

New Orleans Center for Creative Arts

Strategic Plan

FY 2011-2012 through 2015-2016

Agency: New Orleans Center for Creative Arts

VISION -The New Orleans Center for Creative Arts (NOCCA) will manifest the highest standards in arts training, enriching the cultural environment of Louisiana and increasing recognition of Louisiana artists throughout the world.

MISSION - NOCCA will provide professional arts training, coaching and performance opportunities for high school level students who aspire to be creative artists.

- The mission of NOCCA is directly linked to State Outcome Goal # 1, Youth Education.
- Human resource policies that benefit women and children are strategically included in this plan.

PHILOSOPHY - Recognizing the enrichment of society through the arts, NOCCA will continue development and implementation of a program of intensive instruction within the learning environment of an arts conservatory. At the center of the instruction program is the philosophy of artist/teacher as mentor. The Center's faculty is selected through a process that includes these essential criteria:

- Professional experience in their field.
- Successful teaching experience.
- Continuing professional involvement in their field.

As practicing professionals in their fields, faculty members remain engaged in such activity at levels appropriate to the stage of their professional careers and in ways that benefit the quality of instruction at NOCCA.

Students selected to attend NOCCA are expected to have and develop these qualities:

- Talent.
- Commitment to their art.
- Self-direction.
- Discipline.
- Continued growth.

Maintaining this dynamic relationship between the artist/teacher and the dedicated artist/student is the foundation of the Center's intensive professional curriculum, and is the top priority for the program.

GOALS –The Center will provide:

- I. In-depth arts training, instilling in each student a high degree of self sufficiency.
- II. Experiences that allow students to gain the knowledge and artistic skills necessary for a profession in their chosen arts discipline.
- III. The ability to make career judgments for themselves whether in or outside of the arts field.

Program A: NOCCA Instruction

MISSION – To implement and provide an intensive instructional program of professional arts training for high school level students.

GOALS – The instruction program will:

- I. Manage the fiscal and human resources to operate NOCCA effectively.
- II. Provide in-depth arts training, instilling in each student a high degree of self sufficiency.
- III. Offer experiences that allow students to gain the knowledge and artistic skills necessary for a successful career in their chosen arts discipline.
- IV. Instill the ability to make career judgments for themselves whether in the arts field or outside of the arts field.

OBJECTIVE I.1 To provide an efficient and effective administration which focuses the use of allocated resources on students.

STRATEGY I.1.1 Provide assistance and support to faculty to enhance instructional time with students.

STRATEGY I.1.2 Create a comprehensive school wide calendar.

STRATEGY I.1.3 Maintain an operational manual of policies and procedures.

STRATEGY I.1.4 Maintain an information technology network.

STRATEGY I.1.5 Allow for flexible work schedules to meet the needs of the instructional program.

PERFORMANCE INDICATORS:

Efficiency Total cost per student for the entire NOCCA program.

Output Number of students per instructional FTE.

OBJECTIVE II.1 Provide an efficient and effective program of recruiting, admitting and enrolling students.

STRATEGY II.1.1 Maintain a user friendly interactive website to increase visibility and access to information.

STRATEGY II.1.2 Continue to develop local and state wide recruiting plans.

STRATEGY II.1.3 Continue to implement new marketing strategies to increase awareness of the NOCCA programs.

STRATEGY II.1.4 Continue to refine audition/admission procedures, including development of an on-line application submission process.

STRATEGY II.1.5 Utilize Audition Workshops and Open Houses to increase applicant pool.

PERFORMANCE INDICATORS:

Input	Total number of students who submit a completed application to the regular program.
Input	Total number of students who submit a completed application to the summer program.
Output	Percentage of students who attend Audition Workshops and then audition for enrollment.
Output	Total number of students accepted for enrollment .
Input	Total enrollment in regular program.
Input	Total statewide (outside of greater New Orleans) students enrolled in regular program.
Output	Total number of students enrolled in the summer program.
Output	Total number of statewide (outside of greater New Orleans) students enrolled in summer program.
Output	Total enrollment in all programs.

