



2023 - 2025 Strategic Plan

Mission: *“The mission of the Jackson Arts Council is to strengthen our community through arts and culture”*

Vision: *We seek to be an umbrella organization of support and advocacy for arts groups, artists, and cultural institutions. Through our services, we envision every individual in our community having impactful cultural experiences through engagement with the arts.*

Commitments:

1. Provide resources to strengthen the arts and culture nonprofit sector
2. Advocate for the expansion and growth of the arts
3. Promote local arts organizations and artists
4. Create equitable opportunities to participate in the arts
5. Develop the infrastructure and financial means to support the mission, vision, and goals of the Jackson Arts Council

Priorities:

- Equitable arts opportunities
- Promotion of the arts
- Development
- Education
- Advocacy
- Board and volunteer engagement

Goal 1: Increase community presence and arts advocacy

The Jackson Arts Council's presence in the community and advocacy initiatives are the foundation of supporting and promoting the arts. It is essential that we advocate for the support of the arts in every facet of our community by promoting the work of the Jackson Arts Council, arts groups, local artists, cultural institutions, and public art initiatives.

- **Objective: Cultivate relationships with community leaders, business leaders, and elected officials for the purpose of advocating for the arts**
 - Communicate diverse range of arts offerings and the importance of arts and culture
 - Increase financial support from community leaders for the arts
 - Serve as a liaison for arts groups and local artists to community leaders
- **Objective: Increase presence of staff members and board members at community arts and culture events representing the Arts Council**
 - 10% increase of Board member attendance at arts events as representatives of the Jackson Arts Council
 - 5% increase of staff attendance at arts events as representatives of the Jackson Arts Council
- **Objective: Advocate for the support of the specialty license plate program**
 - Promote the specialty license plate via digital communications
 - Promote the specialty license plate to elected officials via in person communication, phone calls, and written letters
 - 20% increased Board participation in Arts Advocacy Day on the Hill
 - 100% Board membership in Tennesseans for the Arts
- **Objective: Increase community participation in the arts**
 - Promote arts groups events, artists, cultural institutions, and public art initiatives via digital communications
 - Promote arts groups events to local media
- **Objective: Increase digital promotion of the Jackson Arts Council**
 - 5% increase of followers on Facebook, Instagram, Twitter

Goal 2: Maximize resources to provide equitable arts opportunities to our community

In order to achieve our vision for every individual in our community to engage with the arts, we prioritize providing equitable opportunities for arts access.

- **Objective: Growth of total Jackson Arts Council dollars granted every year**
 - Increase JAC Grant award funding by 10% per year
- **Objective: Reach new grant applicants**

- Obtain 1 new grant applicant (an organization that has never applied for grant funding) per year
- **Objective: Implement new strategies that promote equitable arts access**
 - Incorporate Jackson Art Box Project into program offerings to provide arts access to underserved youth
 - Partner with the City of Jackson on public art projects
 - Provide equal access to JAC services to all arts groups and artists
- **Objective: Increase diversity of communities served**
 - Facilitate creation and implementation of diversity statement to be adopted in bylaws and on website
 - Increase importance of serving diverse populations tied to JAC grant funding in grant scoring
 - Commit time and resources to cultivating diverse leadership within the board, staff, and volunteers
 - Support and promote arts and cultural programs within our community that reflect the diverse makeup of Madison County
 - Expand membership of the Arts Coalition that reflect the breadth of diverse cultural organizations in Madison County

Goal 3: Provide arts education resources

The Jackson Arts Council values the importance of arts education in both educational institutions and for the community. We aim to provide educational opportunities for arts leaders to cultivate their skills to strengthen the arts, provide educational opportunities for local leaders to foster community support of the arts, and provide educational resources for our educational institutions and K-12 students.

- **Objective: Host professional development opportunities for arts leaders**
 - Offer quarterly professional development events on needs voiced by the Arts Coalition in annual survey facilitated by expert(s) in the field
- **Objective: Educate businesses and corporations on the importance of the arts**
 - Present at community events on the importance of arts and culture
 - Cultivate relationships with businesses and corporations for the purpose of promoting the arts
- **Objective: Increase offerings to promote community arts education**
 - Cultivate partnership with other organizations that promote the support of arts education
 - Provide grant funding opportunities, marketing and promotional services, and program support that increases K-12 arts education

Goal 4: Strengthen the infrastructure of the Jackson Arts Council

The Jackson Arts Council will best serve our community with strong internal infrastructure. Therefore, we are committed to the development of financial, legal, and organizational systems that strengthen the organization's day-to-day operations.

- **Objective: Exceed our annual development goals**
 - 10% increase in annual income each year through development campaign and grant funding
 - 100% board participation in the annual development campaign
 - 100% board participation in obtaining 2 additional donations to the organization each year
 - Board and staff maintain transparent communication about finances and clear messaging about development goals
 - Creation and implementation of donor giving categories
 - Increase donor engagement and trust through additional contact with supporters
- **Objective: Equip staff, volunteers, and interns to operate daily functions of the organization**
 - Volunteer and intern development
 - 50% volunteer retention per year
 - Hiring or contracting staff assistance for additional needs to the growing organization
- **Objective: Maintaining new software for efficiency of workflow**
 - 10% traffic increase on website
 - 15% increase in e-newsletter subscribers
 - Addition and maintenance of development software