

Saginaw Arts & Enrichment Commission

Strategic Plan

Long Term Goals

<u>Advocacy</u>	<u>Programs and Services</u>	<u>Communication & Promotion</u>	<u>Youth and Education</u>	<u>Funding and Development</u>	<u>Operational Excellence</u>
<p>Engage officials in an ongoing conversation about the benefits of arts and culture in the community</p> <p>Heighten the visibility of the arts while encouraging participation.</p> <p>Partner with state arts organizations to bring information and funding to area.</p> <p>Be an expert source for state and local officials regarding community arts activities. Expand our role in the community to promote arts and cultural activities.</p>	<p>Continue to expand programming offered at our facility and throughout the community: Art classes at VA for PTSD patients, Hollyday Fair, Student Art Exhibit, Arts Awards, Art @ Andersen, Music programs for special needs students, Summer Art Fair, Jazz in the Garden</p> <p>Continue to produce ARTifacts monthly newsletter and distribute through libraries and other venues.</p>	<p>Continue partnerships with local media to promote arts and cultural events</p> <p>Continue to send Constant Contact notices for events</p> <p>Improve the region's reputation as a premiere arts community.</p> <p>Promote the work of local artists and arts and cultural organizations through FB and newsletter.</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>Establish goals for retaining and expanding membership</p> <p>Continue to grow our Artreach Endowment in order to increase grants to local arts organizations.</p> <p>Establish and market a planned giving program as a new giving opportunity for donors.</p> <p>Establish fundraising events during the year to provide funding for activities and operations. Involve board members in fundraising activities</p>	<p>Continue to implement a creative vision and plan for future service to the Saginaw community.</p> <p>Foster an environment that recognizes, values and celebrates the diverse cultures of our community.</p> <p>Through effective operational management and financial oversight, commit to maintaining an efficient, effective, financially stable organization.</p>

Short Term Goals

<u>Advocacy</u>	<u>Programs and Services</u>	<u>Communication & Promotion</u>	<u>Youth and Education</u>	<u>Funding and Development</u>	<u>Operational Excellence</u>
<p>Make the case for supporting arts and culture in the community.</p> <p>Ensure that the arts are "at the table" actively responding to the needs and interests of the community.</p> <p>Communicate with policy makers to encourage their support of public arts funding</p> <p>Be a strong vocal and visible leader and advocate for the arts in the community.</p> <p>Bring arts organizations together for periodic meetings</p>	<p>Continue to be a resource, both technical and financial, for arts organizations and artists.</p> <p>Provide funding to area organization through Artreach 28,000 MCACA Minigrants(\$52,600), Hemlock Semi Conductor (\$15,000), Youth Outreach (\$8,000). Total annual regranting: \$103,600</p> <p>Continue our dual role as funder/granter and community service/program provider.</p> <p>Provide support services to artists</p>	<p>Increase awareness of the SAEC and its efforts by building relationships within the community</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 online Annual Update slideshow through Constant Contact</p> <p>Promote and market local events through social media and paid advertising</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 Provide technical assistance to artists and arts and cultural organization</p> <p>Provide roundtable meetings (SCERT) for constituents to converse and network</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>Achieve 100% Board giving participation on an annual basis to leverage increased giving from workplaces, foundations, and the community at large</p> <p>Serve as regional regranter for MCACA providing minigrants for eight counties in mid Michigan's Region 5.</p>	<p>Be flexible and adaptive in order to take advantage of opportunities and respond to needs</p> <p>Encourage board members to be actively engaged as fundraisers, ambassadors, and advocates for the arts.</p> <p>Develop a strong cadre of volunteers to assist with fundraisers and programs</p> <p>Encourage collaborations and alliances that create opportunities for program and operational partnerships.</p>