

PENNSYLVANIA

COUNCIL
ON THE



ARTS

A STATE
AGENCY

**FOLK AND TRADITIONAL ARTS
INFRASTRUCTURE**

**HANDBOOK
2015-2017**

For activities conducted between January 1, 2015 and December 31, 2017.

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Section 2: PCA Roles and Responsibilities

PCA Council Members:

- ❑ Determine Centers' service regions
- ❑ Review Infrastructure policy, budget and Center recommendations
- ❑ Recommend and approve policy, budget and Centers for the Infrastructure
- ❑ Review progress of the Infrastructure
- ❑ Attend Infrastructure activities as needed and as available

Executive Director:

- ❑ Serves as principal advisor to the Council
- ❑ Communicates the activities of the Infrastructure to Council members
- ❑ Provides interpretation of Council policy
- ❑ Communicates with the Governor's Office and the General Assembly
- ❑ Acts as the spokesperson
- ❑ Maintains coherence and balance between the Infrastructure and other PCA programs
- ❑ Reviews and recommends the budget for the Infrastructure
- ❑ Answers questions from staff and consultants as needed
- ❑ Works with staff and consultants to develop recommendations to the Council
- ❑ Manages crisis communications
- ❑ Provides orientation at new Center Board Meetings and at 5th year check-in
- ❑ Solicits/recruits new Centers
- ❑ Attends Infrastructure activities as needed and as available
- ❑ Makes final appeal on Infrastructure questions
- ❑ Develops program initiatives

Deputy Director for Programs:

- ❑ Approves Pennsylvania Council on the Arts expenditures
- ❑ Reviews proposals from the Center (annually)
- ❑ Attends Infrastructure activities as needed and as available
- ❑ Oversees PCA staff planning and coordination
- ❑ Reports to NEA on the Infrastructure

Deputy Director for Communication and External Affairs:

- ❑ Advises and consults with the Center in developing and implementing communication messages and tools for advocacy and publicity purposes to the public and government officials
- ❑ Approves content and design of all statewide public materials
- ❑ Attends Infrastructure activities as needed and as available
- ❑ Reviews plans (as appropriate)
- ❑ Communicates with the Governor's Office and the General Assembly
- ❑ Responds to legislative inquiries
- ❑ Prepares and distributes press releases with the Governor's Press Office for statewide announcements regarding the Center and its activities
- ❑ Reviews Infrastructure materials for the Council
- ❑ Manages crisis communications in the absence of the Executive Director

- ❑ Prepares speeches for Council members and PCA staff

Folk and Traditional Arts Program Director:

- ❑ Annually reviews proposals from the Infrastructure
- ❑ Implements and/or attends Infrastructure activities
- ❑ Monitors expenditures throughout the year to ensure compliance
- ❑ Oversees PCA staff planning and coordination
- ❑ Reports to NEA on the Infrastructure
- ❑ Communicates with the Council as directed

Folk and Traditional Arts Program Coordinator:

- ❑ Coordinates and communicates Infrastructure activities with PCA staff, Program Director, and Centers
- ❑ Coordinates Infrastructure meetings and related agendas
- ❑ Collects data and reports to Council, Executive staff and Centers
- ❑ Coordinates all materials as needed for the Infrastructure
- ❑ Initiates contracts for the Infrastructure
- ❑ Attends Infrastructure activities
- ❑ Develops proposals for new strategies and relationships to advance the program
- ❑ Provides technical assistance to Centers
- ❑ Develops reports and statistics for Council and Infrastructure
- ❑ Oversees fieldwork contracts
- ❑ Reviews all program invoices and recommends approval or disapproval
- ❑ Reviews all plans and responds to Centers
- ❑ Coordinates Folk and Traditional Arts Apprenticeship program and application review, and reports jury recommendations to Executive Staff and Council
- ❑ Leads Infrastructure meeting
- ❑ Initiates and monitors Infrastructure contracts, award agreements, final reports and other application/grant-related correspondence
- ❑ Develops and maintains standard procedures and protocols for the Infrastructure
- ❑ Develops and maintains Infrastructure handbook

Citizens for the Arts in Pennsylvania:

- ❑ Serves as a resource for arts advocacy and other arts information
- ❑ Issues checks on approval by Pennsylvania Council on the Arts
- ❑ Provides accounting of expenditures on a quarterly basis

Section 3: Pennsylvania Council on the Arts (PCA) Folk and Traditional Arts Infrastructure

3-1: Folk and Traditional Arts Infrastructure Goals

The goals of the Folk and Traditional Arts Program are to document, investigate, present and sustain the folk and traditional arts of Pennsylvania in order to celebrate our diverse heritage.

