

Three-Year Strategic Plan for Jasper Community Arts (2024-2026):

Vision: The arts are for and within everyone. The arts are essential for the economic, cultural, and personal well-being of our community.

Mission: Our mission is to provide experiences and opportunities which ignite an appreciation, participation, and enjoyment of the arts. We will continue to be a catalyst for diverse and inclusive programming that contributes to the economic vitality of Jasper and the surrounding community.

DEIA (Diversity, Equity, Inclusion, and Accessibility) Statement: Jasper Community Arts is committed to working with artists and other individuals and organizations to cultivate a community that serves, celebrates, and values every resident of Jasper. We envision a city where engagement in the arts is not pre-determined by socioeconomic status, race, ethnicity, gender, sexual orientation, or disability. We believe a successful community is one in which:

1. All artists, creative workers, audiences, and students have full access to the diverse set of arts resources in our community, and their varied histories, voices, and lived experiences are respected.
2. Equitable access to arts programming and opportunities is standard practice and not an exception.
3. Programming unites organizations, artists, and audiences with diverse backgrounds so that every resident feels as though they belong.

Focus Areas: Facilities, Audience, Programming, Identity

Facilities:

- Update the Jasper Arts Center to improve accessibility and enhance the patron and artist experience.
 1. Action Steps:
 1. Conduct an accessibility audit by hiring a professional consultant to identify areas for improvement.
 2. Install ramps, elevators, and other necessary accessibility features to ensure compliance with ADA guidelines.
 3. Enhance seating arrangements and sightlines for an improved audience experience.
 4. Upgrade sound and lighting systems to provide optimal performance conditions.
 5. Create dedicated dressing rooms and backstage areas with improved amenities for artists.
 2. Key Performance Indicators
 1. Percentage increase in accessibility features implemented.
 2. Average satisfaction rating of patrons and artists regarding facility improvements.
 3. Number of positive feedback/comments received about the enhanced atmosphere and amenities.
- Reevaluate staff roles and their functions within two facilities.

1. Action Steps:
 1. Conduct a comprehensive review of staff roles and responsibilities.
 2. Identify overlapping or inefficient areas and reassign or redefine roles accordingly.
 3. Foster interdepartmental collaboration by implementing regular meetings and communication channels.
 4. Provide training and professional development opportunities to enhance staff skills and adaptability.
 2. Key Performance Indicators
 1. Staff satisfaction survey results indicating improved clarity and effectiveness of roles.
 2. Percentage increase in interdepartmental collaboration and communication.
 3. Efficiency metrics, such as reduced response time or streamlined processes, as measured by staff feedback.
- Develop a fundraising infrastructure.
 1. Action Steps:
 1. Hire a dedicated development professional or consultant to lead fundraising efforts.
 2. Create a comprehensive fundraising plan with specific goals and strategies.
 3. Cultivate relationships with local businesses, philanthropic organizations, and individual donors through personalized outreach.
 4. Host fundraising events and initiatives such as benefit concerts, auctions, and donor recognition programs.
 5. Explore grant opportunities and develop compelling grant proposals.
 2. Key Performance Indicators
 1. Total funds raised through various channels (donations, sponsorships, grants, etc.)
 2. Number of new donors and sponsors acquired.
 3. Success rate of grant applications and awarded funds.
- Reevaluate the Jasper Arts Center and Thyen-Clark Cultural Center operation model.
 1. Action Steps:
 1. Conduct an operational review to identify areas for improvement and increased efficiency.
 2. Streamline administrative processes, such as ticketing, event scheduling, and facility rentals.
 3. Enhance communication channels between departments, staff, and external stakeholders.
 4. Implement regular performance assessments and feedback mechanisms for continuous improvement.

