify, measure, track, and report evidence of meaningful cultural, economic, social and public attitude outcomes as a result of international arts exchange programs and initiatives

3. Resources

- A. Promote enhanced funding for international cultural exchange within the budgets of the Department of State, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and other key agencies
- B. Encourage new investments in international cultural exchange through such mechanisms as state trade development funds, micro-financing, and social networking revenue strategies

4. Technology

- A. Encourage use of social networking and other online multi-media tools to enhance international connections, disseminate best practices, and encourage grassroots advocacy
- B. Provide training for arts and cultural organizations in the use of new technology strategies to enhance their ability to communicate and disseminate their program impacts

5. Public Policy

- A. Support legislative reform of visa processes which decrease opportunities for cultural engagement with foreign artists, scholars and administrators on U.S. soil
- B. Promote and communicate the existing sources of public sector support for cultural exchange