



HCAA Strategic Plan 2015 - 2020

Presentation to the HCAA Board
January 12, 2015

Purpose

The purpose of this Strategic Planning Effort was to:

- Understand the Needs of the HCAA Members
- Ensure Long-Term Viability of HCAA
- We received a non-monetary-grant from the Hamilton County Convention and Visitors Bureau (“HCCVB”) and Legacy Fund (“LF”) for 100 hours of a consultant, Peggy Monson from IMPACT, LLC to help us develop a Strategic Plan for sustainability and delivery of Mission.

Planning Team

Members

Rodney Reveal	Linda Tyler
Shawn Deitch	Lesley Haflich
Kay Richards	Patty Macinnis
Leroy O'Dell	Kristin Whitney
Larry Hamilton	

Meetings

June 17, 2014

July 22, 2014

August 5, 2014

September 2, 2014

September 30, 2014

October 28, 2014

Consultant

Peggy Monson

Determine Core Strategies and Priorities from Emerging Themes

Programs/Activities

- Assess current programs (mission impact vs. financial viability)
- New Programs
- Community outreach and partnerships

Administration

- Facility – Location
- Membership
- Staffing
- Relationship with NPA
- Update technology, business practices
- Marketing/PR

Financial

- Funding – individual, sponsorships, grants, rentals

Mission – What is our purpose?

The Hamilton County Artists' Association is a non-profit arts organization whose mission is to provide opportunities for artistic development, fellowship, and art appreciation to its members and the community; thereby enhancing the quality of life in Hamilton County.

Priorities – What are the initiatives that are most important to HCAA?

- Programming
 - Focus on planning projects that take art to the public
 - Be the best source for artist education
 - Create opportunities for art appreciation in the community
- Membership
 - Redefine participation
 - Foster social interaction
 - Provide a robust marketplace for artwork
- Finance
 - Raise funds to hire a part time director

Goals: What are the desired outcomes for HCAA?

- Goal #1 Enhanced HCAA programming that engages and sustains community participation.
- Goal #2 Increased value for and participation from HCAA membership through essential high quality programs and services.
- Goal #3 Strengthened fundraising capacity and earned income that ensures long-term sustainability.
- Goal #4 Optimized location in support of the mission and programs.
- Goal #5 Increased awareness and participation through marketing programs.

Objectives for Goal #1

Enhanced HCAA programming that engages and sustains community participation.

- 1 Establish (refine) criteria for ongoing and new programs.
- 2 Develop classes/programs that meet the needs of target audiences.
- 3 Continue to offer popular/profitable special events and determine other events/opportunities that will attract target audiences.
- 4 Hire a part-time programming coordinator/director.

Objectives for Goal #2

Increased value for and participation from HCAA membership through essential high quality programs and services.

- 1 Reorganize the current Standing Committee structure.
- 2 Recruit new Board of Director officers and Standing Committee Chairs.

Objectives for Goal #3

Strengthened fundraising capacity and earned income that ensures long-term sustainability.

- 1 Create a fundraising advisory committee
- 2 Prepare a three-year fundraising plan
- 3 Increase art sales and Birdie Gallery rental income
- 4 Hire a part-time Director/Manager paid for by fundraising proceed

Objectives for Goal #4

Optimized location in support of the mission and programs.

- 1 Create public art opportunities
- 2 Promote Art Center
- 3 Improve facility and space capacity
- 4 Establish a task force to study possible venues outside the Art Center for programs and exhibits

Objectives for Goal #5

Increased awareness and participation through marketing programs.

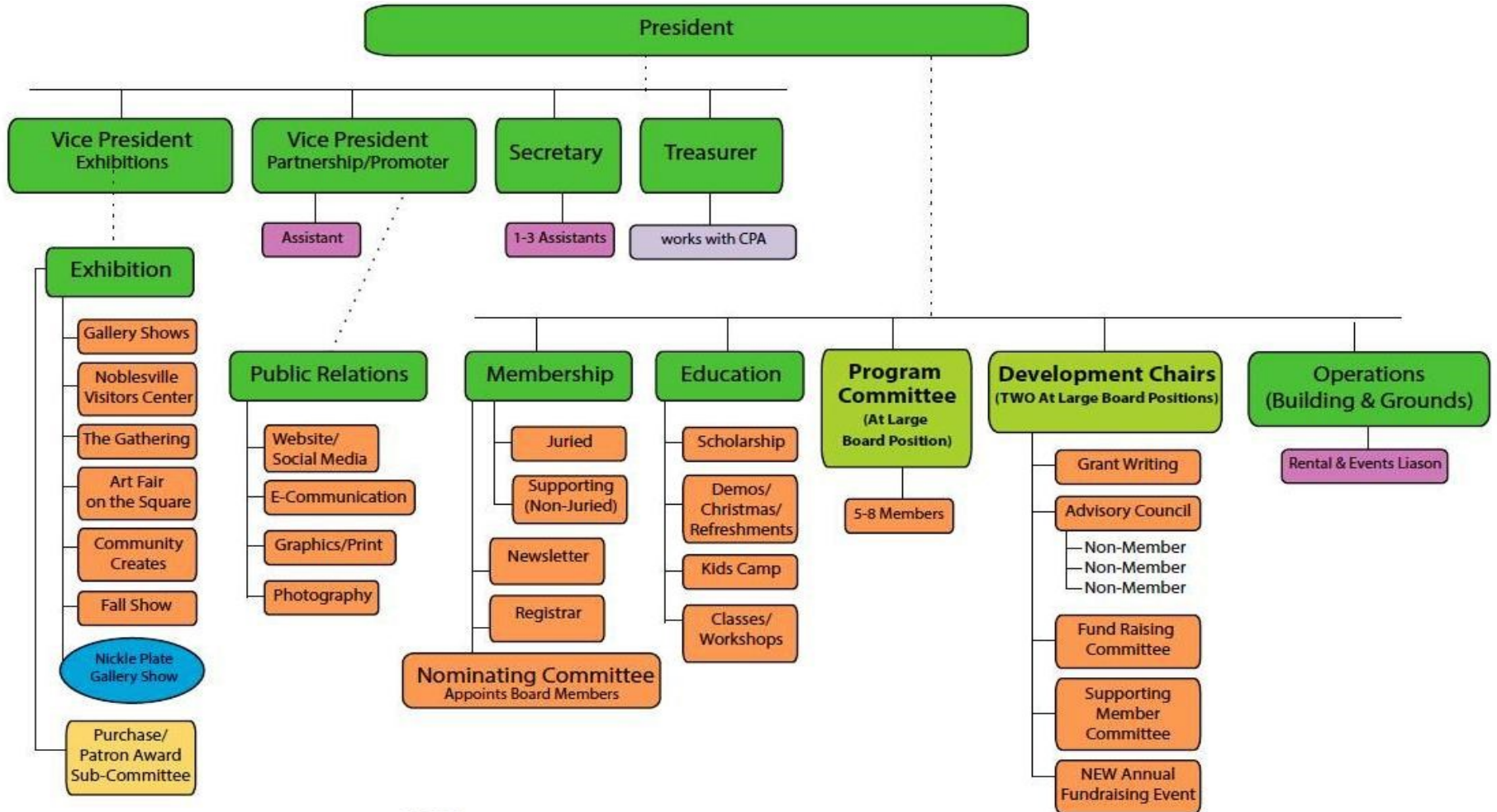
- 1 Prepare a comprehensive marketing plan to include new logo, website improvements, and revised print/digital collateral.
- 2 Implement marketing plan utilizing volunteers and members.
- 3 Develop cross-promoting partnerships with arts/artist organizations, libraries, school groups/parent groups, senior centers, chambers of commerce and online resources.

