

Our **mission** is to provide an affordable multidisciplinary fine arts genre program to children and adults throughout the Calhoun County area.

**GOALS**

**Optimize**

**Value**

**Improve**

**Optimize Financial Revenues and Sustainability**

**Be a Valued Partner of the Community**

**Improve Program Effectiveness and Professionalism**

**OBJECTIVES**

- ◆ Secure public funding for the arts
- ◆ Increase CCA program outreach in student participation
- ◆ Increase annual donor giving
- ◆ Increase fundraising proceeds from CCA Annual *“An Evening of Fine Arts”*
- ◆ Increase grants received and monetary amount received

- ◆ Publicize research findings
- ◆ Publish success stories
- ◆ Enhance outreach to area public school students
- ◆ Increase exposure of fine arts to the public at large
- ◆ Host contests in various art domains

- ◆ Increase instructional times incrementally
- ◆ Improve visual arts presentation
- ◆ Increase skills and interest in targeted areas
- ◆ Expand program offerings
- ◆ Elicit regular feedback to keep programs in tune with needs/interests

**INITIATIVES**

- Seek annual support from **City of Anniston**
- Seek annual support from the **Calhoun County Commission**
- Class fee income support
- Require annual giving of **\$50** from board members
- Request annual giving of **\$20** from program participants
- Perform annual membership campaign
- Seek annual program adopters
- Seek annual student sponsors
- Seek increased Friend participation
- Expand CCA Annual Fall Fund Drive (**October**)
- Increase annual ticket sales
- Apply for grant refunding
- Apply for new grants

- That the arts are highly effective in teaching competencies needed for success in the **21st** century and for creating a stimulation an environment for learning, improving test scores and reducing the drop-out rates.
- Inform the public with research findings
- Target one area youth organization for a new partnership
- Prioritize needs and interests of potential youth organizations
- Complete interest/need surveys
- Provide mini performances in the public arena
- Halftime at school events
- Outdoor events at city venues (**Zinn Park**)
- Oxford Performing Arts Venues
- Annual city-sponsored events
- Black Heritage Festival
- Martin Luther King Day

- Increase hours of instruction in targeted areas
- Frame art works for exhibits
- Professionally mount art samples for exhibits
- Enlist mentors to provide periodic one-on-one assistance
- Solicit mini-visits from area fine arts providers
- Partner with **JSU Art/Drama/Music Departments**
- Partner with **Knox Concert Series** dance/music performers
- Add cello instruction
- Investigate inclusion of photography/sculpture
- Offer some free summer programs and/or work-shops
- Solicit feedback from students
- Solicit feedback from instructors
- Solicit feedback from partners