



STRATEGIC PLANNING SUMMARY 2018 – 2021

YEAR 1 OBJECTIVES

– Human resource improvements

- Advocacy and education with Board regarding salaries and pension plan development
- Review HR requirements for Gallery Shop regarding succession planning

– Develop artist in residence and incubator initiatives

- Implement Customs House Artisan Incubator
- Enhance and develop in-house AIR programs

– Investigate partnerships with NSCC

- Explore ways to expand the Centre's physical space through NSCC relocation

– Increase Indigenous community engagement

- Invite Mi'kmaw artists to participate in Centre initiatives
- Ensure Mi'kmaw representation on Board of Directors

– Increase craft education and outreach programming

- Increase outreach programming island wide
- Ask membership what they want / need in terms of continuing education

– Focus on exhibition development

- Develop goals and policies for exhibition committee
- Ensure regular call outs to juried members

– Focus on active guilds and development of new guilds

- Bring clay artists together to form a potters guild
- Staff involvement in Centre hosted guilds to encourage community connection

– Internship development program

- Work with post secondary institutions to develop internship credit program

– Youth development

- Develop more outreach programming
- Work with island school board to provide professional development workshops for fine art teachers

– Craft business development programs

- Continue Craft Works Series with an island wide focus
- Develop better communications to promote funding and opportunities

– Craft tourism development

- Research potential development of spring craft market
- Position craft studios as focal point of tourism on the island

YEAR 2

– Continue artist in residence and incubator initiatives

- Work with various communities to develop incubator opportunities

– Investigate post secondary craft education opportunities

- Research post secondary curriculum and accreditation program
- Explore opportunities to expand existing facility

– Continue craft education and outreach programming

- Present more specialized instruction in various craft media
- Develop a lecture series

– Improve the Gallery experience

- Increase hours of operation
- Offer a series of exhibitions in partnership with AGNS
- Secure one additional part time staff for the Gallery Shop

– Focus on mentorship and apprenticeship development

- Work with NS Communities, Culture and Heritage to develop mechanism for mentorship and apprenticeship for the craft sector

– Grow craft tourism products and experiences

- Develop an island wide fibre festival for 2020

YEAR 3 LONG TERM GOALS

– Develop satellite programming for craft education

- Work with partners to determine needs and feasibility of developing fully equipped teaching studios and spaces in Cape Breton communities

– Continue to engage with Indigenous communities and artists

- Explore the possibility of an Indigenous Craft Business and Cultural Liaison position

– Explore the development of a digital design lab for the craft sector

- Identify required space, equipment, HR and funding mechanisms to develop digital programming