5. Explore partnerships with local educational institutions for internship and apprenticeship programs.
2. Key Performance Indicators
 1. Reduction in operational bottlenecks or inefficiencies, as reported by staff.
 2. Improved interdepartmental communication metrics (e.g., response time, satisfaction ratings).
 3. Percentage increase in overall operational effectiveness and cost savings.
- Update the plan for the usage of existing facilities.
 1. Action Steps:
 1. Evaluate current programming demands and community needs through surveys, focus groups, and community engagement sessions.
 2. Assess the utilization of different spaces within the facility and identify opportunities for optimization.
 3. Develop a flexible scheduling system that accommodates a variety of events and activities.
 4. Create partnerships with local community groups, schools, and organizations to maximize facility usage and outreach.
 2. Key Performance Indicators
 1. Percentage increase in facility utilization rates.
 2. Feedback from community organizations and users regarding the suitability of spaces for their needs.
 3. Number of new partnerships formed for facility usage.
 - Explore the feasibility of a new performing arts venue versus updating the current facility.
 1. Action Steps:
 1. Conduct a comprehensive feasibility study, including cost analysis, market research, and community input.
 2. Engage with architectural firms and consultants to evaluate potential designs and construction plans.
 3. Explore funding options, including public-private partnerships, grants, and community fundraising campaigns.
 4. Consider the long-term sustainability and operational costs associated with both options.
 5. Present findings and recommendations to the Board of Directors and community stakeholders for a collective decision-making process.
 2. Key Performance Indicators

1. Results of the feasibility study report, including cost analysis, community input, and fundraising potential.
2. Stakeholder satisfaction with the decision-making process.
3. Long-term financial projections comparing the cost and benefits of each option.

Audience:

- Develop a teen advisory council.
 1. Action Steps:
 1. Reach out to local schools, youth organizations, and arts education programs to identify interested teenagers.
 2. Create an application and selection process to form a diverse and representative council.
 3. Provide regular meetings and workshops for council members to discuss programming ideas and initiatives.
 4. Empower the council to curate events and programs specifically targeted at engaging their peers.
 5. Recognize and celebrate the contributions of the teen advisory council through public acknowledgment and involvement in decision-making processes.
 2. Key Performance Indicators
 1. Number of applications received and council formation.
 2. Quantity and quality of programming ideas and initiatives generated by the council.
 3. Teen attendance and participation rates in events targeted towards their demographic.
- Develop a docent model and volunteer program.
 1. Action Steps:
 1. Develop a comprehensive training program for docents, including art history, exhibition-specific knowledge, and communication skills.
 2. Recruit volunteers from the local community through outreach efforts, social media campaigns, and volunteer fairs.
 3. Establish regular docent-led tours and educational programs for visitors of all ages.
 4. Implement a recognition and appreciation system to acknowledge valuable contributions.
 2. Key Performance Indicators
 1. Number of trained docents and volunteers recruited.
 2. Visitor satisfaction ratings regarding the quality of guided tours and interactions with docents.
 3. Retention rate of docents and volunteers over time.

- Explore partnerships with organizations serving minority and/or underrepresented communities.
 1. Action Steps:
 1. Research and identify local organizations that serve minority and/or underrepresented communities.
 2. Reach out to potential partner organizations to establish initial contact and express interest in collaboration.
 3. Arrange meetings or discussions to explore opportunities for partnership and mutual goals.
 4. Identify areas of collaboration, such as joint events, shared resources, or co-promotion of programming.
 5. Develop formal partnership agreements or memorandums of understanding outlining the scope and responsibilities of each partner.
 6. Regularly assess and evaluate the effectiveness and impact of partnerships through feedback and data collection.
 7. Attend community events, meetings, and gatherings to establish relationships and understand community needs.
 8. Seek opportunities to collaborate on joint initiatives, community projects, or outreach programs.
 9. Utilize diverse communication channels to reach different audiences, such as community newsletters, social media groups, or local publications.
 10. Measure the reach and impact of collaborative efforts through audience surveys, attendance data, and community feedback.
 2. Key Performance Indicators
 1. Number of partnerships established with organizations representing underrepresented communities.
 2. Attendance and participation rates of underrepresented audiences in programming targeted towards them.
 3. Feedback from partner organizations and community members regarding the inclusivity and relevance of the initiatives.
- Develop programming and initiatives that cater to the interests and needs of underrepresented communities.
 1. Action Steps:
 1. Conduct research and needs assessments to understand the interests, preferences, and needs of underrepresented communities.
 2. Identify and prioritize programming themes, genres, or topics that resonate with underrepresented communities.
 3. Incorporate diverse perspectives, voices, and artistic expressions into programming selection and curation.

