

## ACAJC Strategic Plan – Year one goals (by October 2016)

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

Priority Area: Financial

ACAJC board agrees that we need to maintain financial stability and strive for growth.

Goal 1 Identify Financial Opportunities

Strategies Establish Targets and set goals for funding  
Define and research member, donor and sponsorship perks

**Outcomes**  
**Annual fund plan will be created**  
**Target Number of members, donors and sponsors will be identified**  
**List of members, donors and sponsors will be prioritized**

Goal 2 Implement a strategy for applying for grants

Strategies Identify project, then identify funding stream

**Outcomes** **Project and grants will be aligned to our mission**

Goal 3 Create a system for appropriate segregation of duties and financial oversight

Strategies Develop financial policies to ensure fiscal responsibilities

**Outcomes** **Policies will be in place and there will be proper financial oversight**

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 positive and strong working board culture

Strategies Identify opportunities to engage board members  
Board members attend professional trainings and workshops  
Maintain relationship for training and coaching with Nonprofit Network

**Outcomes**  
**Reduced board member turnover**  
**Board member referrals from arts and cultural community**  
**ACAJC's nonprofit lifecycle moves to level 3 (growth)**

Goal 2 Develop policies, procedures and strategies for internal and external organizational tasks.

Strategies Create a succession planning process (board officers, committees, staff and volunteers)  
Develop board recruitment strategy  
Develop a new board orientation training and schedule  
Identify and remove barriers in current bylaws and policies

**Outcomes**  
**A succession plan for board officers, committees, staff and volunteers is in place.**  
**A board recruitment strategy is developed**  
**Board orientation training is implemented**  
**Bylaws and policies are understood; barriers are removed**

Priority Area: Internal/Operational Processes (continued)  
Ensure that ACAJC has adequate professional staff, an increased volunteer base and active and engaged board of directors.

Goal 3 Expand board members and committees  
Strategy Establish specific targets and goals  
Expand reach of recruitment efforts  
Utilize history and knowledge of the organization to attract volunteers

**Outcomes** **Active, knowledgeable and diverse board**  
**Board members are educated on the history of ACAJC**

Goal 4 Identify resources, shared or otherwise that will enhance the ACAJC mission  
Strategy Research best practices of other art councils (to include fieldtrip)

**Outcomes** **Board will be educated on models and practices**

Priority Area: **Community Awareness**  
Promote the value of arts and culture to the community

Goal 1 Target Opportunities to promote arts and culture in Jackson County  
Strategy Create messaging about scope and impact of ACAJC's work  
Increase use of social media  
Utilize passion and energy at events to sell ACAJC services

**Outcomes** **Expanded community awareness**

Goal 2 Target opportunities to engage members  
Strategy Create a list of member benefits  
Survey ACAJC member s  
Engage and recruit members to join and chair committees

**Outcome** **Member benefits will be identified**  
**Member representation on ACAJC committees**

Goal 3 Target collaboration and partnerships  
Strategy Create community liaisons  
Research opportunities for collaboration

**Outcomes** **Strategic alliances and partnerships are developed and defined**  
**Administrative fees for partnerships are established**