

**Mission: ArtsErie nurtures the arts and enriches the lives of everyone in Northwest PA through leadership, financial support, education and advocacy**

**Focus for FY2010: Be the recognized effective advocate for arts and culture**

**Goal 1 Governance: To strengthen the infrastructure of ArtsErie through a well-defined plan for governance**

<b>Objective</b>	<b>Strategies</b>	<b>Responsible Parties</b>	<b>Timeline</b>	<b>Status</b>
Strengthen Board and committees	Diversify the make-up of the Board to balance it geographically, artistically, and ethnically	Governance	Immediate and ongoing	
	Address time & location of meetings	Governance, Board	9/1/10	
	Develop an effective mentoring program for new Board members	Governance, Board	7/1/10 and ongoing	
	Establish committee goals	Executive, Committee Chairs	Annually by 8/1	
Insure continuity in planning and leadership	Monitor completion of Strategic Plan strategies	Governance	Quarterly	
	Continue examination of ArtsErie role as recommended by CultureSpark	Board	12/1/10	

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**Goal 2 Programs and Services:** *To provide programs and services which strengthen arts organizations, facilitate connections between arts programs, artists, educations and other, and enrich the cultural lives of the citizens of Northwest PA*

<b>Objective</b>	<b>Strategies</b>	<b>Responsible Parties</b>	<b>Timeline</b>	<b>Status</b>
Set expectations for each program	Create a mechanism for determining and measuring outcomes of programs	Program, Campaign	10/1/10 and annually in	
	Review member benefits to confirm their effectiveness. Propose new benefits where appropriate.	Program	5/1/10 and annually	
	Insure the evaluation of ArtsErie United Fund proposed by CultureSpark is completed in a timely manner.	Campaign	9/1/10 - 5/1/11	
Insure the successful implementation of CultureSpark	Facilitate the meetings of CultureSpark Implementation Action Team	Staff	7/1/10	
	Maintain community involvement in CultureSpark implementation.	Program, Staff		
	Actively communicate CultureSpark successes	Marketing	Ongoing	
Increase the impact of ArtsErie on the community	Maintain continuous interaction with all members to insure satisfaction	Program	Ongoing	
	Conduct the 2011 Economic Impact study in a timely and complete manner	Program	1/1/11 - 12/31/11	

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**Goal 3 Resource Development:** *To increase the resources available to ArtsErie to enable it to achieve its mission.*

<b>Objective</b>	<b>Strategies</b>	<b>Responsible Parties</b>	<b>Timeline</b>	<b>Status</b>
To effectively raise the financial resources needed for the current operation and growth of ArtsErie	Redefine role and direction of Resource Development Committee	Resource Development, Board	10/1/10	
	Develop an annual budget from bottom up to determine actual dollars needed to successfully operate programs	Finance, Resource Development	6/30/11	
	Research new opportunities for earned income that relate to the mission of ArtsErie	Resource Development, Program	5/30/11	
	Identify opportunities for grant funding	Program, Resource Development	ongoing	
Provide additional resources for community arts programming	Conduct campaign to raise \$250,000 for Arts in Ed subfund of the ArtsErie endowment	Program, Marketing, Resource Development	8/13/10 and ongoing	
	Evaluate need for a Development Director position to conduct the ArtsErie United Fund and grow the Endowment	Executive Committee, Program	9/1/11	

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**Goal 4 Marketing: To raise the awareness of ArtsErie and all the arts within Northwest PA**

<b>Objective</b>	<b>Strategies</b>	<b>Responsible Parties</b>	<b>Timeline</b>	<b>Status</b>
Increase the knowledge of ArtsErie and its programs and services within Northwest PA	Evaluate impact of Phase 3 of the Tungsten marketing plan	Marketing	11/1/10	
	Maintain ongoing presence in the media	Marketing	Ongoing	
	Conduct "Fall for the Arts" or its equivalent as an annual event to include awards, recognition, community report	Marketing, Resource Development, Governance	10/1/10	
Improve marketing efforts of area artists and arts organizations	Develop a collaborative alliance to support arts marketing	Program, Marketing	6/30/11	
	Create the website identified in CultureSpark	Program, Marketing	3/1/11	
Provide leadership for arts and culture with national, state and local governments	Develop an Advocacy Committee	Executive Committee	7/1/10	
	Create a general advocacy plan	Advocacy		
	Identify and address issues affecting members, such as gaming revenue and state budget	Program, Advocacy	Ongoing	
	Educate arts community on how to be an effective advocate	Marketing	3/1/10	

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**Goal 5 Administration: To operate ArtsErie with adequate staff and in a suitable physical environment**

<b>Objective</b>	<b>Strategies</b>	<b>Responsible Parties</b>	<b>Timeline</b>	<b>Status</b>
Insure ArtsErie is appropriately staffed to successfully administer all programs and services	Evaluate current positions for restructuring	Executive, staff	8/1/10 and Ongoing	
	Provide opportunities for staff professional growth	Executive	Ongoing	