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## **I. ENGAGEMENT**

### **Strengthen engagement within our local and regional communities**

#### **FY17**

##### **OBJECTIVE #1: Contextual Learning**

Implement a more thoughtful approach to contextual learning in response to each exhibition cycle through audience participation, workshops, lectures and classes that develop contextually through LAL's exhibitions. LAL will incorporate new initiatives that focus on Education for artists, community members and educators.

Strategies:

1. Increase the number of exhibition proposals by developing a call for proposals.
2. Develop new educational opportunities by the spring of FY17 that will focus on educating artists, community members and educators.

##### **OBJECTIVE #2: Strategic Marketing**

Develop a marketing committee to study current methods of audience engagement to identify and design strategies for audience development efforts.

Strategies:

1. Examine smaller targeted audience opportunities.
2. Re-brand on-going events like Fourth Friday.
3. Analyze and update website.
4. Investigate new marketing opportunities to implement this year.

#### **FY17-FY18**

##### **OBJECTIVE #3: Diversity & Audience Development**

Enhance the visual art community by expanding into other forms of fine art for interdisciplinary experiences designed to increase diversity & audience.

1. Diversify content through the engagement of underserved constituent groups in the development of programs and exhibition that will infuse LAL with cultural, ethnic and socio-economical influences.
2. LAL will develop strategies intended to broaden and diversify our audience base.

##### **OBJECTIVE #4: Partnerships**

Deepen and Identify new partnerships that advance and support mission.

1. Define/examine the process we use to build/maintain community partnerships & identify potential partnerships that would be mutually beneficial.
2. Partner to coalesce needed resources for the presentation of art that proves challenging to present in our current facility( i.e. video installations )

**FY18-FY19**

**OBJECTIVE #1: Arts Educators**

Link with surrounding colleges and universities to expand opportunities for Arts Educators and artists to learn to teach art to children; practice and engage surrounding communities for those classes.

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**II. FINANCIAL**

**LAL will develop best practices that support fiscal responsibility and ensure sustainability and growth.**

**FY17-FY18**

**OBJECTIVE #1: Annual Development Plan**

Design a structured development plan for each fiscal year that is quantifiable and attainable that will allow revenue generation to be a collaborative effort amongst the board and staff.

Strategies:

1. Establish an Annual Development Plan to support the work of LAL, that also allows includes strategies for growth each year.
2. Encourage dialogue with individual board member regarding their specific contributions to the Development Plan each year.

**OBJECTIVE #2: Earned Income**

Develop Strategic approach to increasing earned income.

Strategies:

1. Monetize existing assets like the Artist Archive via corporate sponsorships and through our deepening partnership with **Intersect Creative**.
2. Continue to expand our efforts to become a centralized hub for the sale of local art via gallery sales.
3. Consider additional opportunities for partnerships for current LAL programs that focus on sales and earned income. (Black Friday, CSA and Art Auctions)
4. Utilize the task force/workgroup model for Major Event Planning and include board, staff and community members in that effort. (Adopt chairmanship model for signature events.)

**FY18**

**OBJECTIVE #3: Sustainability: Endowment & Planned Giving**

Strategies:

1. Reinstate Endowment Committee/Task Force
2. Craft a thoughtful Endowment Challenge

**FY19**

1. Design a structure and develop the materials needed for a planned giving program.
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**III. FACILITIES**

**FY17-FY18**

**OBJECTIVE #1: Loudoun House**

Examine the current uses of Loudoun House to develop new programs and initiatives that further activate the space.

Strategies:

1. Develop Facilities committee to analyze the current use of the space and to maximize its use. (What are the spaces asset and what are its limitations?)
2. Conduct analysis of the current Studio Rental program and establish goals for how that will develop in the future. (Items to consider include: How does our rent compare to current rental rates, how long should the lease be, should we considered a different model all together, or a modification? What are the needs in our community regarding long-term and short term leases?)
3. Conduct analysis of LAL rental program and make adjustments as needed.

## **IV. GOVERNANCE / BOARD DEVELOPMENT**

### **FY17-FY19**

#### **OBJECTIVE #1: Board Development**

LAL will develop and engage board that will function in a tri-modal fashion, providing fiduciary, strategic and generative governance strategies to attain the stated goals for the organization.

Strategies:

1. Build and sustain a board that is reflective of the diversity within the local community in which LAL operates.
2. Each board member is expected to participate in committee work or to lend their skills to specific tasks or projects and to be well informed regarding all of LAL's operations and programmatic activity.
3. The board will provide oversight for all of LAL's financial activity and will regularly monitor the organization's fiscal health.