



Strategic Plan (2015-2017)

INTRODUCTION

The mission of the West Windsor Arts Council (WWAC) is to manage the West Windsor Arts Center and provide professional quality community arts programming to educate, inspire and promote the arts and art appreciation.

In addition to the mission, the WWAC has established the following guiding principles: WWAC programs will reflect high professional standards; high regard for cultural diversity; and equitable and fair payment for artists.

Since the organization's inception in 2002, two objectives have been achieved. In September 2010, we established an Arts Center in the old Princeton Junction Firehouse. Subsequently, we developed professional standards for the operation of the Arts Center. Now, as the organization moves forward from start-up and the early infrastructure phase, we seek to further develop our operational systems and governance, hone our artistic vision and find the most effective means of providing multi-disciplinary arts programs to a wide-ranging audience in order to expose people to the creative, transformative force of the arts.

In this Strategic Plan, we set forth the broad vision of the WWAC for the next three years. Our goals will be translated into action plans that will define the necessary steps, resources and time frames to achieve the elements of the Strategic Plan.

GOALS

I. STRENGTHEN ORGANIZATIONAL STRUCTURE TO ENSURE PROFICIENT GOVERNANCE AND OPERATIONAL EFFECTIVENESS

Build the Board by strengthening recruitment and developing new leaders

Provide the resources to maximize the effectiveness of the Executive Director

Increase the engagement of volunteers to serve the diverse needs of the organization

II. STRENGTHEN FISCAL HEALTH AND OVERSIGHT

Increase contributed income to meet costs and critical needs through a more diversified balance of government, foundation, corporate and individual giving

Augment opportunities for earned income

Maximize the skills and resources of the Finance Committee to provide advice and oversight in fiscal affairs

Develop and train Treasurer to independently manage the oversight role.

III. ENHANCE AND STRENGTHEN MARKETING AND PROMOTION

Further develop a marketing plan and build our marketing capacity and resources

IV. FURTHER DEVELOP PROGRAMMING THAT SERVES AND INSPIRES THE COMMUNITY

Maintain commitment to quality arts programming while broadening, deepening and diversifying audiences across programs

Seek ways to expand programming to populations in need

Maximize arts programs that can be offered to community without charge

V. FURTHER DEVELOP STRATEGIC PARTNERSHIPS

Further increase community engagement in the arts through partnerships with businesses, corporations, nonprofits, redevelopment and government agencies