



COLORADO SPRINGS

Fine Arts Center

at COLORADO COLLEGE

**Colorado Springs Fine Arts Center
at Colorado College**

**STRATEGIC PRIORITIES & GOALS
2024–2026**

Strategic Priorities

Over the next two years, the Colorado Springs Fine Arts Center at Colorado College will focus on three priorities that will guide our use of resources and increase our impact in our community: Visibility; Engagement; and Sustainability.

Visibility: The FAC will actively communicate our identity and priorities to unify perceptions, strengthen community connections, and enhance the FAC's role as a cultural leader in the arts. By prioritizing visibility, the FAC will establish clear messaging that resonates with our communities, advance CC's priorities of institutional strength and reclaiming the liberal arts, and support our mission/vision – positioning the FAC as a leader in shaping the cultural landscape.

Engagement: The FAC will create a dynamic, collaborative environment that not only strengthens internal synergies across programming areas but also broadens its reach and impact within our communities. This approach ensures that the FAC celebrates its sense of place, uplifts artists, and amplifies its capacity to inspire.

Sustainability: The FAC will build a strong foundation for growth and success. We will ensure long-term success and resilience by strengthening financial sustainability and supporting operational sustainability across the organization. Financial sustainability will provide the resources needed to pursue ambitious goals, while operational sustainability will provide the resources needed to support staff, deliver high-quality programs, and continue fulfilling our mission.

Strategic Priority #1: Visibility

Goal #1: Revitalize FAC identity

The FAC will create a cohesive identity that is integrated with CC while also maintaining our uniqueness. An emphasis will be on identifying the FAC's value to the community.

Strategy: Partner with consultants to gather data about current audience segments and develop a messaging strategy specific to the FAC. In successive years, strategize priorities based on targeted initiatives to increase visibility.

Strategic Priority #2: Engagement

Goal #2: Strengthen cross-departmental collaborations

We will create cross-departmental collaborations using best practices in storytelling, use of themes, and a sense of place that is related to the past, present, and future of the FAC.

Strategy: Realize the model for a sustainable and dynamic approach to collaborative programming that distinguishes the FAC amongst its peers. Focus on strategic growth and sustainability.

Goal #3: Increase demographic-targeted programming

The Fine Arts Center will continue to increase access to communities who have been less present in and/or historically marginalized from our spaces.

Strategy: Identify specific demographics we want to attract and support and establish relationships to understand what kind of programming appeals to them and what benefits both them and the FAC. Include those demographics in planning.

Strategic Priority #3: Sustainability

Goal #4: Increase contributed revenue

Prioritize stewardship and gratitude, focusing on stewardship of resources, relationships, and history, resulting in a robust fundraising plan to increase contributed revenue.

Strategy: Development is strategically realigning fundraising practices to create a comprehensive approach, including membership, annual giving, major and planned gifts, corporate and foundation support, and special events. This is in alignment with Colorado College's development strategy, allowing leveraging of shared resources.

Goal #5: Support operational sustainability

We will build a team of informed internal stakeholders who love to work at the FAC by reinforcing a staff culture of wellbeing, learning, and growth. This includes ongoing work with the college to create systems that work for both entities.

Strategy: Identify specific priorities and create cohesive messages to align staff to better represent needs. Determine how to establish leads in each department who will build strong relationships with counterparts at the college. We will continue to advocate for our needs and partner within the system to create better management of our organization which will lead to reduced frustration for all of our staff.