4. Allocate dedicated resources and budget to support programming initiatives targeting underrepresented communities.
5. Monitor attendance, engagement, and feedback from underrepresented audiences to evaluate the success and impact of the initiatives.

Programming:

- Implement a flex ticketing (build your own) package.
 1. Action steps:
 1. Assess the current ticketing system and identify areas for improvement.
 2. Research and select a flexible ticketing software or platform that can accommodate custom package creation.
 3. Configure the ticketing system to offer flexible ticket packages, allowing patrons to choose their preferred combination of events.
 4. Develop clear guidelines and instructions for patrons on how to build their own ticket packages.
 5. Promote the flex ticketing package through various marketing channels, including website, social media, and newsletters.
 6. Train box office staff on the new ticketing system and educate them on assisting patrons with building custom packages.
 7. Regularly analyze data on flex ticket sales, customer preferences, and feedback to optimize and refine the package offering.
 2. Key Performance Indicators
 1. Percentage of patrons who purchase flex tickets compared to standard ticket packages.
 2. Revenue generated from flex ticket sales.
 3. Flexibility rating and overall satisfaction of patrons with the ticketing options.
- Offer balanced programming beyond the visual arts.
 1. Action steps:
 1. Conduct a comprehensive assessment of the current programming focus and identify areas for expansion.
 2. Research and identify performing arts, film, literary, and interdisciplinary organizations or artists to collaborate with.
 3. Develop partnerships with identified organizations or artists to co-present or co-produce events or performances.
 4. Allocate resources and budget to support the inclusion of diverse art forms and genres in the programming calendar.

5. Conduct market research and engage in community conversations to understand the demand and interest in expanded programming.
 6. Regularly evaluate the diversity and balance of programming through attendee feedback, attendance data, and community surveys.
 7. Adjust programming offerings based on data and feedback to ensure a diverse range of artistic expressions and experiences.
2. Key Performance Indicators
 1. Number of diverse programming categories introduced.
 2. Attendance and participation rates in non-visual arts events.
 3. Positive feedback and ratings from attendees regarding the expanded programming.
- Prioritize programming based on community needs and available resources.
 1. Action steps:
 1. Conduct regular surveys and focus groups to gather feedback on community interests, preferences, and needs.
 2. Analyze survey results, attendance data, and community demographics to identify programming gaps and opportunities.
 3. Prioritize programming themes and genres that align with community interests and have the potential for high audience engagement.
 4. Allocate resources, including budget, staffing, and time, based on the identified priorities and available resources.
 5. Establish clear evaluation criteria to assess the impact and success of prioritized programs.
 6. Regularly review and adapt the programming priorities based on evolving community needs, emerging trends, and available resources.
 2. Key Performance Indicators
 1. Survey response rates and results indicating community interests and preferences.
 2. Alignment of programming decisions with community feedback.
 3. Cost-effectiveness of programs as measured by attendance, revenue, and resource allocation.
 - Offer non-traditional workshops (food, wine, technology, etc.)
 1. Action steps:
 1. Identify non-traditional workshop topics or themes that align with community interests and arts-related experiences.

2. Research and reach out to local experts, organizations, or artists specializing in the identified workshop areas.
3. Develop a schedule of non-traditional workshops, ensuring a diverse range of topics and experiences.
4. Market the workshops through targeted marketing channels, such as social media groups, community organizations, and online platforms.
5. Provide clear workshop descriptions, objectives, and registration details to potential participants.
6. Collaborate with local businesses or venues to host the workshops, leveraging their resources and expertise.
7. Evaluate workshop attendance, participant feedback, and community demand to refine and expand the non-traditional workshop offerings.

2. Key Performance Indicators

1. Number of non-traditional workshop topics/themes identified and selected.
2. Workshop attendance rate and participant feedback scores.
3. Increase in workshop registrations.
4. Number of marketing channels utilized and their effectiveness in reaching the target audience.
5. Number of partnerships established with local businesses/venues for workshop hosting.