GOAL SUMMARY

Primary Goals for 2015

- New Program Committee to evaluate and select shows and events
- Improve organization of member volunteers
- Reorganize Board and Committee Structure to carry out the Plan
- Expansion of Development (Fund Raising) to improve financial support of HCAA
- Improve the Art Center and develop new show opportunities throughout Hamilton County
- Update marketing/public relations, technology and business practices
- Cross-promote HCAA with other organizations

Board and Committee Structure



KEY

- | | | | |
|---|---------------------|---------------------------------------|--------------|
| ■ | BOARD | ■ | Chairman |
| ■ | BOARD At Large | ● | New idea |
| ■ | Assistant(s)/Liason | | "Reports To" |

Volunteer Sign Ups

Hamilton County Artists' Association

Board of Directors

President

Linda Tyler

Vice President

Exhibitions

Vice President

Partnership Promoter

David Heady

Secretary

Martha Wagoner

Treasurer

Membership

Operations

Rodney Reveal

Education

Kay Richards

Public Relations

Larry Hamilton

Exhibition

Member-At-Large

Co-Development

Member-At-Large

Programs
Shawn Deitch

Member-At-Large

Co-Development

Artist of the Month NVC
Sherry Cartwright

Community Creates
Larry Kasey

Fall Show

Website/Social Media
Shawn Deitch

E-Communication
Larry Hamilton

Juried Members
Steve Haigh

Newsletter

Scholarship
Karen Fehr
Patty MacInnis

Children's Programs
Karen Fehr

Advisory Council

Fund Raising

Fundraising Event

Operations
Rental & Events Liaison

Committees

Exhibition

Gallery Shows
Mike Janosky

The Gathering

Open House Hospitality

Public Relations

Graphics
Kristin Whitney

Photography
Carol Griffith
Bob Daugherty

Membership

Student/Supporting

Registrar
Linda Green

Education

Demos/Hospitality

Classes/Workshops

Development

Grant Writing
Steve Gruein

Supporting Members

Purchase/Patron Awards

Nominating
Appoints Board Members

Board and Committee Sign Up

– Sign Up Genius

- Sign Up Genius is an online organization program we're using this year for volunteer sign ups. If you did not receive an email invitation please e-mail Shawn Deitch at shawbfd@gmail.com

– Sign Up Sheets

- We also have sign up sheets available during the break tonight. Please help by participating

37 members have signed up to volunteer in 2015 so far. THANK YOU!

Timeline

✓ = Completed

Organization:
 Restructure Board/Committees ✓
 Nominate/Fill Board & Chairs
 Committee Signups

Enhanced Programming:
 Program Committee
 Develop Criteria Select Programs Post Program Evaluation Hire Part-Time Coordinator

Nov/Dec 2014	Jan/Feb 2015	Mar/Apr 2015	May/June 2015	July/Aug 2015	Fall 2015	Winter 2016	Spring 2016	Ongoing 2017
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Development:
 Fundraising Advisory Committee Multi-level Program Unique Event Hire Part-Time Manager

Facility Improvements:
 Interior Storage 10 New Display Screens New Sign/Lighting Shed/Floor Repairs 10 Display Screens 2016 & 2017

Marketing:
 Roles and Responsibilities Matrix ✓
 Logo Review Website Review Collateral Materials Cross Promotion Partnerships

SUMMARY

The Strategic Plan is... Just a Plan

We will be:

- Trying some new ideas
- Focusing on our successes
- Revising or eliminating areas not meeting the goals of HCAA
- Changing the Plan as needed to ensure long-term viability of HCAA