

artsnb Strategic Plan 2018-2021

GOALS & ACTIONS

1. Review 5-yr trends to find gaps & how funds could be best spent
2. Reach out to diverse stakeholders to ensure programs meet needs
3. Approach influencers & decision-makers to consolidate programs
4. Reach \$1.5M in provincial funding for grants & scholarships
5. Stimulate critical writing in NB

1. Secure base funding for continuing Indigenous Outreach position
2. Leverage charitable status for sponsorship opportunities
3. Find partners for LG Awards and new Community Award
4. Establish working group with arts orgs; mentor artists to increase # of new applicants to Canada Council
5. Work to better integrate arts & culture in PNB's tourism strategy



GENERAL PRINCIPLES
*partnership
 coordination
 cooperation
 consultation
 outreach
 growth
 sustainability
 capacity building
 clear documentation
 communications
 digital technology
 adequate funding
 efficiency*



1. Hire a Communications Officer to enhance artsnb's brand & presence
2. Leverage technology & social media to broadcast artsnb's activities
3. Engage with media to publish stories; ensure msgs are in step with partners
4. Seek sponsors & donors to fund targeted programs, events & awards
5. Attend arts & culture events across NB; enlist help of Board to do so

1. Ensure Board composition is balanced, includes complementary skills, & helps advance key objectives
2. Leverage secondary skills of staff & train to maximize capabilities
3. Use technology to maximize efficiency for all administrative tasks
4. Secure sufficient funding for effective execution of mandate and mission