- Additional programming for all abilities, cultures, and ages.

1. Action steps:

1. Conduct research and needs assessments to understand the programming gaps and opportunities for different abilities, cultures, and age groups.
2. Collaborate with local organizations, schools, and community groups to identify specific needs and interests.
3. Develop targeted programming initiatives that cater to specific abilities, cultures, and age groups.
4. Provide accessibility accommodations, such as assistive listening devices, sign language interpretation, or sensory-friendly experiences, as needed.
5. Create inclusive marketing materials and outreach campaigns to promote the additional programming to the target audiences.
6. Regularly assess the inclusivity and impact of the additional programming through participant feedback, attendance data, and community input.

7. Adapt and expand the additional programming based on the changing needs and interests of the target audiences.

2. Key Performance Indicators

1. Number of needs assessments conducted to identify programming gaps and opportunities.
2. Evaluation of accessibility accommodations provided and their impact on inclusivity.
3. Participant feedback and attendance data indicating the inclusivity and impact of the additional programming.
4. Effectiveness of inclusive marketing materials and outreach campaigns in reaching target audiences.
5. Number of adaptations and expansions made based on changing needs and interests.

- Explore partnerships with area venues (Lincoln Amphitheatre, The Astra, etc.)

1. Action steps:

1. Research and identify potential partner venues in the surrounding area.
2. Initiate contact with the identified venues to express interest in collaboration and discuss potential partnership opportunities.
3. Explore opportunities for joint programming, shared resources, or cross-promotion of events.
4. Develop formal partnership agreements or memorandums of understanding outlining the scope and responsibilities of each partner.
5. Collaborate on marketing and promotional initiatives to cross-promote events and reach broader audiences.
6. Share best practices and learnings with partner venues to foster a collaborative and mutually beneficial relationship.
7. Regularly evaluate the effectiveness and impact of partnerships through feedback and data collection.

2. Key Performance Indicators

1. Number of potential partner venues identified and contacted.
2. Number of successful collaborations or joint programming initiatives with partner venues.
3. Increase in cross-promotion efforts and broader audience reach through venue partnerships.
4. Sharing of best practices and learnings with partner venues.
5. Evaluation of partnership effectiveness through feedback from partners.

- Seek out organizations to help staff events and/or co-present events.
 1. Action steps:
 1. Research and identify local organizations or community groups with expertise in event staffing or co-presentation.
 2. Reach out to potential partner organizations to establish initial contact and discuss potential collaboration.
 3. Identify specific event staffing or co-presentation needs and responsibilities.
 4. Collaborate on event planning and execution, sharing resources and expertise.
 5. Develop clear agreements or contracts outlining the roles and responsibilities of each organization.
 6. Regularly communicate and coordinate with partner organizations to ensure smooth event operations.
 7. Collect feedback and evaluate the effectiveness of the collaboration in terms of event quality, attendee experience, and resource optimization.
 2. Key Performance Indicators
 1. Number of local organizations or community groups identified for collaboration.
 2. Number of successful partnerships established for event staffing or co-presentation.
 3. Clarity in roles and responsibilities outlined in agreements/contracts.
 4. Feedback from event attendees on event quality and attendee experience.
 5. Resource optimization achieved through collaboration with partner organizations.

Identity:

- Establish a clear identity for the Jasper Arts Center and the Thyen Clark Cultural Center, including online naming and branding.
 1. Action Items:
 1. Conduct a brand audit to assess the current perception and positioning of the Jasper Arts Center and Thyen Clark Cultural Center.
 2. Develop a comprehensive brand strategy that encompasses visual identity, messaging, and brand voice.
 3. Redesign logos, signage, and other visual elements to reflect the updated brand identity.
 4. Update the center's website and social media profiles to align with the new branding.
 2. Key Performance Indicators (KPIs):
 1. Increase in brand recognition and awareness within the local community based on surveys and focus groups.