3-2: Definition of Folk and Traditional Arts

Folk and traditional arts are defined as those artistic traditions characteristic of specific ethnic, religious, linguistic, occupational, or regional groups. These arts are shaped and shared within families, neighborhoods, and communities. They may be passed down from one generation to another or learned through on-going participation in community-based activities, and through observation or imitation of master practitioners.

Folk and traditional arts have their own community-based systems of training and education through which artists learn and attain mastery. Folk arts are generally learned informally within a community, through careful observation and practice, or through apprenticeships with elders and masters.

Traditional artists, through their creativity, excellence, and dedication, reflect each tradition's history, practices, beliefs and values. Individual artists may be recognized for their excellence, their extensive repertoire, or their particular style of performance. Their work thrives because it is a powerful expression of their tradition.

3-3: Folk and Traditional Arts Infrastructure Overview

The Pennsylvania Folk and Traditional Arts Infrastructure is a system of seven independent organizations, covering 39 counties, which form a mutually supportive network. These organizations:

- ❑ Promote the creation and documentation of folk art of the highest quality
- ❑ Engage the public in understanding the quality, breadth, and diversity of folk and traditional arts across the state
- ❑ Conduct critical discovery fieldwork in under-represented communities
- ❑ Provide technical assistance for folk and traditional artists through workshops and gatherings

3-4: Folk and Traditional Arts Infrastructure Centers by Region

For the current list of Infrastructure Centers and their service regions, please visit: www.arts.pa.gov and click on "Folk and Traditional Arts" under "Programs." Or visit www.folkartpa.org and click on the Infrastructure tab.

Here are the current Folk and Traditional Arts Infrastructure Centers and their service regions:

1. BOTTLEWORKS | Arts on 3rd Avenue: Blair, Cambria, Indiana
2. Community Partnerships RC&D: Juniata, Mifflin, Northumberland, Perry, Snyder, Union
3. Erie Art Museum: Crawford, Erie, Warren
4. Jump Street: Adams, Cumberland, Dauphin, Lancaster, Lebanon, York
5. Philadelphia Folklore Project: Bucks, Chester, Delaware, Montgomery, Philadelphia
6. Rivers of Steel: Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Lawrence, Washington, Westmoreland

3-5: Folk and Traditional Arts Infrastructure Funding

Funding for the PCA comes from the citizens of Pennsylvania through an annual state appropriation by the General Assembly. The PCA also receives funding from the National Endowment for the Arts, a federal agency.

The PCA provides funding to regional folk and traditional arts centers to conduct work that will enhance the visibility, access and support of folk arts across Pennsylvania, which includes:

- ❑ Fieldwork and archival work
- ❑ Collecting and disseminating relevant information about folk and traditional arts resources
- ❑ Offering professional development opportunities for folk and traditional artists

The PCA provides funding to its Folk and Traditional Arts Infrastructure through an annual grant.

- ❖ *The Folk and Traditional Arts Apprenticeship grant program is a separate application and process for individual artists. For information about Apprenticeships, go to www.arts.pa.gov and click on "Folk and Traditional Arts" under "Programs." Or visit www.folkartpa.org and click on the Apprenticeship tab.*

Funds Distribution:

Grant payments for all PCA grantees are made by the Commonwealth of Pennsylvania. Upon PCA approval of the fully executed Grant Award Agreement (GAA), the GAA is processed and reviewed by several other state agencies. All

grantees must follow the same set of "Additional Terms and Conditions." Payments can take several months to process and do not arrive at the same time every year.

Annual Reports:

Centers are required to submit an annual work plan and an annual final report that details their completed Infrastructure activities from the previous year and the anticipated work plan and budget for the upcoming year. These reports are the basis for the assessment of the Centers and function as their application for partnership funding for the next project year.

3-6: Folk and Traditional Arts Infrastructure Centers Review Criteria

An advisory review panel will assess the Centers every other year. On interim years, the PCA staff and consultants will review the final reports/applications. Below is the criteria used for the internal and advisory panel review.

