



Delaware Arts Alliance (DAA) Strategic Plan 2016-2018

GOALS

GATHER - DAA curates research, data & thought to advance the creative sector's critical impact on Delaware's economy, education systems and quality of life.

ADVOCATE: DAA uses this uniquely curated expertise to advocate for with decision makers throughout the state.

SUSTAIN & GROW: DAA creates an institutional structure and financial base to support its work as a model for other states and regions.

OBJECTIVES

GATHER - DAA curates research, data & thought to advance the creative sector's critical impact on Delaware's economy, education systems and quality of life.

ADVOCATE: DAA uses this uniquely curated expertise to advocate for with decision makers throughout the state.

- **O1**: Curate and make publicly available arts related economic, educational and quality of life data on its website.
- **O2**: Support for Delaware's creative sector increases as public officials & decision makers have the information they need related to the arts & arts education.
- **O3**: Develop and execute a comprehensive communications plan to support advocacy, marketing, and fundraising, with specific plans for different segments.
- **O4**: Identify alternative funding streams for Delaware arts & arts education budgets.

SUSTAIN & GROW: DAA creates an institutional structure and financial base to support its work as a model for other states and regions.

- **O5**: Stable and growing DAA income, relying on a mix of membership, contributed income & government grants.
- **O6**: DAA organizational structure reflects the needs of the organization at board, staff and membership levels.