2. Positive feedback and engagement with the new brand identity on social media platforms.
 3. Increased website traffic and user engagement metrics, such as time spent on the website and click-through rates.
- Drive awareness of JCA within the local community.
 1. Action Items:
 1. Develop a comprehensive marketing and communication plan to reach target audiences within the local community.
 2. Implement targeted advertising campaigns through local media channels, community newsletters, and social media platforms.
 3. Collaborate with local businesses, schools, and community organizations to promote JCA events and initiatives.
 4. Organize community engagement events and activities to foster direct interaction and awareness.
 2. Key Performance Indicators (KPIs):
 1. Increase in local community attendance at JCA events compared to previous years.
 2. Growth in social media followers and engagement, including likes, comments, and shares.
 3. Positive feedback and sentiment regarding JCA in community surveys and feedback channels.
 - Develop and grow relationships with organizations that have similar interests (i.e., Visit Dubois County).
 1. Action Items:
 1. Identify key organizations in the community and surrounding areas that share similar interests or target audiences.
 2. Initiate conversations and establish partnerships or collaboration opportunities with identified organizations.
 3. Develop joint marketing campaigns or cross-promotional initiatives to expand reach and awareness.
 4. Explore opportunities for shared programming, resource sharing, or co-hosted events.
 2. Key Performance Indicators (KPIs):
 1. Number of successful partnerships established with similar organizations.
 2. Increase in collaborative events or programming with partner organizations.
 3. Growth in cross-promotion reach and audience engagement through joint marketing efforts.
 - Utilize more video promotion.
 1. Action Items:

1. Create a video content strategy that aligns with the target audience and marketing objectives.
 2. Produce high-quality videos showcasing JCA events, behind-the-scenes footage, artist interviews, and promotional content.
 3. Distribute videos through various channels, including social media platforms, website, email newsletters, and local media outlets.
 4. Monitor video engagement metrics, such as views, shares, comments, and click-through rates.
2. Key Performance Indicators (KPIs):
1. Increase in video views and engagement across social media platforms and website.
 2. Growth in the number of subscribers or followers on video-sharing platforms (e.g., YouTube, Vimeo).
 3. Positive feedback and sentiment regarding video content in surveys and feedback channels.

These action items and KPIs will help gauge the progress, effectiveness, and impact of the strategic plan's implementation for each focus area. They should be regularly monitored, analyzed, and adjusted as necessary to ensure the successful achievement of the organization's goals. Regular monitoring and analysis of the KPIs will provide valuable insights into the effectiveness and impact of the strategies, allowing for adjustments and improvements as needed.

Timeline:

Q1 2024 – 10 tasks

- Conduct a comprehensive review of staff roles and responsibilities.
- Identify overlapping or inefficient areas and reassign or redefine roles accordingly.
- Conduct an operational review to identify areas for improvement and increased efficiency.
- Implement regular performance assessments and feedback mechanisms for continuous improvement.
- Reach out to local schools, youth organizations, and arts education programs to identify interested teenagers.
- Create an application and selection process to form a diverse and representative council.
- Research and identify local organizations that serve minority and/or underrepresented communities.
- Assess the current ticketing system and identify areas for improvement.
- Research and select a flexible ticketing software or platform that can accommodate custom package creation.
- Conduct a brand audit to assess the current perception and positioning of the Jasper Arts Center and Thyen Clark Cultural Center.

Q2 2024 – 12 tasks

- Foster interdepartmental collaboration by implementing regular meetings and communication channels.
- Cultivate relationships with local businesses, philanthropic organizations, and individual donors through personalized outreach.
- Explore grant opportunities and develop compelling grant proposals

- Evaluate current programming demands and community needs through surveys, focus groups, and community engagement sessions.
- Provide regular meetings and workshops for council members to discuss programming ideas and initiatives.
- Reach out to potential partner organizations to establish initial contact and express interest in collaboration.
- Arrange meetings or discussions to explore opportunities for partnership and mutual goals.
- Conduct research and needs assessments to understand the interests, preferences, and needs of underrepresented communities.
- Configure the ticketing system to offer flexible ticket packages, allowing patrons to choose their preferred combination of events.
- Develop clear guidelines and instructions for patrons on how to build their own ticket packages.
- Develop a comprehensive brand strategy that encompasses visual identity, messaging, and brand voice.
- Redesign logos, signage, and other visual elements to reflect the updated brand identity.

