Mid-America Arts Alliance

Strategic Plan

FY2018–FY2020
Mid-America Arts Alliance’s (M-AAA) strategic plan provides the organization with its framework for stability, growth, and impact on the arts in our region, and beyond. The plan provides the flexibility to adapt quickly to a dynamic cultural landscape and shifting political and economic trends. Through the strategic and collaborative arts leadership embraced by the plan, M-AAA is better positioned to fulfill the vast potential of our constituents.

More importantly, this strategic plan is an articulation of the core values that shape our work: freedom of creative expression, diversity, equity, collaboration, and the relevancy of the arts in thriving societies. The plan recognizes the power of the arts to engage communities in meaningful conversations, the value of which cannot be overstated, especially during times of uncertainty.

M-AAA’s staff and Board of Directors sought extensive feedback in the development of this strategic plan. Surveys were provided to our regional State Arts Agencies in Arkansas, Kansas, Missouri, Nebraska, Oklahoma, and Texas, as well as current, former, and prospective constituents of M-AAA’s programs and services. The plan also was informed by input from program users who submitted final reports that evaluate program delivery. The resulting strategic plan was approved by the M-AAA Board of Directors in June 2017.

The plan, which covers FY2018–2020, more clearly communicates M-AAA’s dedication and service to the evolving needs of the states that comprise our region. The State Arts Agencies, in conversation with M-AAA, have reaffirmed the shared commitment to actively partner to benefit artists, arts and culture organizations, and audiences. Our region is rich with cherished arts and culture traditions, creative enterprise, inspiring landscapes, and communities of all sizes that value artistic endeavors. We are proud to call it home.
MISSION

Mid-America Arts Alliance strengthens and supports artists, cultural organizations, and communities throughout our region and beyond. 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.

VISION

More Art for More People

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.
• Thriving arts communities contribute to prosperous, successful societies.
• High standards and a commitment to quality and service are essential.
• Meeting the needs of participating states through consistent programs and services is a priority.
GOALS AND OBJECTIVES

Goal 1: Provide access to high quality, relevant, and participatory arts and culture experiences for underserved, underresourced, and marginalized audiences.

- Research, develop, and distribute exemplary programs, projects, and services in response to constituent needs and opportunities.
- Create and support access to meaningful cultural experiences.
- Evaluate ongoing programs and opportunities to assure their relevancy and efficacy.

Goal 2: Build the resilience and capacity of small and midsize arts and culture organizations.

- Research, develop, and implement capacity-building programs and services that support arts and culture organizations’ ability to achieve their mission and sustain themselves over time.
- Foster partnerships and collaborations to deliver efficient and effective programming.
- Convene artists and arts professionals for peer networking, mentoring, and training.
- Evaluate ongoing programs and opportunities to assure their relevancy and efficacy.

Goal 3: Support individual artists by expanding their professional skills, connecting them to resources, providing direct grant support, and providing avenues for increased regional and national exposure.

- Develop and implement entrepreneurial training, professional development, and networking opportunities for artists of all disciplines.
- Provide competitive funding opportunities for the creation and presentation of high quality work by artists of all disciplines.
Goal 4: Lead and provide service to the arts and culture field.

- Advocate for public funding of the arts.
- Actively partner with and serve our State Arts Agencies to benefit artists, arts and culture organizations, and audiences.
- Be a thought leader and communicate persuasive and compelling messages about the value and impact of the arts and artistic expression for communities.

Goal 5: Excel as a nonprofit arts and culture organization.

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