

Saginaw Arts & Enrichment Commission

Strategic Plan

Long Term Goals

<i>Advocacy</i>	<i>Programs and Services</i>	<i>Image and Promotion</i>	<i>Youth and Education</i>	<i>Funding and Development</i>	<i>Operational Excellence</i>
<p>Promote the message that the arts are essential to the prosperity of the community.</p> <p>Further the goals of the MCACA</p> <p>Partner with state arts organizations to bring information and funding to area.</p> <p>Promote collaboration in order to increase the impact of the arts</p> <p>Communicate economic and quality of life impact of arts and culture in the community.</p>	<p>Provide high quality services and programs including: Hollyday Fair, Student Art Exhibit, Arts Awards, Art @ Andersen, Saginaw Celebrates Summer, Summer Art Fair, Jazz in the Garden</p> <p>Continue to produce ARTifacts monthly newsletter and distribute through libraries and other venues.</p> <p>Provide marketing and promotion for Saginaw summer events.</p>	<p>Produce ARTifacts and use other means to market arts events.</p> <p>Collaborate with CVB on cultural tourism marketing.</p> <p>Improve the region's reputation as a premiere arts community.</p> <p>Promote collaborations with traditional and non-traditional organizations.</p> <p>Represent the Commission with community organizations.</p>	<p>Provide strong community outreach to broaden audiences and increase access to arts experiences.</p> <p>Youth: Broaden cross cultural understanding and diversity with <i>Celebrating Saginaw's Cultures</i> exhibit Support arts education and youth development through school concerts and art and music classes at inner city youth centers.</p> <p>Education: Provide training for arts groups' boards.</p>	<p>Continue to grow the Artreach Endowment Fund through a planned giving approach in order to increase grants to area arts organizations.</p> <p>Develop a planned giving and donor education program.</p> <p>Maintain or increase individual and corporate donations for operations and granting.</p> <p>Increase membership contributions with membership presence on website.</p>	<p>Demonstrate leadership as a community agency</p> <p>Promote, coordinate and improve access to the arts in the Saginaw community.</p> <p>Maintain an appropriate engaged board that reflects the community.</p> <p>Ensure the City continues to offer the Center as an arts facility.</p> <p>Evaluate strategic plan with commission input.</p>

Short Term Goals

<i>Advocacy</i>	<i>Programs and Services</i>	<i>Image and Promotion</i>	<i>Youth and Education</i>	<i>Funding and Development</i>	<i>Operational Excellence</i>
<p>Make the case for supporting arts and culture in the community.</p> <p>Promote the values of artistic quality and cultural diversity</p> <p>Maintain lines of communications with arts organizations and government entities.</p> <p>Represent Saginaw arts on Regional Arts Alliance Board.</p> <p>Bring groups together through SCERT meetings with Saginaw County arts organizations.</p>	<p>Provide grants to area organization through Artreach 28,000 MCACA Minigrants(\$52,600), Hemlock Semi Conductor (\$15,000), Youth Outreach (\$8,000).Total regranting: \$103,600</p> <p>Provide board and Michigan CDP training</p> <p>Serve wide-ranging audience through: +Hollyday Fair +Student Art Exhibit +AllAreaArtsAwards +Art @ the Andersen +Saginaw Celebrates Summer +Summer Art Fair +Jazz in the Garden</p> <p>Provide support services to artists</p>	<p>Promote SAEC message in region through MLive, The Saginaw News, Artifacts, website, other media.</p> <p>Increase SAEC presence in social media through website, Facebook, Twitter, LinkedIn.</p> <p>Utilize email marketing to supplement Facebook and ARTifacts.</p> <p>Provide Annual Update as part of ARTifacts.</p> <p>Promote and market local events through Saginaw Celebrates Summer, Facebook, ARTifacts newsletter and email marketing.</p>	<p>Youth: Expand and implement youth enrichment programs: +Student art show: <i>Building Unity Through Diversity</i> +Visiting artist residencies at First Ward Community Center, YMCA, Boys and Girls Club, others.</p> <p>Education Sponsor and implement training for area arts and cultural organizations: +Board +CDP +Grant writing +Advocacy</p>	<p>Generate revenue for operations in the following ways: SAEC events and fundraisers, event sponsorships, individual and business memberships, advertising revenue, grants.</p> <p>Distribute ArtReach education brochure to financial advisors, attorneys and general public, generating donations to the ArtReach Fund.</p> <p>Develop annual budget with finance committee.</p> <p>Expanded region for Michigan Council for Arts and Cultural Affairs providing minigrants for mid Michigan's Region 5.</p>	<p>Utilize timetables and schedules in implementing programs.</p> <p>Be flexible and adaptive in order to take advantage of opportunities and respond to needs</p> <p>Provide annual progress reports to our members and stakeholders through ARTifacts.</p> <p>Review strategic plan annually with Commissioners.</p> <p>Provide technical assistance and consultation services to area artists and arts organizations.</p>