



Strategic Plan

May, 2019

HVCA Strategic Plan

May 14, 2019

Introduction

As an organization, the Huron Valley Council for the Arts (HVCA) believes that strategic planning is important to meeting its mission and achieving its vision. To that end, HVCA presents this latest version of its Strategic Plan, the culmination of planning sessions conducted October 2018 through May 2019. The participants included members of the board of directors, committee chairs and other key volunteers.

Revision history:

1. Version 1, March 10, 2008 (first published plan)
2. Version 2, July 3, 2013

The following is the third published version of HVCA's Strategic Plan.

HVCA Strategic Plan

May 14, 2019

Mission

The mission statement describes why HVCA exists. Mission statements are typically brief but specific enough to distinguish HVCA from other organizations.

HVCA's mission is to enhance the cultural life of our region
by promoting and sustaining the arts for people of all ages.

Vision

The vision statement articulates a view of HVCA as its leaders wish it to be in the foreseeable future. Sharing this vision across the organization can help guide HVCA's budgeting and decision-making.

HVCA's vision is to be recognized as a
leading regional arts and cultural center.

HVCA Strategic Plan

May 14, 2019

HVCA Strategic Plan

May 14, 2019

Core Values

HVCA's core values are guidelines that describe how we as an organization expect HVCA board members, staff members and volunteers to conduct themselves.

Integrity

We adhere to the highest levels of integrity, honesty and ethical behavior.

Leadership

Our board of directors will be knowledgeable of HVCA operations, demonstrate effective leadership and employ good governance practices. The Board will also encourage leadership and initiative among staff members and volunteers.

Inspiration

We will be a leader in our community to inspire creativity and to foster enrichment through the arts.

Collaboration

We work together with internal and external partners in an open, cooperative and respectful manner to encourage the arts in all forms and mediums for all audiences.

Accountability

We will be fiscally responsible for operating HVCA as a business, adhering to ethical principles and maintaining professionalism in all endeavors.

Diversity

We exist to serve the general and artistic community. We respect and welcome visitors, artists, volunteers, staff, sponsors and business and municipal partners of every religion, race and gender in the spirit of inclusiveness, while encouraging diversity of thought.

Volunteerism

We maximize the participation of professional and highly competent volunteers to achieve our mission.

Value

We provide effective and affordable arts programming that enriches our community.

HVCA Strategic Plan

May 14, 2019

Strategic Goals

*HVCA's strategic goals and objectives are organization-wide statements of commitment across a five-year span into the future. The **goals** are broad statements of intended outcomes, and HVCA has just three of these, shown below.*

1. Strategic Goal for Engagement:

HVCA will promote community engagement, enjoyment and support of arts and humanities through quality education and programming

2. Strategic Goal for Collaboration:

HVCA will achieve strong support of the arts through collaborations with other community organizations

3. Strategic Goal for Expansion:

HVCA will expand its offerings and boost its value to the community through increased financial and human resources

*The **objectives** support the goals, and they should be SMART: Specific, Measurable, Actionable, Realistic and Time-based. This chart shows the HVCA objectives and the relative timing across a five-year window.*

HVCA Strategic Plan

May 14, 2019

file:///C:/Users/Gaylord/Documents/gaylord/HVCA/Planning/Strategic%20Planning%20-%20Oct%202018/Goals%20and%20Objectives%20Chart%20-%2014-19%20-%20Alt.pdf

To see favorites here, select ☆ then ☆, and drag to the Favorites Bar folder. Or import from another browser. [Import favorites](#)

1 of 1

Fit to page Page view A¹ Read aloud Add notes

HVCA Goals and Objectives	2019				2020				2021				2022				2023			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1. Goal for Engagement																				
1.1: Promote HVCA during our 20th anniversary year	●	●	●	●																
1.2: Offer exhibit by special-needs artists			●																	
1.3: Develop targeted offerings to celebrate veterans				●		●	●			●			●	●						●
1.4: Recruit additional marketing expertise					●	●	●													
1.5: Develop targeted offerings for seniors									●	●	●	●					●	●	●	●
1.6: Develop targeted offerings for young families													●	●	●	●				
2. Goal for Collaboration																				
2.1: Increase collaborations with artists and performers		●	●	●	●															
2.2: Enhance collaboration with Highland Township					●	●														
2.3: Increase collaborations with other school districts						●	●	●									●	●	●	
2.4: Increase collaborations with other arts organizations									●	●	●	●								
2.5: Increase collaborations with municipalities													●	●	●	●				
3. Goal for Expansion																				
3.1: Commission financial audits to ensure sound practices		●	●							●	●							●	●	
3.2: Implement technological tools to improve efficiency			●	●		●	●		●	●			●	●			●	●		
3.3: Update funding development plan to increase revenues					●	●														
3.4: Expand marketing into Eastern Livingston County									●	●	●	●								
3.5: Expand marketing into Northern Washtenaw County													●	●	●	●				
3.6: Increase revenue targets by 3% annually			●				●				●				●					●

9:50 AM 5/14/2019