

**Lander Art Center
Strategic Plan FY 2011 through 2013**

Mission The Lander Art Center's mission is to educate and engage Fremont County's youth and adults in the visual arts through learning opportunities and quality exhibitions to encourage a strong arts community.

Vision The Lander Art Center believes that art feeds the soul. Art should be part of the everyday fabric of our community and available to all sectors of our community.

Philosophy The arts play an important role in the foundation of quality, healthy living.

- Part of the human experience is to create. Humans create with their senses alert, active and engaged. The creative process stimulates the intellect.
- Art is healing. Art leads to heightened self-awareness and understanding.
- Art *is* and reflects our culture. Art builds community connections while breaking down barriers. Art is ageless and part of a lifelong journey.
- Creative minds are the cornerstone of our rapidly changing world. Art education plays an important role in teaching problem-solving skills.

Strategic Goals

Goal 1 Build organizational capacity in order to meet the art needs of Fremont County

Goal 2 Continue to serve and expand service to underserved populations

Goal 3 Increase community exposure to and understanding of a wider array of visual art

Goal 4 Provide inspiration and learning opportunities to a cross section of Fremont County

Goal 5 Develop further the ability to promote and support art as a business in Wyoming for emerging and professional artists

Strategic Goal Implementation Plan

Goal 1 Build organizational capacity in order to meet the art needs of Fremont County

Strategy 1: Create procedures and policies that utilize the Board of Directors most effectively

Objective: Establish new board member protocol and procedure

Objective: Establish Board of Director's individual goals and self-evaluation process

Objective: Review bylaws and policies in order for organizational congruency

Objective: Establish board committees—Executive, Program and Strategic Planning Committees—with leadership and clear responsibilities

Strategy 2: Create procedures and policies that sustain employees and attract volunteers

Objective: Review and establish policies for employee pay review, performance evaluation, and benefits package

Objective: Continually assess workload to utilize staff and volunteers in sustainable ways

Objective: Train 2 volunteers as substitutes for the Gallery Assistant

Strategy 3: Create a workable membership database, financial data system and interactive Web presence

Objective: Review and establish financial control best practices

Objective: Refine further the budget process—approved, actual, and projected budget—so that the LAC has a clear understanding of expenses and revenue throughout the year

Objective: Develop donor protocols that are timely, accurate and appropriate whereby donors receive a computer-generated thank you and receipt within 48 hours and a hand-written letter within 1 week

Objective: Evaluate and refine new membership levels in an effort to increase members and memberships at higher levels

Objective: Develop online class registration

Strategy 4: Create a marketing program that is up-to-date and consistent

Objective: Expand presence in the Web and social media outlets including daily/weekly feeds on Facebook and Twitter and use of Pitchengine to interface between technology and platforms

Objective: Expand the *newsletter* subscription by 10% yearly. Use Lander Chamber of Commerce's newsletter insert as a way to reach new audiences

Strategy 5: Conduct The Americans with Disabilities Act Checklist for Readily Achievable Barrier Removal

Objective: Summarize barriers and solutions

Objective: Analyze options, set priorities, complete chosen tasks

Objective: Review LAC's compliance annually

Goal 2 Continue to serve and expand service to underserved populations

Strategy 1: Serve youth at-risk

Objective: Develop and market packaged art experiences to Head Start and Lights-On programs

Objective: Secure funding for youth at-risk outreach

Strategy 2: Serve youth of Fremont County

Objective: *Expand Summer of Arts Program by 50%*

Strategy: Serve pre-school children

Objective: Develop a system whereby the class economics and fluctuating attendance does not jeopardize the program

Strategy3: Fine-tune Native Emerging Artist Training (NEAT) program and increase connections with Native American artists

Objective: Build a partnership with the Wind River Tribal College

Objective: Recruit Native American instructors, such as Bruce Cook

Objective: Offer workshop by Native American artist Roger Broer

Objective: Yearly host an exhibition that features Native American artists and art

Strategy 4: Serve people with disabilities

Objective: Analyze facilities in terms of programmatic accessibility and priorities necessary changes

Objective: Review facilities in terms of programmatic accessibility annually

Goal 3 Increase community exposure to and understanding of a wider array of visual art

Strategy 1: Inspire community through exceptional, quality art

Objective: Yearly sponsor an exceptional, outside artist to teach and share their art

Objective: Yearly utilize a Wyoming Rostered Artist to teach and share their art

Strategy 2: Increase local access to and understanding of art

Objective: Yearly host an exhibition that includes national and/or international artist or artists

Objective: Yearly host an exhibition that includes a lesser-known medium

Objective: Sponsor an Art Tour of Jackson through a daylong field trip

Goal 4 Provide inspiration and learning opportunities to a cross section of Fremont County

Strategy 1: Increase depth of teaching

Objective: Yearly sponsor a visiting artist of exceptional skill to teach and share their art

Objective: Develop a *Call for Teachers* procedure and protocol

Objective: Solicit yearly through the newsletter feedback from members, volunteers and students including class areas of interest

Strategy 2: Monitor teaching quality

Objective: Consistently administer and utilize end-of-class evaluations

Goal 5 Develop further the ability to promote and support art as a business in Wyoming for emerging and professional artists

Strategy 1: Include and encourage regional artists through multiple annual juried exhibitions.

Objective: Develop a streamlined, professional application process for juried shows and sales

Objective: Develop the *Exhibition Proposal Application* program and yearly host an exhibition

Objective: Refine the Native Emerging Artists Training program curriculum and juried exhibition

Strategy 2: Develop marketing and promotional opportunities for artists

Objective: Create a *Featured Artist* column in the newsletter and Web

Objective: Sponsor 2 public art sales and craft fairs

Strategy 3: Provide opportunities to learn skills necessary to market art

Objective: Sponsor digital photograph class geared toward documentation of artwork and other courses that professionalize amateur artists

Objective: Expand the NEAT program to include web-based marketing

Strategy 4: Provide opportunity for an artist to work at the art center to gain work experience in a nonprofit, arts organization and market their art

Objective: Develop the *Artist in Residence* program