

**Lander Art Center
Strategic Plan FY 2014 through 2016**

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 that foster 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 through hands-on application.

Strategic Goals

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

Goal 2 Pursue financial growth and stability that supports a healthy organization

Goal 3 Expand our visibility and exposure to broaden our audience

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

Goal 5 Provide quality educational opportunities to a diverse community

Goal 6 Promote and support art as a business 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: Increase administrative capacity to identify and successfully pursue resource development opportunities

Objective: Refine and expand volunteer system

Objective: Identify and attend at least one resource development workshop per year

Objective: Explore sharing a part-time grant writer with another organization(s)

Strategy 2: Develop administrative and programmatic capacity to better serve the public

Objective: Identify and attend a national art education conference that focuses on innovative programming across art mediums

Objective: Hire a part-time staff to handle various administrative tasks

Objective: Hire an Education Program Director to oversee and develop the education program

Strategy 3: Broaden the LAC's reach for potential members, volunteers, and audiences outside the Lander-area

Objective: Identify three new partner organizations within Fremont County

Objective: Identify a non-Lander board member

Objective: Identify three new statewide or regional partner organizations

Goal 2 Pursue financial growth and stability that supports a healthy organization

Strategy 1: Develop diverse revenue streams

Objective: Develop an *a la carte* menu of sponsorship opportunities

Objective: Secure a sponsor for every exhibition and event

Objective: Host three significant fundraising functions per year

Objective: Research the financial elements of all revenue streams to gain an accurate understanding of their expense and net income

Strategy 2: Develop a donor program that meets organizational needs

Objective: Research and analyze the efficacy of a donor database programs

Objective: Develop a donor database system that reestablishes historical information and creates accurate individual donor action plans

Objective: Develop a major donor program that identifies and secures 5 connoisseur-level donors

Strategy 3: Identify quality art supplies that meet artists' needs making LAC the go-to place for art supplies

Objective: Inventory available art supplies, quality and price points available within Lander area

Objective: Survey membership for desired art supplies

Objective: Develop physical space for retail art supplies

Goal 3 Expand our visibility and exposure to broaden our audience

Strategy 1: Identify and increase partnerships

Objective: Identify three new partner organizations

Objective: Work with the Arts and Sciences Center working group to pursue visual and performing art and educational partnerships

Objective: Develop an exhibition swap with another art organization

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

Objective: Analyze communication materials and strategy and gather data to identify weaknesses, strengths and cost

Objective: Identify free and low-cost exposure for local, countywide and statewide advertising opportunities

Objective: Develop a statewide art awareness campaign

Strategy 3: Increase effective communications through new technology

Objective: Incorporate video of exhibition and programs into Facebook

Objective: Create artist interpretive videos

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

Strategy 1: Expose and challenge the public with a unique art form and/or medium that keeps the LAC relevant

- Objective: Create an exhibition and workshop that incorporates cutting-edge technology
- Objective: Develop combination press print workshops
- Objective: Design a cross-discipline workshop
- Objective: Develop one public art installation—temporary or permanent—per year

Strategy 2: Expose the public to clay as a medium of artistic expression

- Objective: Develop a ceramics studio
- Objective: Host a ceramics exhibition and workshop

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

- Objective: Develop connections with the University of Wyoming and Central Wyoming College art departments for faculty and/or student exhibitions
- Objective: Explore the Smithsonian Institution traveling exhibitions

Goal 5: Provide quality educational opportunities to our diverse community

Strategy 1: Gather quantitative evaluation information to help guide programming

- Objective: Facilitate written or verbal feedback from all education programming
- Objective: Devise a system that consistently considers feedback

Strategy 2: Develop the capacity to administer and implement quality programming

- Objective: Hire an Education Program Director
- Objective: Develop interpretive materials specific to each exhibitions

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

Strategy 1: Develop professional training opportunities

- Objective: Promote and refine Artist in Residency Program
- Objective: Host two training opportunities per year
- Objective: Survey members for types of training opportunities desired

Strategy 2: Develop professional art promotion opportunities for local artists

- Objective: Develop programming connected to exhibitions
- Objective: Develop a “20/20” program
- Objective: Develop a local artist catalogue

Strategy 3: Develop meaningful educational opportunities for secondary school age students

- Objective: Expand the educational value for the high school exhibition
- Objective: Use new technology as a centerpiece for art classes developed with FCSD #1
- Objective: Promote and refine Summer Middle School Class Assistant and High School Intern programs
- Objective: Create a college scholarship program for local students studying art