

**Lander Art Center**  
**Strategic Plan FY 2019 through 2021**

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

**Vision**        **The Lander Art Center believes** art should be an integral part of the everyday fabric of our community and available to and accessed by all sectors of our community. The Lander Art Center aspires to be an inclusive space where the Fremont County community has the opportunity to pursue creative expression and learning. The Lander Art Center strives to continue to grow and adapt to the changing needs of the community.

**- Goals -**

1. Build organizational capacity in order to meet the art needs of Fremont County
2. Pursue financial growth and stability that supports a healthy organization
3. Expand our visibility and exposure to broaden our community involvement and participation
4. Serve our community through exposure to and understanding of a wide array of high-quality art
5. Provide quality educational opportunities to all sectors of the community
6. Promote and support art as a business for emerging and professional artists

**- Goal Achievement Plan -**

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

***Strategy 1: Identify and successfully pursue resource development opportunities***

- a) Refine and expand volunteer system to track and maintain volunteer base
- b) Identify and attend at least one resource development workshop per year
- c) Conduct ongoing evaluation of staff capacity prior to taking on new projects/initiatives.

***Strategy 2: Develop administrative capacity to better serve the public***

- d) Identify new partnerships, and hone and utilize existing local partnership to expand our opportunities
- e) Form Board committees in the areas of Fundraising, Maintenance, Education, Membership/Outreach to spearhead these efforts. Reassess these committees at every Board Retreat

***Strategy 3: Broaden LAC’s reach for potential members and volunteers outside the Lander-area to include all of Fremont County***

- f) Encourage non-Lander board membership

- g) Seek influence and input from a wider range of community members to enrich and broaden our impact

## **Goal 2 Pursue financial growth and stability to support a healthy organization**

### ***Strategy 1: Develop diverse revenue streams***

- a) Secure a sponsor for every exhibition and event, and cover the total cost of events through sponsorships
- b) Host three significant fundraising functions per year (Riverfest, AITA, Spring Event)
- c) Track and analyze the financial elements of all revenue streams to gain an accurate understanding of their expense and net income
- d) Increase corporate sponsorship

### ***Strategy 2: Develop a donor program that meets organizational needs***

- e) Identify and secure 5 connoisseur-level donors
- f) Continue to cultivate existing major donor relationships and identify new opportunities
- g) Provide fundraising training for Board members and staff, potentially online webinar or in-person training by a professional in the field
- h) Explore the options for starting Capital Fund and revisit this at the Board retreat

## **Goal 3 Expand our visibility and exposure to broaden our audience**

### ***Strategy 1: Identify and increase partnerships***

- a) Identify two new partner organizations regionally or Statewide each year
- b) Maintain existing partnerships
- c) Develop connections with the University of Wyoming, Central Wyoming College and Wyoming Catholic College and School Districts of Fremont County art departments for faculty and/or student exhibitions
- d) Seek input on programming from a wider range of community members

### ***Strategy 2: Develop marketing plan and materials to maximize exposure and reach***

- e) Analyze communication materials and strategy and gather data to identify weaknesses, strengths and cost
- f) Identify free and low-cost exposure for local, countywide and statewide advertising opportunities to targeted demographics
- g) Maintain a presence at public events, including Board Members, for example Business After Hours, Lander Farmer's Market, Garden Expo
- h) Create an outreach strategy that encompasses Lander schools, the home school community, the professional artist community and government agencies.

### ***Strategy 3: Increase effective communications strategies***

- i) Continue to evaluate new methods of communication through social media
- j) Explore artist talks during exhibitions (and art demonstrations)
- k) Define what we bring to the community and why we are important and create a strategy to communicate this to the public

**Goal 4: Serve our community through exposure to and understanding of a wide array of high-quality art**

***Strategy 1: Challenge the public with a unique art form and/or medium/ and /or subject matter that keeps LAC relevant***

- a) Create an exhibition and/or workshop and/or event that is outside the norm of our standard exhibition schedule at least once every three years
- b) Continue cross-discipline workshop working with partner organizations
- c) Identify and execute a Public Art project each year to increase public exposure of LAC and local artists

***Strategy 2: Expose the public to 320 Artist Studio as a studio and clay space***

- d) Utilize the 320 Studio to expose the community to the arts studio through continuing classes
- e) Develop an open house program to raise community awareness and engagement in coordination with other organizations.

***Strategy 3: Host a national and/or regional exhibition***

- f) Develop connections with the other Wyoming museums and art galleries including the Nicolaysen and the Buffalo Bill Center of the West
- g) Utilize existing relationships to bring touring exhibitions

**Goal 5: Provide quality educational opportunities to our diverse community**

***Strategy 1: Gather quantitative evaluation information to help guide programming***

- a) Facilitate written or verbal feedback from all programming including education and events
- b) Solicit feedback from every class teacher, participant, or a parent

***Strategy 2: Develop a strategy to enhance quality programming***

- c) Develop interpretive materials specific to appropriate exhibitions
- d) Work with school art teachers to bring in students for gallery tours and to take advantage of learning opportunities as they arise
- e) Encourage exhibition attendance by highlighting featured pieces on the website, in e-newsletter and on social media
- f) Secure funding to provide free, supplemental programming to accompany exhibitions including the Native Show to involve the Wind River Reservation communities

**Goal 6 Promote and support art as a business for emerging and professional artists**

***Strategy 1: Develop professional training opportunities***

- a) Promote and refine Artist in Residence program
- b) Host two training opportunities per year for artists
- c) Survey members for types of training opportunities desired and investigate capacity and resources required

***Strategy 2: Develop professional art promotion opportunities for local artists***

- d) Develop programming connected to exhibitions including artist talks and class scheduling to take advantage of current exhibitions
- e) Each year, host a “20/20” artist program, create coloring book, put on a Quick Draw, or other innovative career opportunities for local artists that also serve as a fundraiser for LAC

***Strategy 3: Develop meaningful educational opportunities for youth and adults***

- f) Expand the educational value for the high school students in their exhibition in coordination with PALS and local artists
- g) Maintain class scholarship program for local youth and adults
- h) Offer team building or professional development to organisations and groups
- i) Create professional development opportunities for students transitioning into higher education or professional avenues such as developing a portfolio, pricing art, etc
- j) Seek out new markets for educational opportunities and take advantage of existing niche groups such as fiber guild, homeschool groups, etc
- k) Partner with PALS and other appropriate organisations to increase our reach and influence