

THE COMMUNITY ARTS PROGRAMS OF THE COOPERATIVE EXTENSION SERVICE



Comparative Study of Fine Arts Initiatives
in Kentucky and Wisconsin

RESEARCH QUESTIONS



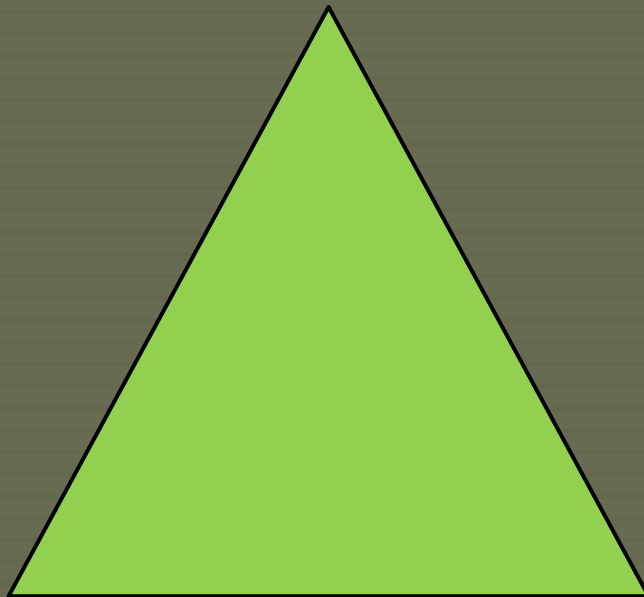
What is the history of the Extension Fine Arts program as compared to the history of the “*Putting Culture back into Agriculture*” project?

- *How does the Extension Fine Arts program impact/add value to rural Kentucky communities?*
- *In what ways are these programs in Kentucky and Wisconsin model rural arts projects for other states to consider?*

METHODOLOGY

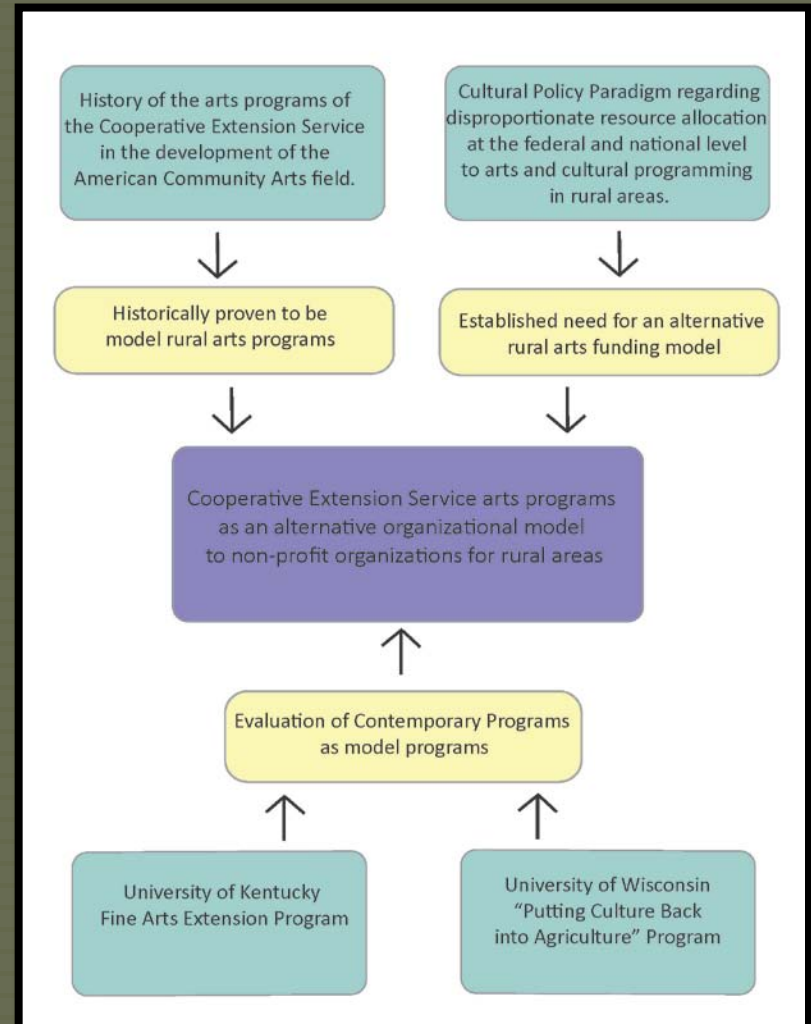
CONCEPTUAL FRAMEWORK

Comparative Case Studies



Literature Review

Data Collection



PURPOSE STATEMENT

Extension Arts Programs offer an opportunity for rural communities to engage with cultural programming at little direct cost to the citizenry.

