

STRATEGIC PRIORITIES

ART REACH OF MID MICHIGAN

2022-2025

- I. **Financial/Organizational Health** - Create economic stability and sustainability
 - A. Goal 1: Establish stable guidelines/structure for salary
 - B. Goal 2: Establish Development Committee
 - C. Goal 3: Evaluate all key programming (store, gallery, outreach, classes, fundraising)

- II. **K-12 Partnerships** - Engage the local education community to learn where Art Reach can support their work
 - A. Goal 1: Learn about their art curriculum, and if there are gaps in resources, materials, or expertise that Art Reach can help source
 - B. Goal 2: Identify areas where we can showcase the work of student artists
 - C. Goal 3: Explore collaboration between Art Reach and the student art organizations in the schools and Art Reach

- III. **Demographics** - Expand Art Reach services into demographic populations that are currently underserved
 - A. Goal 1: Strengthen relationship with Saginaw Chippewa Indian Tribe and other Michigan-based indigenous tribes.
 - B. Goal 2: Strengthen relationship with local higher education institutions
 - C. Goal 3: Increase appeal of merchandise available in the retail operation
 - D. Goal 4: Review and reprioritize marketing strategies to target new markets