

LAN TOOLKIT

The Latino Arts Network of California (LAN) was born out of a chain of cultural centers that linked the state. LAN is dedicated to strengthening and deepening the cooperative relationship among California's Latino artists, arts organizations and the communities we serve.



Latino Arts Network Cultural Vitality Index

The purpose of the Latino Arts Network Cultural Vitality Index Project (LAN CVI) is to assess and promote the presence, engagement and impact of Latino arts and cultural artists and organizations in the social, cultural and economic environment of California. In our first phase, we surveyed the field to get a sense of priorities and needs. Based on trends and early findings, we have developed the following tool kit items to support artists and organizations. The project is ongoing so that we will be able to continue to provide opportunities to help our field meet its mission and goals. Please give us your input by taking the CVI survey so that we can develop a more detailed database for our findings and create additional resources to serve you. ¡Adelante!



The LAN Cultural Vitality Index was supported in part by the California Arts Council with additional support provided by Members of the Latino Arts Network of California.

Latino Arts Network Surveys

► THE CVI SURVEYS

These are our main tool to gather information about you and your goals, what are the activities in your community, and what are the needs you face. It is vital that we compile this information. To date, there have been very few efforts focused exclusively on Latino arts and culture in California, so you are important to the success of the surveys. Feel free to reach out to us if you need assistance with any aspect of the surveys, and thanks for taking the time, you are an important part of the larger picture that we hope to project!

Artists: <http://tinyurl.com/ArtistLANSurvey>

Arts Patrons: <http://tinyurl.com/ArtPatronSurvey>

Art Organizations: <http://tinyurl.com/OrgLANSurvey>

► THE BUSINESS SURVEY

This tool is used as a way for you to create a consensus in your own community from the business sector, to document that business supports the arts and the economic impact of arts and culture. Further, the survey is a great way to develop contact and relations with your business sector, integrating your work into their interests that will then support your own goals. It is not labor intensive but can be a great step in making sure that the local community appreciates the presence of art and culture in their daily lives.

► THE ADVOCACY TOOLKIT

This is a primer, designed to provide a rudimentary overview and instructional guide for Arts Advocacy. Advocacy is defined as how a group or artist is able to communicate with their elected officials and the larger public process. For so many organizations, a glaring oversight in their operations is lacking a strategy for advocacy, which is often lost in general publicity or marketing endeavors. Advocacy is a constant communication with elected officials and an ongoing relationship with your own interest groups to insure that you are included in the mindset, planning, and economic commitment of local authorities. The more you advocate for yourself as an artist, arts group or arts organization locally, the more the field benefits statewide and nationally, and the power is elevated toward the support of arts and culture in our society.

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► COMMUNICATIONS

This is an overview of publicity and marketing tips and resources. Again, begun with general existing links and resources that we will add to and build upon to benefit from the group wisdom. A primer on press contact and sources is attached to this page, but it is open for additions. The world of promotion has changed and is extremely dominated by online strategies, but for so many of us in our own communities there is still a need for a nexus of contacts with local organizations, media outlets, and key individuals, in addition to social media, blogs and new internet platforms.

► DEVELOPMENT

Searching for support, researching grants, writing proposals, and developing collaborations or projects, is an ongoing need for all artists, organizations and cultural interests. It is complex, labor intensive and can be confusing. Books and very expensive training programs are available to learn these skills but are often prohibitive to groups and artists. This page is intended as a primer, a start, a glossary and a map to help you get through the basic stages. In time we will develop online discussions and training coming out of this aspect of our CVI Project, but for now, this will hopefully help you to organize your thoughts and plan your effort to set up a grant seeking strategy. The listed sources and resources are the beginning, and like all aspects of the CVI, will grow with feedback and development of a community wide conversations and exchange. We are most eager to develop dialog that addresses the new trend of entrepreneurship of artists and some of the DIY strategies and resources that have come up in the recent few years.

► THE TOWN HALL

The LAN Town Hall is an informational exchange site intended to be a clearinghouse of information, with numerous links to resources and sources that can support your endeavors. We have posted several links to key resources, and hope that you will make this site interactive by responding via email, making your own suggestions and sharing tips with other artists and organizations regarding support, development, promotion and marketing, as well as current findings, topics and studies being conducted in the larger field. This is our bulletin board for your use and re-use. Submit your articles and suggested sources to us so we can add them to the site, building a conversation for our community of artists, arts and culture.

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Some of the resources introduced here will be developed as we continue to engage more and more with our members and field. Additional aspects of the LAN CVI will be developed in subsequent years, including GIS Mapping and online conferencing and workshops. We want to hear from you about how we can further and better develop our resource base to assist your mission, goals and meet your needs. Feel free to contact us at info@latinoarts.net and offer feedback and we hope you enjoy this LAN CVI Tool Kit.

►THE NETWORK www.latinoarts.net

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LAN partners with the California Arts Council in service to the Latino Arts Community of California. The Cultural Vitality Index Toolkit was supported in part by the California Arts Council with additional support provided by Members of the Latino Arts Network of California.

Latino Arts Network Resources

NALAC ~ National Association of Latino Arts & Culture

<http://www.naleo.org/>

NALEO

<http://www.naleo.org/>

NCLR ~ National Council of La Raza

<http://www.naleo.org/>

Pew Hispanic Center

<http://www.pewhispanic.org/>

MALDEF ~ Mexican American Legal Defense & Education Fund

<http://www.pewhispanic.org/>

LULAC ~ League of United Latin American Citizens

<http://lulac.org/>

CAC ~ California Arts Council

<http://www.cac.ca.gov>

Americans for the Arts ~ Arts Action Center

http://www.artsusa.org/get_involved/advocate.asp

California Arts Advocates

<http://www.californiaartsadvocates.org/>

California Lawyers for the Arts

<http://www.calawyersforthearts.org/Advocacy>

California Alliance for Arts Education

<http://www.artsed411.org/>

California Association of Bilingual Education

<http://www.bilingualeducation.org/>