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### Share our Story

- a) who is Cranbrook Arts?
  - develop, update and share our Vision, Values and Mission
  - share board, staff, volunteer and artist bios
- b) connect and communicate
  - focus on in-person connections with partner organizations, members and supporters
  - increase and improve our digital communications and marketing



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### Dynamic Programming

- a) workshops and classes
  - maintain a base of staple programs for a variety of participants
  - respond to community needs and desires for classes and workshops
  - grow and support open studio and pottery studio membership
- b) gallery
  - a variety of exhibitions, various mediums and themes
  - art is captivating, gallery education program is developed.
  - receptions with music, local food

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### Art for All!

(a focus on equity, diversity, inclusion and accessibility)

- a) reduce/eliminate the barrier of cost
  - seek funding partnerships for specialized programs
  - communication re free gallery and programs
- b) EDIA informs (some) program and space development:
  - in both gallery and workshops, in a partnership approach
  - invite diverse exhibitions and instructors
  - be aware of physical access to spaces, address issues as capacity allows
- c) staff and board EDIA education



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### Good Governance

- a) prioritize growth and stabilization of Cranbrook Arts
  - invest in staff, create a team to stabilize and grow, reduce over-extending
  - be welcoming and inviting of new volunteers. communicate well. There is a role for all who want to be involved.
- b) policy development:
  - in all areas, with a focus on Human resources
  - incorporate procedure documents that have been created
- c) board recruitment and succession:
  - develop new board member information package
  - work towards increasing diversity

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### Financial Sustainability

- a) private sponsorship/fundraising:
  - establishing and building relationships and creating value for what we do and communicate this
- b) develop a contingency fund:
  - allocate Gallery Shop revenues to contingency and building fund when possible
  - investment interest revenues
- c) continue to seek grants:
  - increases for core operational funding
  - new potential funding for where we are now as an organization