- ❖ For the Case Study Sites
 - ❖ Provides evaluative data
 - ❖ Promotes arts programs in CES

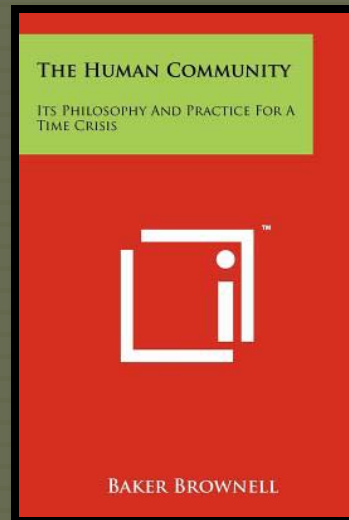
- ❖ For the field
 - ❖ Explores an alternative rural arts model
 - ❖ Contributes to the body of scholarly work:
 - ❖ Evaluate these programs as evidence-based models
 - ❖ Broader dissemination

- ❖ For policy makers
 - ❖ Offer additional insight regarding the variety of arts and cultural programs in rural America.

HISTORY OF CES ARTS PROGRAMS



Alfred Arvold



Baker Brownell



Robert Gard

“Extension had a profound impact and from my perspective represented the beginning of an absolutely essential partnership between higher education and rural/small communities that I think still stands today.”

— Patrick Overton

CONTEMPORARY PROGRAMS

- University of Massachusetts Arts Extension Service
- Idaho *Two Degrees Northwest*
- University of Missouri Community Arts Extension
- Wisconsin 4-H Arts and Communication program
- “Putting Culture Back into Agriculture”
- University of Kentucky Extension Fine Arts
- 4-H Citizenship Program Expressive Arts curriculum
- Many CES Agents use arts in other program areas

CULTURAL POLICY PERSPECTIVE

□ Policy Problem

- The dichotomy between America's reliance on rural America and lack of resource investment constitutes a significant policy problem

□ Policy entrepreneurs

- Arts and Culture Working Group of National Rural Assembly
- Conferences and Academic Support

□ Policy Streams

- Foreshadowing the policy window for rural arts and culture

STATE OF THE RURAL ARTS

□ Demographics

- 27% of the population currently lives outside of urban centers (50,000 or fewer people)
- 12% of nonprofit organizations are located in these areas

Investment

- 1% of American philanthropy is devoted to rural development
 - 1.4 % of foundation grants
 - 0.7 % of corporate grants
- 7 % of direct NEA funding
- 24% of NASAA funding

“In each year between 1994 and 2001, the federal government spent two to five times more money per capita on urban than rural community development”

-Rathge and Johnson

UNIVERSITY OF WISCONSIN CASE STUDY



- Structure
 - UW CES & Gard Institute
- Participants
 - Agriculture Heritage and Resources organization, Center for Creativity, Northern Lakes Center for the Arts, Wormfarm Institute
- Approach
 - Document Analysis
- Purpose/Significance of Project
 - Support existing rural arts organizations
 - Explore the intersection of arts and culture with agriculture through cultural programming in rural communities
- Strengths and Challenges

UNIVERSITY OF KENTUCKY CASE STUDY

- Structure
 - UK CES & UK CFA
- Participants
 - Five Rural KY Counties
- Approach
 - Interviews, Survey, Document Analysis
- Purpose/Significance of Project
 - Severe arts access gaps
- Results



FINDINGS

UNIVERSITY OF WISCONSIN

- The scale of this initiative and relatively low financial investment required from the UW CES.
- Supported and promoted rural arts organizations in Wisconsin
- Advanced the interests of granteing agencies
- Project theme viable for a CES state that does not have significant experience in arts and cultural programming

UNIVERSITY OF KENTUCKY

- Deep community interaction and holistic programming make this model a viable consideration for providing arts access to rural communities
- Supports new organizations
- Encourages active engagement
- Diversification of investment
 - Organizational support from UK
 - Financial support from local allocation (county government and county extension funding)
- CES Structure already in place

WHY ADOPT THE MODEL?

- Adaptable program structure
- Arts programs of the CES are serving their communities needs.
- Creation of arts programs within the CES appears to be a viable option for the creation of cultural programming in small communities.
- EFA Director has volunteered to counsel any communities or Cooperative Extension Service chapters in the development of an arts extension program, and may be able to travel to assist in development.

conclusions

- There is a policy problem in rural America.
- Arts nonprofits are not sufficiently meeting the needs of these communities alone
- Policy entrepreneurs recognize this issue and are mobilizing
- CES programs in many states are using investing in rural cultural development, and many have been successful in supporting the founding or growth of rural arts organizations
- This model should be considered viable

