

# New Five-Year Strategic Plan FY (2019-2024)

## 2019-2024 Richmond Art Center Strategic Goals and Objectives

### Goal #1

Be leaders in contemporary and intersectional thinking about art, artistic expression, and arts education.

**Objectives:**

- A. Develop Richmond Art Center as a regional leader for best practices in contemporary art education.
- B. Through an intersectional lens, design art programs that will increase and diversify participation at the Richmond Art Center.
- C. Through an intersectional lens, develop a measurable community partnership model across all departments.

### Goal #2

Attract, develop, support and retain leadership, staff, community partnerships, and audiences who embody the diversity of the Richmond Bay Area.

**Objectives:**

- A. The Richmond Art Center is a safe and accessible space for all marginalized communities.
- B. Staff and Board reflect the diversity of Richmond, including leadership roles.
- C. Achieve high levels of staff and volunteer retention and engagement.

### Goal #3

Redesign our infrastructure to ensure highly effective and cohesive communication, collaboration, and systems.

**Objectives:**

- A. Develop and implement an organizational (staff and board) redesign that embodies a shared and intersectional leadership model.
- B. Implement rebranding that significantly deepens engagement with existing and expanded members, patrons, donors, volunteers, and students.
- C. Revise or update operation procedures and communication systems.

### Goal #4

Generate resources to support organizational capacity, facilities improvement, and programmatic growth.

**Objectives:**

- A. Diversify and increase annual funding sources to support organizational capacity, and programmatic growth.
- B. Develop capital campaign for facilities improvement.
- C. Manage facilities improvement plan.