



**PLANNING COMMITTEE
STRATEGIC PLAN OBJECTIVES FY17
(Updated 10/28/16)**

PLAN IMPLEMENTATION

Planning and Institutional Advancement – The Committee shall lead the implementation of the strategic plan, identifying key strategic goals and actions and overseeing progress over the next three years.

GOAL 1 (ACCESS)

All young people across New Jersey and Eastern Pennsylvania will have access to quality, integrated arts learning experiences.

YA is committed to bringing quality arts learning experiences to all young people in New Jersey and Eastern Pennsylvania, regardless of geographic location or economic and social status.

OBJECTIVES:

1. Increase number of schools/students served
2. Understand and reflect the shifting educational environment
3. Strengthen artist roster and monitor and improve program offerings
4. Deliver programs that set the standard for arts and education programming

PROGRESS TO DATE	STRATEGIC PLAN OBJECTIVE	ACTION	TIMELINE	NEEDED RESOURCES	PLANNING COMMITTEE ROLE	SUCCESS INDICATORS
	Identify and explore programming to non-traditional partnerships (libraries, camps, clubs, religious groups) and students in non-traditional settings (health, wellness, hospitals, grief support, disaster relief, children with special needs, court-involved youth, home school)	Develop business plan/strategies for connecting with these groups	FY17 - Define characteristics of ideal partnership and define network held by organization; build on existing network to connect with potential partner orgs FY18 - Develop unique materials and approach for special groups, as needed FY19 - Implement programs and assess impact of programming Ongoing - Pursue partnerships as the opportunity arises	Staff time, Planning Committee time, map of networks currently held by staff and board, inventory of current and recent program partners		Successful partnerships advance mission and are financially sustained; 10% growth in programs serving students in non-traditional or special needs environments

GOAL 4 (MARKETING, PUBLIC RELATIONS, ADVOCACY, PARTNERSHIPS)

Marketing, public relations, advocacy efforts and partnerships will be leveraged to undertake the work of the Strategic Plan.

To achieve the goals contained in the Plan, there will need to be modifications, improvements, and adjustments in external communication strategies that support the work.

OBJECTIVES:

1. Increase our effectiveness in marketing tools and strategies.
2. Position the organization as an arts education leader and resource to educators, parents and the public.
3. Advocate for the value of arts education with educators, parents and the public.
4. Explore and engage in equitable partnerships that align with our vision and help us to reach the goal to reach every child.
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PROGRESS TO DATE	STRATEGIC PLAN OBJECTIVE	ACTION	TIMELINE	NEEDED RESOURCES	PLANNING COMMITTEE ROLE	SUCCESS INDICATORS
	Position YA as expert in arts education in the region	Hire a writer to co-write editorials about arts education	FY17-19	Staff and board time and funds for professional writer/editor	Support Marketing, Programming and education staff and Arts Education Committee	Publish/share editorial series to coincide with 45 th anniversary in 2017-2018

PROGRESS TO DATE	STRATEGIC PLAN OBJECTIVE	ACTION	TIMELINE	NEEDED RESOURCES	PLANNING COMMITTEE ROLE	SUCCESS INDICATORS
	Advocate for arts education in the school setting and with organizations that serve children	Partner with NJ Arts Education Partnership to develop and implement #ARTSEDNOW campaign	FY17 - Formalize agreement with NJAEP to be pilot organization for campaign FY18 - Implement campaign FY19 - Assess	Staff and board time and support, Board Advocacy working group		Unified message about value of arts education is reaching policy makers; YA creates model for how to engage board, clients, teachers in advocacy efforts, which is documented and shared with YA National and Americans for the Arts

