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

**GOALS**

**Optimize**

Optimize Financial Revenues and Sustainability

- 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

**Value**

Be a Valued Partner of the Community

- 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

**Improve**

Improve Program Effectiveness and Professionalism

- 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

**OBJECTIVES**

- 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

**INITIATIVES**

- 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 workshops
- Solicit feedback from students
- Solicit feedback from instructors
- Solicit feedback from partners

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