



Where the arts

are for everyone!

STRATEGIC PLAN

FY 2022 - 2025



Executive Summary

In the summer of 2021, West Windsor Arts (WWA) retained Creative Capacity, LLC to facilitate a strategic planning process.

The organization sought to build on its learning from pandemic operations to expand its impact, reach new participants, and build long-term organizational capacity.

Creative Capacity conducted community research to inform the planning process, including interviews with key staff, board officers, and external stakeholders. Twenty-four staff and faculty and eight board members completed an online survey that gathered input on key issues and opportunities. A community survey received 524 responses (45% of respondents had participated at WWA in the past three years, and 44% live in WWA's home zip code of 08550).

Board and staff members held a full-day planning retreat in February 2022. A strategic planning committee worked with Creative Capacity to build the plan, with support from all WWA staff. In parallel with the strategic planning process, WWA's board was working with NonProfitConnect/Wallace Leadership to conduct a board assessment and develop strategies for expanding the board. The recommendations from that process have been integrated into the strategic plan.

The plan positions West Windsor Arts to encourage creativity and connection among the whole community by believing that the arts are for everyone and should be included in all facets of the community.

This is an adaptive strategic plan, designed to help WWA adapt to changing conditions over the next three years. The plan's vision and objectives will guide the organization's decision making. Broad strategies are included to illustrate the kind of work that is likely to take place; each strategy is followed by examples of potential projects that could fulfill WWA's objectives. These projects may or may not prove to be the best way to carry out the plan over time; annual planning will determine the best options for pursuing the organization's strategic objectives.



Mission

West Windsor Arts cultivates the artist within us all, while inspiring a creative community that is engaged, inclusive and equitable.





Our Artistic Vision

SUPPORT ARTISTS

West Windsor Arts believes that there is an artist inside everyone. We support the work of new and established artists with a focus on those based in New Jersey, but including a wider geographic range.



PROMOTE LEARNING

We create opportunities for individuals to embrace their own creativity in a way that expands their understanding of their own potential.



BUILD COMMUNITY

We invite friends, family, and neighbors to strengthen their relationships and reimagine what the arts mean to their own lives and to the life of a community.



INCREASE UNDERSTANDING OF MULTIPLE PERSPECTIVES, CULTURES, AND COMMUNITIES

West Windsor Arts would like to participate in creating a just and equitable world through the arts. We make connections, take action, and promote dialog in service of the creation of a healthy, engaged community that can meet the challenges of our time through the arts.



COMMIT TO DIVERSITY, EQUITY, AND INCLUSION

To support an enriched life for all, West Windsor Arts commits to championing policies and practices of cultural equity that empower a just, inclusive, and equitable region. We believe that equity is crucial to the long-term viability of both the arts and culture sector and communities-at-large.



GOAL #1

Be a driving force in encouraging creativity and connection in West Windsor and beyond.

- ▶ **Art Everywhere:** Create more opportunities for the community to experience the benefits of their own creativity.
- ▶ **New Programs:** Engage teens, older adults, and people with developmental disabilities.
- ▶ **Art Sales:** Expand our art/artisan goods sales program.

GOAL #2

Be more visible in West Windsor and around the region.

- ▶ **Art in the Community:** Bring the arts and a creative perspective to West Windsor initiatives and events.
- ▶ **New Residents:** Welcome new West Windsor residents to WWA as soon as they arrive.
- ▶ **Volunteers:** Train volunteers to lead creative activities throughout the community.
- ▶ **Community Service:** Use the arts for community service and social justice.
- ▶ **Wide Participation:** Attract new audiences from around the region to WWA events.
- ▶ **Community Partnerships:** Offer arts programs in partnership with community-based organizations.

GOAL #3

Grow West Windsor Arts as an organization in order to increase community impact.

- ▶ **Resources:** Increase community donations and program revenue so we can expand our programs.
- ▶ **Volunteer Leadership:** Involve more people on our Board of Trustees.
- ▶ **Staff Leadership:** Invest in our current (and future!) staff.
- ▶ **Facilities:** Enhance our main facility, starting with the renovation of our backyard to include a ceramics space and an area for small outdoor events.

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