

**Goal: To broaden, deepen and diversify public participation in black arts, history and culture.**

Core Objectives	NJBCHI Strategies	Outcome Objectives
<p>1. Articulate and effectively communicate the value of black arts, history and culture to enhance support for local curators, presenters and preservationists.</p>	<p>1.1 - Educate the media, funders, and the public about black arts, history and culture in New Jersey and the benefits of local organizations and historic sites.</p> <p>1.2 - Support advocacy activities through data collection and research and the dissemination of valid and reliable information.</p> <p>1.3 - Influence public policy makers to support local organizations and historic sites.</p>	<p>1.1 - Black arts, history and culture are recognized as universally engaging---attracting diverse audiences to venues and programs throughout the year.</p> <p>1.2 – Local organizations that present <i>black arts, history and culture</i> are vital assets of New Jersey’s arts, history, and tourism industries, as well as local community development.</p>
<p>2. Provide the intellectual resources and services to support excellence in the field for those who present and/or preserve black arts, history and culture.</p>	<p>2.1 - Identify, analyze, and disseminate best practices.</p> <p>2.2 - Support management and operational needs through data collection.</p> <p>2.3 - Define and advance professional standards.</p>	<p>2.1 - New Jersey based organizations that present <i>black arts, history and culture</i> demonstrate best practices in programming, outreach and research.</p>
<p>3. Encourage, pursue, and support local, regional and national collaborations to advance the field.</p>	<p>3.1 - Be a unifying force and alliance builder within the field acting in a variety of roles such as leader, convener, facilitator, and partner.</p> <p>3.2 - Work to create an environment that invites field-wide collaboration.</p> <p>3.3 - Respond to the invitation of others to address common issues.</p>	<p>3.1 - Organizations are strengthened through their relationships with diverse people, communities and agencies both locally and regionally.</p>
<p>4. Encourage the preservation of historical and cultural assets by making them economically productive.</p>	<p>4.1 - Enhance the public profile of organizations as well as the visibility of their program offerings through a state-wide website, publications and other marketing efforts.</p> <p>4.2 - Provide professional development and technical assistance programs to enhance the operations and organizational capacity of local organizations.</p>	<p>4.1 – Historic sites and cultural centers are viable establishments with strong governance, funding, and administration</p>

<p>5. Increase the quality, length and number of visits to New Jersey-based venues.</p>	<p>5.1 - Connect organizations to intellectual and strategic resources in audience development and visitor experience planning (<i>including day trips and extended stay planning</i>).</p>	<p>5.1 – New Jersey-based organizations are leaders in visitor experience planning and high interest programming.</p> <p>5.2 – Collaborations with transportation, lodging and other tourism entities increase extended-stay and day-trip visits.</p>
<p>6. Spur economic growth and community development within the field, including new jobs.</p>	<p>6.1- Encourage collaborations with local, regional &amp; state organizations to strengthen economic development at the local level through new ventures and partnerships.</p> <p>6.2 – Launch Youth Apprenticeship Program promoting career development for youth ages 14 -21.</p>	<p>6.1 – New Jersey-based organizations are recognized as viable resource centers attracting both traditional and non-traditional partners for innovative capacity-building alliances.</p>