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**September**

**Establish Goals**

- Artwork entries for state capitol show from every school in the state.
- Increase district participation by 25% across the state.
- Increase media coverage by 30%.
- Increase number of Youth Art Month observances and exhibits by 35% across the state.

**September/October**

- Identify local coordinators and communicate goals (Tip: Coordinators by district, region or county are helpful in assisting the Youth Art Month chairperson throughout the year - collecting art, and planning and reporting local events).
- Set a date and location for a statewide exhibition (ideally in March), to include artwork and the state flag winning design. Common exhibit locations include the state capitol, museums, libraries, art centers or shopping malls.
- Send plans for statewide exhibition to local coordinators and teachers. (Tip: create a landing page with this information on your state art education association website).
- Encourage teachers to start planning events that will take place in March.
- Create and distribute artwork entry form to use for local and statewide events (Tip: also consider using Google Forms/Survey – information will automatically be summarized in a spreadsheet).

**November/December**

**Plan media**

- Check in with local coordinators and media to identify timing and requirements for Public Service Announcements, articles, and press coverage for planned local events.
- Distribute Activity Tracking and Report Forms/Surveys to local coordinators (Tip: Create using Google Forms – information will automatically be summarized in a spreadsheet).
## PLANNING CALENDAR

### ARTWORK & EXHIBITS

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<th><strong>February</strong></th>
<th><strong>March</strong></th>
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#### **Finalize marketing plans for events**

- Promote exhibits and events via posters, state art ed association website, local websites, news media, social media and word of mouth.
- Local schools and districts should be selecting artwork to display at local, district and regional exhibits.
- Send invitations to VIP’s for state event and other major events.
- Invite speakers and musicians to attend and participate in the state event.
- Write and send press releases to all media outlets.
- Select artwork for statewide exhibit.
- Select artwork for Youth Art Month Museum.
- Begin documenting activities. (Tip: Create Google Form/Survey to track events, media, expenses).

#### **Statewide exhibit takes place**

- Statewide exhibit takes place.
- Submit artwork to arrive at CFAE [no later than February 12, 2020](#) for the Youth Art Month Museum at NAEA. Submit to
  - Julie Ryno
  - Diversified Woodcrafts Inc.
  - 300 S. Krueger St.
  - Suring, WI 54174

#### **Send Thank You’s**

- Artwork is returned to State Chairperson after NAEA.
- Send Thank You notes and Certificates of Commendation to all who contributed to your program.
- Submit area documentation to State Chairperson.