



**Peggy's Cove Area  
ART SOCIETY**

## **Strategic Action Plan 2023 - 2026**

### **MISSION**

Bring together a community of artists to foster growth and development; and provide opportunities to share their work, knowledge, ideas, and passions.

### **VISION**

A sustainable community of artists and supporters that is deeply engaged and inclusive, enriching the lives of others.

### **VALUES**

#### **Community**

Collaborating with partners and individuals based on trust and respect, leading to a supportive, receptive, and vibrant arts community.

#### **Inclusion**

Creating a sense of belonging, where all voices are involved and valued in an organization that is equitable, diverse, accessible, and accountable.

#### **Creativity**

Fostering the creative spirit of members of all ages and skill levels. Encouraging the sharing of resources, knowledge, and inspiration.

#### **Visibility**

Providing members an opportunity for their art to be seen, appreciated, and promoted.

**Strategic Goal:** To enhance the diversity of PCAFA membership and Board of Directors.

Objective	Actions
Establish youth / student membership.	<p>Create a working group with the first task of defining membership parameters.</p> <p>Determine communication methods, youth leader contacts (e.g., Schools, youth groups, etc.).</p> <p>Create youth / student focussed correspondence, social media.</p> <p>Establish youth / student liaison position to the Board of Directors.</p>
Provide activities that encourage youth / student membership.	<p>Continue youth colouring contest in December.</p> <p>Community youth art exhibit e.g., Let's Play Fish</p> <p>Host a student exhibit.</p>

**Strategic Goal:** To increase greater involvement of members in PCAFA activities and administration.

Objective	Actions
Attract non-artist membership.	Promote membership via workshops / events.
Increase social events.	<p>Create a team to focus on social events.</p> <p>Orientation event for new members.</p>
Engage new members.	Establish mentorship program for new members, if desired.
Encourage members to be actively involved in the organization.	Testimonials in media.

**Strategic Goal:** To provide more opportunities for promotion and visibility of members' work.

Objective	Actions
Establish a community gallery operated by members.	Establish a working group to explore possibilities.
Establish an online gallery and sales mechanism for members.	Establish a working group to explore possibilities.
Conduct a juried show.	Establish a working group to explore possibilities.

**Strategic Goal:** To facilitate the sharing of resources and knowledge.

Objective	Actions
Develop an Academy (a place where workshops specific to a particular medium are provided member-to-member)	<p>Canvas membership to determine options.</p> <p>Continue initial work and formalize program of workshops for the year.</p> <p>Explore funding possibilities.</p> <p>Develop workshops for skilled artists and beginners.</p>