Q3 2024 – 13 tasks

- Conduct an accessibility audit by hiring a professional consultant to identify areas for improvement.
- Hire a dedicated development professional or consultant to lead fundraising efforts.
- Streamline administrative processes, such as ticketing, event scheduling, and facility rentals.
- Enhance communication channels between departments, staff, and external stakeholders.
- Explore partnerships with local educational institutions for internship and apprenticeship programs.
- Empower the council to curate events and programs specifically targeted at engaging their peers.
- Identify areas of collaboration, such as joint events, shared resources, or co-promotion of programming.
- Incorporate diverse perspectives, voices, and artistic expressions into programming selection and curation.
- Allocate dedicated resources and budget to support programming initiatives targeting underrepresented communities.
- Promote the flex ticketing package through various marketing channels, including website, social media, and newsletters.
- Train box office staff on the new ticketing system and educate them on assisting patrons with building custom packages.
- Conduct a comprehensive assessment of the current programming focus and identify areas for expansion.
- Update the center's website and social media profiles to align with the new branding.

Q4 2024 – 10 tasks

- Provide training and professional development opportunities to enhance staff skills and adaptability.
- Assess the utilization of different spaces within the facility and identify opportunities for optimization.
- Recognize and celebrate the contributions of the teen advisory council through public acknowledgment and involvement in decision-making processes.
- Develop formal partnership agreements or memorandums of understanding outlining the scope and responsibilities of each partner.
- Attend community events, meetings, and gatherings to establish relationships and understand community needs.
- Utilize diverse communication channels to reach different audiences, such as community newsletters, social media groups, or local publications.
- Conduct regular surveys and focus groups to gather feedback on community interests, preferences, and needs.

- Research and identify potential partner venues in the surrounding area.
- Research and identify local organizations or community groups with expertise in event staffing or co-presentation.
- Identify key organizations in the community and surrounding areas that share similar interests or target audiences.

Q1 2025 – 13 tasks

- Develop a flexible scheduling system that accommodates a variety of events and activities.
- Conduct a comprehensive feasibility study, including cost analysis, market research, and community input.
- Develop a comprehensive training program for docents, including art history, exhibition-specific knowledge, and communication skills.
- Identify and prioritize programming themes, genres, or topics that resonate with underrepresented communities.
- Research and identify performing arts, film, literary, and interdisciplinary organizations or artists to collaborate with.
- Analyze survey results, attendance data, and community demographics to identify programming gaps and opportunities.
- Conduct research and needs assessments to understand the programming gaps and opportunities for different abilities, cultures, and age groups.
- Initiate contact with the identified venues to express interest in collaboration and discuss potential partnership opportunities.
- Explore opportunities for joint programming, shared resources, or cross-promotion of events.
- Reach out to potential partner organizations to establish initial contact and discuss potential collaboration.
- Identify specific event staffing or co-presentation needs and responsibilities.
- Develop a comprehensive marketing and communication plan to reach target audiences within the local community.
- Initiate conversations and establish partnerships or collaboration opportunities with identified organizations.

Q2 2025 – 17 tasks

- Enhance seating arrangements and sightlines for an improved audience experience.
- Create dedicated dressing rooms and backstage areas with improved amenities for artists.
- Host fundraising events and initiatives such as benefit concerts, auctions, and donor recognition programs.
- Create partnerships with local community groups, schools, and organizations to maximize facility usage and outreach.
- Engage with architectural firms and consultants to evaluate potential designs and construction plans.
- Recruit volunteers from the local community through outreach efforts, social media campaigns, and volunteer fairs.
- Implement a recognition and appreciation system to acknowledge valuable contributions.
- Seek opportunities to collaborate on joint initiatives, community projects, or outreach programs.
- Regularly analyze data on flex ticket sales, customer preferences, and feedback to optimize and refine the package offering.

