

In early 2014, the Art Alliance Board of Directors initiated a new strategic planning effort for 2015-2019. The Board and four groups (newer members, longtime members, students, and younger members) were involved. Although there were differences between the groups, the same types of interests and concerns arose from multiple groups. Goals and strategies became clear.

We are proud of the work that went into this plan, and appreciative of the thought that all those involved gave to the Art Alliance and its future. The resulting plan builds on the Art Alliance's strengths and addresses areas to be strengthened; it will serve as the blueprint for moving the Art Alliance forward.

By our making this plan public, everyone can see the results of the planning process, and we will have a single frame of reference as we work to improve the organization. Over the next five years, Art Alliance committees will be assigned specific strategies to implement. We invite you to help us achieve these goals.

I am excited about the future of the Art Alliance. We are and will be taking steps to bring new life into this well established organization. We want to make it the best it can be for the benefit of our members and the community at large.

Betsy Rodgers Allen, *President*, **Art Alliance of Central Pennsylvania**

## Strategic Plan for 2015-2019

- I. Attract a full spectrum of new members and retain existing members by ensuring that their interests and needs are met.
  - a. Develop a strategic plan for membership.
  - b. Add younger members to the Board.
  - c. Provide social activities.
  - d. Provide special and engaging opportunities for members, e.g., interest groups, educational opportunities, etc., that also will encourage people to join. \* ^
  
- II. Enhance our educational and exhibition programming.
  - a. Increase the number, variety, and availability of classes and exhibits. Consider new locations. Work with other groups to provide collaborative exhibits, classes and programs. \*
  - b. Identify ways of increasing attendance at exhibits, e.g., adding additional programming, targeting specific groups, etc. ^
  
- III. Become a more recognized and highly visible community resource.
  - a. Enhance outreach to, and networking with, the broader arts community.
  - b. Add additional affiliate groups.
  - c. Explore the concept of joint membership as a means of increasing Art Alliance memberships.
  - d. Increase our media presence including more use of social media, and continue to enhance our website. Develop consistent and ubiquitous branding; create a fresh, new logo. \* ^
  
- IV. Improve the financial health of the Art Alliance for our current needs and future dreams.
  - a. Develop a financial plan with short and long term financial goals. \*
  - b. Identify and cultivate existing and potential donors. ^
  - c. Add special events tied to affiliate interests that would generate income.
  - d. Continue searching for a solution to our space problems.
  - e. Recruit groups and individuals to rent the Art Center.

\* most important    ^ do first

Approved by the Board of Directors, November 17, 2014

