

ACAJC Strategic Plan – Year two goals (by October 2017)

Our strategic plan outlines the following goals, strategies and outcomes for year two:

Priority Area: Financial

Maintain financial stability and strive for growth.

Goal 1 Utilize financial resources that will enhance the ACAJC Mission

Strategies Donors will be approached for donation opportunities.
Annual Fundraiser, organized at the board level will be created.
Turn relationships built by board members into membership.

Outcomes Method for fundraising will be aligned with budgeted revenue

Goal 2 Use strategic goals to apply for grants

Strategies Finance committee will research grant opportunities and create itemized budgets for corresponding opportunities.
Staff member will write grants.

Outcomes Grants will be applied for, routinely

Goal 3 Financial oversight will be in place

Strategies Finance Committee will prepare budgets and report irregularities, prepare budgets, design reports, advise on financial priorities, and recommend audits when necessary.

Outcomes Finance Committee will meet regularly and make recommendations to the board concerning spending, saving and investing.

Priority Area: Internal/Operational Processes

Ensure that ACAJC has adequate professional staff, an increased volunteer base and active and engaged board of directors.

Goal 1 Create a process for hiring and managing professional staff

Strategies A list of duties needed to enhance ACAJC mission will be created and used to write a job description
Interviewing will take place
Executive Committee will regularly assess the work of the staff

**Outcomes Staff member(s) will be hired.
Staff member(s) will be given an evaluation.**

Goal 2 Monitor and evaluate the effectiveness of policies, procedures, strategies and trainings developed in Year One.

Strategies Interviews will be conducted to ensure that board members felt oriented during their time on the board
Executive Committee will do regular board assessments

Outcomes Board will have paperwork regarding how board members feel they've been or haven't been utilized

Goal 3 Create additional committees (i.e. ad hoc) to bear workload.

Strategies Recruit committee members to engage

Board member chairs each new committee until the committee can be spun off onto a new chair
Each board member will be on a committee

Outcomes **The board will be overseeing committee work, rather than doing the work**

Goal 4 Utilize resources, shared or otherwise, that will enhance ACAJC mission
Strategy Take a field trip to another art council to research best practice
Make a list of resources that are needed to enhance ACAJC mission and create a plan to obtain, including physical space.

Outcomes **The board will have traveled to a neighboring art council**
The board will have all of its inventory in one location

Priority Area: Community Awareness

Promote the value of arts and culture to the community

Goal 1 Have regularly occurring membership events being promoted in advance
Strategy Have three months of events regularly in the works
Grow Outreach Committee to be the largest committee
Diversify program committee to have representatives from art, music, dance and theatre sectors of the community

Outcomes **ACAJC will have future events to promote at current events**
ACAJC will have buy-in from all art types in the creative sector (art, music, dance, theatre, writing)

Goal 2 Build partnerships and collaboration with members
Strategy Approach membership for opportunities to get involved in our member benefits (i.e. What do they have to offer for education? Networking? Etc.)

Outcome **Members will be working with ACAJC to create opportunities for the creative sector of Jackson County.**