



Technology: Goal #6

GOAL 6. Achieve advanced and sophisticated application of technology by all New Jersey artists and arts organizations for communication, creativity and community building

The sweeping advances in technology present both opportunity and challenge to the New Jersey arts community. Never before have so many individuals and organizations had such access to high speed, sophisticated and interactive technology. The potential for more effective communication, new artistic creativity, greater operational efficiency, enhanced patron experience and engagement and greater connectivity and visibility for the arts sector is enormous. As the capacity of technology leaps ahead, however, so does its complexity. To fully participate in the high tech world, arts organizations and artists must not only choose and invest in hardware and software, they must adapt their systems and methods of working to the technology, and ensure they have the training and technical assistance to take full advantage of all technology has to offer. New Jersey's application of technology in the arts is uneven at best. Arts Plan NJ's planning process suggested that the state must overcome a "digital divide" among both arts organizations and individual artists that separates the well-financed and sophisticated high-end users of technology from those with fewer resources—often based on economic, geographic, genre or ethnic factors. This plan takes an aggressive stance concerning technology, viewing it as an asset that must be available to all in New Jersey who are engaged in improving our state through the arts.

Strategies

Building capacity: Develop a coordinated approach to technological advancement through a statewide assessment of needs and resources, identification and dissemination of best practices, and training and consultation. Encourage partnerships among nonprofit, business and/or higher education sectors to create/identify a centralized source to provide guidance and answers to questions regarding technology.

Artistic development: Give New Jersey artists the necessary support to enable them to employ technology to enhance their creativity. Provide training, technical support, access to equipment, incentives for innovative applications of technology to creative processes, and the development of artist networks to share work and encourage artistic collaboration.

Enhancing communication: Support the development and dissemination of technology tools to strengthen the ability of artists and arts organizations to communicate with markets, audiences, media, funders and each other. Ensure that accessible communications technology tools are developed for persons with disabilities.

Advocacy: Employ sophisticated approaches to use technology to support advocacy for the arts throughout the state, developing the arts community's ability to mobilize constituents, disseminate information, tailor messages and communicate effectively with legislators and other decision-makers.