



Delaware Arts Alliance Strategic Plan 2013 – 2015

Vision Statement: Delaware will become a vibrant, thriving, arts-infused community that recognizes and encourages the creativity of all its citizens.

Mission Statement: The Delaware Arts Alliance is the unifying voice for the arts and arts education throughout the state, advocating for the central role of the arts in advancing dynamic communities and a creative citizenry.

Goal 1. Raise the profile of the arts in education, economic development, and public policy to ensure a thriving future for the arts in Delaware.

1.1 Advocate of two critical issues in arts education in Delaware

1.1.1 STEM to STEAM and Core Standards

1.1.2 Making sure that core standards reflect the inclusion of arts education in all public and charter schools

1.2 Advocate for initiatives which make the arts central to economic development strategies

1.2.1 Establish a statewide strategy to create Arts & Culture Districts

1.2.2 Include the arts in cultural tourism activities

1.3 Advocate for public policies that secure a sustainable arts sector

1.3.1 Grow the Delaware Arts Trust Fund

Goal 2. Build a strong coalition, representative of a broad sector of the community, who will serve as advocates and ambassadors for the arts in Delaware.

2.1 Develop a consistent message about the importance of the arts in Delaware

2.1.1 Establish a marketing plan

2.2 Develop opportunities to continually engage Delawareans with DAA

2.2.1 Database development

2.2.2 Speaking engagements

2.3 Assert DAA's leadership in the national arts advocacy arena

2.3.1 Deepen work with Americans for the Arts (SAAN, National Arts Advocacy Day, Arts Action Fund, etc.)

2.3.2 Continue to work with Kennedy Center Arts in Education Initiative

Goal 3. Develop and strengthen DAA's infrastructure to facilitate its effective role as the voice for the arts in Delaware.

- 3.1 Develop and implement a model for increasing membership
- 3.2 Generate sustainable funding streams
 - 3.2.1 Maintain and pursue government funding
 - 3.2.2 Maintain and pursue foundation funding
 - 3.2.3 Maintain and pursue corporate funding
 - 3.2.4 Maintain and pursue individual support
- 3.3 Recruit, develop and retain effective staff, board members, and volunteers
 - 3.3.1 Create staffing plan
 - 3.3.2 Continue Board member cultivation and recruitment
 - 3.3.3 Cultivate an effective volunteer pool
- 3.4 Create and maintain effective management systems and processes
 - 3.4.1 Manage data effectively
 - 3.4.2 Establish and maintain clear policies and procedures