

Saginaw Arts & Enrichment Commission

Strategic Plan

Long Term Goals

<i>Advocacy</i>	<i>Programs and Services</i>	<i>Communication & Promotion</i>	<i>Community and Education</i>	<i>Funding and Development</i>	<i>Operational Excellence</i>
<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>Continue to partner with state arts organization (MACC) to bring information and funding to area.</p> <p>Be an expert resource for state and local officials regarding community arts activities and revenue streams.</p> <p>Cultivate, empower, promote, sustain and support the arts and creatives in our community.</p>	<p>Continue outreach to underserved youth with free programs.</p> <p>Continue to be a resource, both technical and financial, for arts organizations and artists.</p> <p>Provide support services to artists.</p> <p>Continue our dual role as funder/granter and community service/program provider.</p>	<p>Improve the region's reputation as a premiere cultural community.</p> <p>Promote local events, the work of local artists, and arts and cultural organizations through traditional and social media.</p> <p>Represent the Commission with community and arts organizations.</p> <p>Foster partnerships with local media to promote arts and cultural events.</p>	<p>Provide strong community outreach to broaden audiences and increase access to arts experiences.</p> <p>Provide technical assistance to artists, and arts and cultural organizations.</p> <p>Provide networking opportunities to artists, arts and cultural organizations, and their boards.</p>	<p>Serve as regional regranter for MACC providing minigrants for eight counties in mid Michigan's Region 5.</p> <p>Increase membership contributions.</p> <p>Grow Artreach Endowment in order to increase grants to local arts and cultural organizations.</p> <p>Strengthen fundraising events during the year to provide additional funding for activities and operations.</p>	<p>Foster an environment that recognizes, values, and celebrates the diverse cultures of our community.</p> <p>Make a commitment to Diversity, Equity & Inclusion (DEI) through programs and operations.</p> <p>Implement a creative vision and plan for future service to our community.</p> <p>Commit to maintaining a transparent and financially stable organization through effective operational management and fiscal oversight.</p>

Short Term Objectives

<i>Advocacy</i>	<i>Programs and Services</i>	<i>Communication & Promotion</i>	<i>Community and Education</i>	<i>Funding and Development</i>	<i>Operational Excellence</i>
<p>Attend six networking opportunities per year communicating importance of arts and culture to policy makers and key stakeholders.</p> <p>Be a visible leader and advocate for the arts by attending council meetings, community functions, and cultivating media opportunities.</p> <p>Survey event and program attendees to insure the needs and interests of the community are addressed.</p> <p>Bring cultural organizations together for four ARTS Roundtable meetings per year.</p>	<p>Continue art engagement opportunities: Artist Mixer, Student Art Exhibit, Arts Awards, music programs for special need students, Summer Art Fair, Art @ Andersen Jazz in the Garden, and Hollyday Art Mart.</p> <p>Provide funding to area organizations through Artreach (\$29,000), MACC Minigrants(\$59,000), Saginaw Celebrates Summer(\$6,600), Youth Outreach (\$8,000).</p> <p>Continue to produce ARTifacts monthly newsletter and fully utilize social media</p>	<p>Increase awareness of the Commission and its efforts by building relationships with media, volunteers, community leaders and peers.</p> <p>Increase Commission social media presence and engagement with regular weekly organic posts, event imaginary and videos on Facebook, Instagram and Twitter.</p> <p>Utilize email marketing to supplement social media and traditional media advertising.</p> <p>Provide an Annual Update via website, social media, and ARTifacts newsletter.</p>	<p>Strengthen youth enrichment programs:</p> <ul style="list-style-type: none"> - Student art show: <i>Celebrating Saginaw's Cultures</i> - Artist residencies, art and music classes at YMCA, First Ward Community Center, Boys and Girls Club, and others. - In-school cultural experiences - Support for local youth programs. <p>Broaden cross-cultural understanding and diversity with <i>Celebrating Saginaw's Cultures</i> exhibit and Art @ Andersen.</p> <p>Hold four Artist Mixers per year.</p>	<p>Increase revenue for operations by 2% through commission fundraisers, grants, programming, individual and business memberships, advertising revenue.</p> <p>Achieve 100% Board giving participation on an annual basis to leverage increased giving from businesses, foundations, and the community at large.</p> <p>Establish and market a planned giving program as a new giving opportunity for donors.</p> <p>Increase membership by 10%, involving commissioners in membership activities.</p>	<p>Encourage DEI in volunteer and board recruitment, programmatic decision making and support of local creatives.</p> <p>Encourage board members to be actively engaged as fundraisers, ambassadors, and advocates for the arts.</p> <p>Increase volunteer base.</p> <p>Use SAEC programming as a vehicle to encourage program collaboration and operational excellence among arts organizations.</p>