- Develop partnerships with identified organizations or artists to co-present or co-produce events or performances.
- Conduct market research and engage in community conversations to understand the demand and interest in expanded programming.
- Prioritize programming themes and genres that align with community interests and have the potential for high audience engagement.
- Collaborate with local organizations, schools, and community groups to identify specific needs and interests.
- Develop formal partnership agreements or memorandums of understanding outlining the scope and responsibilities of each partner.
- Collaborate on event planning and execution, sharing resources and expertise.
- Collaborate with local businesses, schools, and community organizations to promote JCA events and initiatives.
- Develop joint marketing campaigns or cross-promotional initiatives to expand reach and awareness.

Q3 2025 – 16 tasks

- Upgrade sound and lighting systems to provide optimal performance conditions.
- Explore funding options, including public-private partnerships, grants, and community fundraising campaigns.
- Consider the long-term sustainability and operational costs associated with both options.
- Establish regular docent-led tours and educational programs for visitors of all ages.
- Allocate resources and budget to support the inclusion of diverse art forms and genres in the programming calendar.
- Allocate resources, including budget, staffing, and time, based on the identified priorities and available resources.
- Develop targeted programming initiatives that cater to specific abilities, cultures, and age groups.
- Provide accessibility accommodations, such as assistive listening devices, sign language interpretation, or sensory-friendly experiences, as needed.
- Create inclusive marketing materials and outreach campaigns to promote the additional programming to the target audiences.
- Collaborate on marketing and promotional initiatives to cross-promote events and reach broader audiences.
- Share best practices and learnings with partner venues to foster a collaborative and mutually beneficial relationship.
- Develop clear agreements or contracts outlining the roles and responsibilities of each organization.
- Regularly communicate and coordinate with partner organizations to ensure smooth event operations.
- Implement targeted advertising campaigns through local media channels, community newsletters, and social media platforms.
- Organize community engagement events and activities to foster direct interaction and awareness.
- Explore opportunities for shared programming, resource sharing, or co-hosted events.

Q4 2025 – 9 tasks

- Present findings and recommendations to the Board of Directors and community stakeholders for a collective decision-making process.
- Regularly assess and evaluate the effectiveness and impact of partnerships through feedback and data collection.
- Measure the reach and impact of collaborative efforts through audience surveys, attendance data, and community feedback.

- Monitor attendance, engagement, and feedback from underrepresented audiences to evaluate the success and impact of the initiatives.
- Regularly evaluate the diversity and balance of programming through attendee feedback, attendance data, and community surveys.
- Establish clear evaluation criteria to assess the impact and success of prioritized programs.
- Regularly evaluate the effectiveness and impact of partnerships through feedback and data collection.
- Collect feedback and evaluate the effectiveness of the collaboration in terms of event quality, attendee experience, and resource optimization.
- Create a video content strategy that aligns with the target audience and marketing objectives.

Q1 2026 – 3 tasks

- Adjust programming offerings based on data and feedback to ensure a diverse range of artistic expressions and experiences.
- Identify non-traditional workshop topics or themes that align with community interests and arts-related experiences.
- Research and reach out to local experts, organizations, or artists specializing in the identified workshop areas.

Q2 2026 – 4 tasks

- Regularly review and adapt the programming priorities based on evolving community needs, emerging trends, and available resources.
- Develop a schedule of non-traditional workshops, ensuring a diverse range of topics and experiences.
- Regularly assess the inclusivity and impact of the additional programming through participant feedback, attendance data, and community input.
- Produce high-quality videos showcasing JCA events, behind-the-scenes footage, artist interviews, and promotional content.

Q3 2026 – 5 tasks

- Install ramps, elevators, and other necessary accessibility features to ensure compliance with ADA guidelines.
- Market the workshops through targeted marketing channels, such as social media groups, community organizations, and online platforms.
- Provide clear workshop descriptions, objectives, and registration details to potential participants.
- Adapt and expand the additional programming based on the changing needs and interests of the target audiences.
- Distribute videos through various channels, including social media platforms, website, email newsletters, and local media outlets.

Q4 2026 – 3 tasks

- Collaborate with local businesses or venues to host the workshops, leveraging their resources and expertise.
- Evaluate workshop attendance, participant feedback, and community demand to refine and expand the non-traditional workshop offerings.
- Monitor video engagement metrics, such as views, shares, comments, and click-through rates.