Quality of Artistic Service/Process/Product (35 points)

- Effective outcomes relevant to guidelines, requirements, roles and responsibilities of the organization in its assigned counties
- Effectiveness of marketing and efforts as evidenced by applications and requests for services
- Effective evaluation of fieldwork and Infrastructure services
- Evidence that evaluation leads to improvements
- Quality of Folk and Traditional Arts Infrastructure program leadership as evidenced by the qualifications of administrators and other factors

Access to the Arts (35 points)

- Effective outreach to expand awareness for Folk and Traditional Arts services while maintaining existing services, including the Apprenticeship Program
- Effective advocacy on behalf of Folk and Traditional Arts
- Demonstrated knowledge of constituents eligible for Folk and Traditional Arts services, including but not limited to artists, educators, administrators, community organizations, as well as the efforts to reach those groups and the results of those efforts

Management (30 points)

- Effective planning, implementation and quality control
- Effective fiscal, program and personnel management

3-7: Folk and Traditional Arts Center Requirements

To be considered an Infrastructure Center, an organization must:

- ❑ Demonstrate commitment to and understanding of Folk and Traditional Arts
- ❑ Have paid professional staff
- ❑ Demonstrate that its Board of Directors is fully aware and supportive of its participation in the Folk and Traditional Arts Infrastructure
- ❑ Demonstrate fiscal and managerial competence
- ❑ Be invited to submit a proposal for infrastructure status after recommendation by the advisory panel
- ❑ Be recommended for full infrastructure status by the advisory panel and/or PCA staff after review of the Infrastructure proposal
- ❑ Have a vote of the Board of Directors approving the application to become a Folk and Traditional Arts Infrastructure organization of the PCA and provide the PCA with the Board-approved minutes that confirm the vote
- ❑ Be approved by the Council

Once selected, a Folk and Traditional Arts Infrastructure Center will be required to fulfill the following duties, organized into four categories of responsibility:

Apprenticeships:

- ❑ Facilitate Folk and Traditional Art Apprenticeship applications in each of the counties in the designated service region.
- ❑ Publicize and conduct Apprenticeship program grant workshops and/or provide technical assistance in its service area for artists and community members.

Fieldwork:

- ❑ Identify folk and traditional artists and document a new folk and traditional artist in at least three counties of their region each year, and at least one new artist in each county in their region every three years.
- ❑ Develop, maintain and promote a Folk and Traditional Artist Directory (specific to each regional organization).

Infrastructure:

- ❑ Advocate on behalf of Folk and Traditional Arts and promote Folk and Traditional Artists and Infrastructure programming to regional constituents.
- ❑ Facilitate Folk and Traditional Arts applications in the designated service region by connecting with other regional Pennsylvania Council on the Arts Partner organizations and programs (Arts in Education, Pennsylvania Partners in the Arts, Preserving Diverse Cultures).
- ❑ Participate in Infrastructure events.
- ❑ Attend scheduled Center meetings.

Administrative:

- ❑ Designate a staff person at its agency with the responsibility for the Infrastructure program.
- ❑ Include the Infrastructure program for the designated region as part of the organization's long-range strategic plan and/or marketing plan.

- ❑ Inform the PCA of Infrastructure calendar dates, including workshops, artist residencies, award ceremonies, etc.
- ❑ Notify PCA staff of any Infrastructure-related change in staffing.
- ❑ Collect, maintain, evaluate and submit data regarding Infrastructure activities in a timely manner and/or upon request.
- ❑ Submit an annual application/work plan and final report to the PCA on administration of the Infrastructure and Infrastructure funds.
- ❑ Prominently acknowledge the participation of the Pennsylvania Council on the Arts in supporting Folk and Traditional Arts in its service areas. All project promotions, including flyers, brochures, radio/TV/cable announcements, websites, press releases, etc. MUST reference the PCA and include the PCA logo, when applicable. The following information is required:

This project was made possible through the Folk and Traditional Arts Infrastructure Program of the Pennsylvania Council on the Arts, a state agency, and the National Endowment for the Arts, a federal agency. The PCA Folk and Traditional Arts Infrastructure organization in this region is [insert name of Infrastructure organization].

