

# NCCA Strategic Plan 2007 – 2009

Draft – Summer, 2006

**NCCA's mission is to promote the arts and enhance the cultural climate in Newaygo County and our surrounding areas.**

In order to fulfill our mission it is important to maintain and enhance NCCA's capacity to provide responsive and effective services through a prepared and proactive organization.

## **Public Awareness**

**Goal: Expand awareness of, support for, and involvement in arts and culture activities in our area.**

**Action:** Develop and implement a marketing strategy and brand plan that makes NCCA promotions instantly recognizable.

**Action:** Develop and implement a promotion and marketing strategy that includes specific targeted markets.

**Action:** Participate and collaborate with the community at-large to increase involvement and awareness in arts and cultural activities.

**Action:** Develop and implement survey and evaluation tools to explore new programming ideas, outreach, and county residents' interests.

**Action:** Support area artists through NCCA promotions and programs.

## **Systems**

**Goal: Intensify efforts that set NCCA as the premier arts organization in the area.**

**Action:** Develop, implement, and publicize long-range plans of the organization.

**Action:** Evaluate the NCCA's success in meeting participant's needs.

**Action:** Evaluate all aspects of existing facilities to improve physical appearance, customer/participant comfort, accessibility, safety, and efficient use of space.

**Action:** Update our technology plan to allow for enhanced program and marketing opportunities.

**Action:** Provide service oriented staff, trained and equipped to meet the needs of our customers and participants, with a focus on making customer service a priority.

## **Funding and Resources**

**Goal: Strengthen and diversify our fund resources.**

**Action:** Establish and execute a fund development plan to meet our goals.

**Action:** Establish planned giving opportunities.

**Action:** Develop a reserve fund to cover three months of operating expenses.

**Action:** Develop business partnerships including membership and sponsorship opportunities.

**Action:** Review membership and contribution level to reflect accumulative annual giving.

**Action:** Annually increase membership base.

**Action:** Plan to continually diversify donor base and funding sources.

**Action:** Increase volunteer base annually.

## **Program and Services**

**Goal: Increase and expand diverse programs that enhance cultural growth.**

**Action:** Create an annual program plan that responds to the diverse interests and needs of our communities.

**Action:** Plan services that are inclusive of older adults that will encourage a greater use of NCCA by this growing population.

**Action:** Utilize sales and marketing best practices to strengthen retail sales.

**Action:** Initiate, develop, and strengthen collaborations with organizations and schools.

**Action:** Learn best practices and gather new ideas from other organization, galleries, universities, art programs.

**Action:** Plan programming that encourages wide demographic participation.