MID-AMERICA ARTS ALLIANCE
STRATEGIC PLAN
FY2015–FY2017
Mid-America Arts Alliance’s (M-AAA) strategic plan delivers the guidance needed to ensure organizational stability, growth, and impact on the arts and culture in the region and beyond. The plan also provides the flexibility required to adapt quickly to a dynamic cultural landscape and shifting political and economic trends. Through the strategic and collaborative arts leadership embraced and required by the plan, M-AAA is better positioned to fulfill the vast potential of the organization and all we serve.

M-AAA employed an extensive process, utilizing external evaluators to revise the strategic plan in spring 2014. It began with confidential interviews of partner state arts agency (SAA) executive directors and chairs, followed by a focus group convening of those individuals to obtain their feedback. A survey was distributed to SAA staff, as well as to current, former, and prospective constituents of M-AAA’s programs and services. The plan is also guided by input from program users who completed written final reports that evaluate program results and impact, and we utilize outcomes-based planning and evaluation models that measure the effectiveness of each program and service we provide. The resulting strategic plan has been approved by the M-AAA board of directors’ Strategic Plan Committee, with anticipated approval by the full board in November 2014.

The new plan replaces M-AAA’s document covering FY 2012-2015. It is simpler and more nimble. Additional improvements are inclusion of the organization’s vision: “More Art for More People;” an updated mission statement that more comprehensively reflects the fundamental work of the organization; and refined goals and objectives that clearly address the needs of audiences, organizations, and artists, thereby reinforcing M-AAA’s commitment to leadership, service, and organizational excellence.
VISION
MORE ART FOR MORE PEOPLE

MISSION
Mid-America Arts Alliance strengthens and supports artists, cultural organizations, and communities throughout our region and beyond. We achieve this primarily through our national traveling exhibition programs, innovative leadership development, and strategic grantmaking. We are especially committed to enriching the cultural life of underserved communities by providing high quality, meaningful, and accessible arts and culture programs and services.

CORE VALUES

- Cultural expression is fundamental to the human experience.
- The arts and humanities further understanding of diverse cultures and traditions.
- Everyone should have access to cultural opportunities.
- More can be accomplished by working collaboratively than individually.
- Success is achieved through a responsive, flexible, and creative approach.
- High standards and a commitment to quality and service are essential.
GOALS AND OBJECTIVES

1. Audiences: Provide access to high quality, relevant, and participatory arts and culture experiences, especially for the culturally underserved.
   - Develop and distribute exemplary multidisciplinary programs, projects, and services in response to constituent needs and opportunities.
   - Create and support access to meaningful cultural experiences.
   - Research new and evaluate ongoing programs and opportunities.

2. Organizations: Build the resilience and capacity of small and midsize arts and culture organizations.
   - Develop and implement capacity-building programs, projects, and services to encourage excellence within the field.
   - Build partnerships and collaborations to deliver efficient and effective programming.
   - Convene arts and culture professionals for peer networking, mentoring, and training.

3. Artists: Assist artists in expanding their professional skills and connect them to necessary resources.
   - Develop and implement entrepreneurial training, professional development, and networking opportunities for artists of all disciplines.
   - Build partnerships and work collaboratively with artist-based organizations.
   - Provide competitive funding opportunities for the creation and presentation of high quality work by artists of all disciplines.

Adrianne Crane, Artillery Field, 2005, slipcast and glazed ceramic, each flower, 10 x 10 x 10 inches, courtesy the artist, ExhibitsUSA exhibition, Inciteful Clay
4. **Field: Lead the arts and culture field in our region and beyond.**

- Advocate for public funding of the arts and arts education.
- Actively partner and collaborate with our state arts agencies to benefit artists, arts and culture organizations, and audiences locally, regionally, nationally, and internationally.
- Be a thought leader and communicate persuasive and compelling messages about the value of the arts.

5. **M-AAA: Excel as a nonprofit arts and culture organization.**

- Maintain a strong and sustainable financial position.
- Attract, retain, and develop a rich and diverse mix of experienced and well-equipped professional staff.
- Aspire to board excellence through thoughtful engagement, informed leadership, and strategic visioning.
- Expand awareness of M-AAA as a relevant, dynamic, and capable organization with key stakeholders.