OBJECTIVE III.1 Students who enter and who are qualified to continue, will remain enrolled in the program through their senior year.

- STRATEGY III.1.1 Counseling with incoming students and parents about the scope of the program.
- STRATEGY III.1.2 Fostering the artist/teacher mentoring philosophy.
- STRATEGY III.1.3 Maintaining small class sizes to allow for individualized instruction.
- STRATEGY III.1.4 Counseling of students and parents to develop a three year plan that accommodates academics and NOCCA arts classes.
- STRATEGY III.1.5 Provide access programs for students that prepare them to audition for entrance into the regular program.

PERFORMANCE INDICATORS:

- Quality Percent of students in access programs who enter the regular program.
- Quality Percent of Level I students who are qualified to enter Level II and actually do.
- Quality Percent of Level II students who are qualified to enter Level III and actually do.
- Quality Percent of students who, once accepted, attend through their senior year.

OBJECTIVE IV.1 Upper level students participate in arts competitions including juried exhibitions, auditions and selective entries into public displays of student work.

- STRATEGY IV.1.1 Identify worthwhile arts competitions that encourage artistic growth.
- STRATEGY IV.1.2 Provide information about arts competition and facilitate participation.
- STRATEGY IV.1.3 Provide instruction in proper procedures or guidelines to compete.
- STRATEGY IV.1.4 Prepare students to benefit from professional appraisal of their work.

PERFORMANCE INDICATORS:

- Outcome Percent of upper level students who participate in competitions.
- Outcome Percent of competitions entered by upper level students which result in awards and/or recognition of NOCCA students.

OBJECTIVE V: Provide preparation for post program studies or professional activities for NOCCA students.

- STRATEGY V.1.1 Provide counseling and preparation for post secondary applications, auditions, and admissions.
- STRATEGY V.1.2 Include artists-in-residence programs and master classes to enhance the curriculum.
- STRATEGY V.1.3 Maintain alumni communication streams.

PERFORMANCE INDICATORS:

- Outcome Percentage of seniors who are accepted into college or gain entry into related professional field.
- Outcome Percentage of seniors who receive college financial aid/scholarship offers.
- Outcome Total amount of all financial aid/scholarships offered to seniors.

OBJECTIVE VI.1 All faculty members will participate in the cultural economy of Louisiana through artistic and professional development activities.

- STRATEGY VI.1.1 Share and exchange information with faculty of available artistic and professional development opportunities.
- STRATEGY VI.1.2 Provide professional leave for faculty.
- STRATEGY VI.1.3 Provide funding and resources for artistic and professional development.
- STRATEGY VI.1.4 Document artistic and professional activities.
- STRATEGY VI.1.5 Maintain a forum for sharing artistic and professional development activities.

PERFORMANCE INDICATORS:

- Output Every faculty member will participate in at least 3 outside artistic or professional development activities per year.
- Output Percentage of faculty granted leave to pursue professional development opportunities.
- Outcome Percent of faculty who receive funding from outside sources that directly impacts the cultural economy of Louisiana.

OBJECTIVE VII.1 Expand the academic instructional program to enable NOCCA students to earn a high school diploma.

STRATEGY VII.1.1: Provide academic courses that meet state of Louisiana requirements for a high school diploma and have students TOPS eligible.

STRATEGY VII.1.2 Develop a unique curriculum that may utilize distance learning opportunities.

STRATEGY VII.1.3 Investigate the potential for statewide enrollment as part of the diploma granting program, through a residential component.

PERFORMANCE INDICATORS:

- Output Percent of students enrolled in the diploma granting program.
- Outcome Percent of seniors graduating from the diploma granting program who are accepted into college or gain entry into a related professional field.
- Outcome Percent of seniors graduating from the diploma granting program who receive college financial aid/scholarship offers.

- Outcome Total amount of all financial aid/scholarships offered to seniors graduating from the diploma granting program.
- Outcome Percent of graduating students who are TOPS eligible.