

PLANNING CALENDAR

ARTWORK & EXHIBITS



September

Establish Goals

For example:

- ✓ 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.

Date Completed

September/October

Set time/date/location for statewide exhibition that will take place in March

Start planning details for local and regional art exhibits and events that will take place in March

- ✓ 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).

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		Date Completed
<p><u>February</u></p> <p>Finalize marketing plans for events</p> <p>Schedule and communicate events</p> <p>Select top artwork for state and Youth Art Month exhibits</p>	<ul style="list-style-type: none"> ✓ 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). 	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p><u>March</u></p> <p>Statewide exhibit takes place</p> <p>Submit artwork to CFAE for Youth Art Month Museum at NAEA</p>	<ul style="list-style-type: none"> ✓ Statewide exhibit takes place. ✓ Submit artwork to arrive at CFAE between February 1 - 15, 2021 for the Youth Art Month Museum at NAEA. Submit to <div style="text-align: center; margin-left: 100px;"> Julie Ryno Diversified Woodcrafts Inc. 300 S. Krueger St. Suring, WI 54174 </div> 	<hr/> <hr/>
<p><u>April</u></p> <p>Send Thank You's</p> <p>Submit reports</p>	<ul style="list-style-type: none"> ✓ 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. 	<hr/> <hr/> <hr/>