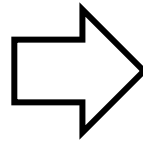


Overall Organizational Goals

These are **BROAD** and last **BEYOND 2027**

The ACWL-Nuveen will...

1. Maintain an organizational structure that results in a balance between financial viability and productive operations.
2. Lead with expertise to provide new and unique arts opportunities.
3. Continue to operate with a focus on diversity, inclusion, environmental impact and community needs.
4. Expand reach and awareness of the ACWL-Nuveen within and beyond the White Lake community.



2024-2027 Goals

Increase and expand the variety of programming for individuals with disabilities and families.

Develop collaborative relationships with [community businesses, schools, organizations, libraries, and internal committees etc.]

Evaluate our physical footprint (building, art walk) and determine our needs.

Continue to develop scholarship opportunities.

Optimize fundraising opportunities

Continue to engage with and listen to community members of all ages and explore ways to meet their needs.

2024-2027 Goals

Increase and expand the variety of all programming, including programs for individuals with disabilities and families.

Develop collaborative relationships within the community and foster collaboration within our organization.

Evaluate our physical footprint (building, art walk) and determine our needs.

Continue to develop scholarship opportunities.

Optimize fundraising opportunities

Continue to engage with and listen to community members of all ages and explore ways to meet their needs.

Art Walk - Kathy Rogers

Use the bike trail and sculptures to offer activities for individuals with disabilities and families to engage with the arts.

1. Develop and offer programming that will take place along the Art Walk. 2. Secure fiscal for art walk maintenance support from the City of Whitehall, City of Montague, and the Chamber of Commerce.

1. Maintain an annual condition report of the artwork on the trail. 2. Repair and maintain sculptures and their landscape footprint.

1. Work with students to create public art. 2. Collaborate with finance, programming, and fundraising to develop a scholarship-funded class centered around the Art Walk.

1. Identify business sponsors and other donors to contribute to the maintenance fund for the Art Walk. 2. Collaborate with the fundraising committee to brainstorm future fundraising opportunities that engage the Art Walk. 3. Continue to seek grant support for maintenance of the Art Walk.

1. Host events on the Art Walk. 2. Engage the community when new public artwork is commissioned, solicit feedback about the status of the current Art Walk, and seek input on future projects. 3. Keep the community engaged by informing them of Art Walk updates.

Membership - Kathy Rogers

Emphasize the benefits of membership at all classes and events by providing printed materials.

Provide free memberships to area art and music teachers.

Ensure the membership renewal envelope has the option for an additional donation to support ACWL-Nuveen classes and activities.

Develop incentives for increasing membership.

Create survey for annual Membership Dinner to solicit feedback from members.

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Continue to develop scholarship opportunities.

Optimize fundraising opportunities

Continue to engage with and listen to community members of all ages and explore ways to meet their needs.

Finance - Deb Harris

Determine what amount of funds will be set aside/invested for our physical space.

Host an annual workshop for board members that explains the budget and other financial documents.

Keep track of scholarship funds used and available.

Evaluate the cost/benefit ratio of fundraising events.

Gallery - Lynn Cotter

1. Offer professional development for artists. 2. Support events for/within the gallery.

Create and maintain relationships with local teachers, businesses, and organizations.

Evaluate and update the facade and window merchandising area

Assist the fundraising committee with events that take place in the gallery.

Design a survey to distribute to artist members on a yearly basis.

Marketing - Ian Martin

Support new programming through marketing.

Create a benefits for sponsors handout.

Assess the physical image of the building.

1. Tell the story of the ACWL-Nuveen - why, who - through video. 2. Provide marketing support to all scholarship fundraising.

1. Determine pricing for gallery rentals. 2. Continue to assess opportunities to expand the reach of the ACWL-Nuveen.

Ensure broad distribution of surveys to community members following events/fundraisers.

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Optimize fundraising opportunities

Continue to engage with and listen to community members of all ages and explore ways to meet their needs.

Building The Future - Erin Peyer

Collaborate with and support all committees by organizing a meeting with all chairs three times a year.

Collect input from committees about what's needed for a physical space.

Explore fundraising opportunities related to the future of our space based on the organization's communicated needs.

Maintain transparency and solicit community feedback before any major decision regarding the future of our space.

Summer Concerts - Erin Peyer

Offer more handicapped parking for concerts.

Continue to seek out sponsorships from local businesses and organizations.

Offer more handicapped parking for concerts.

Evaluate the cost/benefit ratio of snack sales at concerts.

Have an individual sponsor for each concert.

Continue to distribute a survey following each series.

Admin: Board, Staff, & Volunteers - Holly VanderPlaats

Help make connections with various community service organizations.

Help make connections with various community service organizations.

Determine what will happen when our lease ends in December 2025.

Spread the word about scholarship fundraisers and the opportunity of scholarship pricing.

1. Spread the word about upcoming fundraisers. 2. Help with the logistics of fundraisers.

Talk with community members about the ACWL-Nuveen.

2024-2027 Goals

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Continue to develop scholarship opportunities.

Optimize fundraising opportunities

Continue to engage with and listen to community members of all ages and explore ways to meet their needs.

DEI - Laura Ritchie & Chris Jones

1. Work with community service organizations to offer programming to the people they serve in an inclusive setting. 2. Offer connection for interpreter services for classes. 3. Offer accessible parking options for Free Summer Concert Series.

1. Work with community service organizations to offer programming to the people they serve in an inclusive setting. 2. Encourage participation of diverse populations through education about our offerings at Muskegon County Schools.

Offer accessible parking options for the Free Summer Concert Series.

Review scholarship disbursements to ensure equitable distribution of scholarship funds one time per class session.

Collaborate with fundraising committee to ensure there is a broad reach in representation.

Provide a comment box at all events.

Fundraising - Alice Gambel

1. Host small fundraisers that bring in unique and diverse performers/artists and host a class/workshop in conjunction with the event. 2. Work with the DEI committee to evaluate all fundraisers to ensure they are accessible.

1. Solicit sponsorships from businesses. 2. Continue to work with and rent other facilities (Playhouse, High school).

Asses what fundraising needs from our space.

Develop a specific fundraiser for scholarships.

Work with other committees to ensure optimal fundraising.

1. Continue to gather data and solicit feedback from community members. 2. Find ways to gather more data!

2024-2027 Goals

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Develop collaborative relationships within the community and foster collaboration within our organization.

Evaluate our physical footprint (building, art walk) and determine our needs.

Continue to develop scholarship opportunities.

Optimize fundraising opportunities

The ACWL-Nuveen will continue to engage with and listen to community members of all ages and explore ways to meet their needs.

Educational Programming - Erin Peyer

1. Work with community service organizations to offer programming to the people they serve in an inclusive setting. 2. Continue to seek out teachers who can present diverse mediums.

Work with community service organizations to offer programming to the people they serve in an inclusive setting.

Determine classroom space needs and whether additional classroom space would increase revenues.

Spread awareness about scholarship pricing.

Continue to solicit sponsors for specific programs and classes.

1. Continue to distribute class surveys following each class. 2. Develop a survey for teachers.