3-8: Adding or Changing Service Regions

Centers must abide by the following procedures for adding or changing any county(ies) to or from their service area:

- ❖ *Note that PCA may initiate an addition or a change of region if it deems it necessary and/or appropriate.*
- ❑ The Center will discuss potential county changes with the PCA's Folk and Traditional Arts Program Coordinator and Program Director to determine if the potential for a change exists.
- ❑ If potential for change exists, the Center must ensure that its Board of Directors is aware and supportive of the changes before additional contact with the PCA is made. In the event that the county(ies) in question is/are currently served, the Center will also discuss potential changes with the Center that currently serves the county(ies).
- ❑ If each Center and its Board of Directors agree with a potential addition or change, a proposal/plan must be submitted to the PCA from both Centers. (It must include why such a change is desirable or necessary).
- ❑ The PCA's Folk and Traditional Arts Program Coordinator and Program Director will schedule a meeting with PCA senior staff to review the impact of a change of county(ies).
- ❑ If the PCA staff approves the addition or change of Center counties, the Center will submit a formal proposal or plan for the PCA to review.
- ❑ The PCA will review the proposal/plan and present a recommendation for action on the proposal to the Council.

Section 6: Folk and Traditional Arts Infrastructure Annual Dates

NOTE: This timetable is subject to change based on Commonwealth of Pennsylvania budgeting procedures and processes.

Date	Event
January 1	New Infrastructure Contract Period begins
January 31	Final Report for past year's work due
May	Apprenticeship applications available
June 30	Budget passed by General Assembly and signed by Governor; Final budget for PCA determined
June/ July	Infrastructure Summer Meeting – Harrisburg
July	PCA July Council Meeting to approve Infrastructure and Folk Arts grants
August 1	Apprenticeship applications due
Fall	PCA Fall Council Meeting; Governor's Awards for the Arts
October	Apprenticeship Application Review Panel
December	Infrastructure Application/Work Plan due at PCA; Approve Apprenticeship Award recommendations at December Council Meeting, contingent on the state budget
December 31	End of Infrastructure Contract Period

Section 8: List of Common Acronyms and Major Arts-Related Information Resources

Folk and Traditional Arts

- AFS** American Folklore Society. The American Folklore Society (AFS) is an association of folklorists: people who study and communicate knowledge about folklore throughout the world. Its 2,000 members and subscribers are scholars, teachers, and libraries at colleges and universities; professionals in arts and cultural organizations; and community members involved in folklore work. Many of its members live and work in the U.S., but their interests in folklore stretch around the world, and today about one in every eight AFS members is from outside the U.S. A collective of university-based humanities scholars, museum anthropologists, and private citizens—including author Mark Twain and U.S. President Rutherford B. Hayes—founded the Society in Cambridge, Massachusetts, in 1888. www.afsnet.org
- MAFA** Middle Atlantic Folklife Association. The Middle Atlantic Folklife Association (MAFA) is a professional association supporting folklorists and others concerned with traditional folk culture in the mid-Atlantic region. The association serves Delaware, the District of Columbia, Maryland, New Jersey, New York, Pennsylvania, Virginia, and West Virginia. MAFA members are engaged in a full range of activities to study, document, interpret, present, fund, teach, encourage, and advocate for traditional cultural expressions in the region. MAFA supports this diversity of approaches to folklife through a number of services to its constituents, including professional development, resource identification/access, and communication among different sectors of the field. MAFA encourages folklife studies and the presentation of traditional culture through collaboration with communities interested in documenting and perpetuating their traditional ways of life. Through advocacy with community groups, MAFA members seek to mitigate threats to traditional culture. www.midatlanticarts.org
- NCTA** National Council for the Traditional Arts. The National Council for the Traditional Arts (NCTA) is a nonprofit organization dedicated to the presentation and documentation of folk and traditional arts in the United States. Founded in 1933, it is the nation's oldest producing and presenting organization with such a focus. Its programs celebrate and honor deeply-rooted cultural expressions – music, dance, crafts, rituals and stories passed on through time in families, communities, tribal, ethnic, regional and occupational groups. Annually, the NCTA provides performance opportunities for 1,100+ traditional artists and presents public programs that serve an estimated live audience of 720,000 that reach an additional 4.4 million through radio, television and recordings. These programs conservatively generate \$80 million of economic activity in communities around the nation