



Flagler County Art League

Strategic Goals



Sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs, the Florida Arts Council and the National Endowment for the Arts.

Programming: Ensuring that FCAL provides the types of programs such as speakers, shows, and artistic development that promote the understanding and appreciation of the arts in Flagler County.

- Provide at least four opportunities during the calendar year for artists at various skill levels and ages to show and exhibit their artwork in the community.
- Improve upon and build upon the current shows as evidenced by increased attendance and additional sponsors.
- Offer opportunities for artists to improve their skills at workshops, by inviting speakers to discuss relevant topics at meetings, and through regular member communications.

Resources: Ensuring long-term viability of FCAL by operating in a financially sound manner, using appropriate accounting practices and seeking new fund development opportunities.

- FCAL has the resources needed to pay for daily operations, including any ongoing communication to membership, and maintains a reserve that would provide for at least three months of daily operations.
- Continue to provide a scholarship program to a graduating high school student for further education in the arts; begin growing our scholarship program by 10% a year for the next five years; and provide scholarships for students to attend workshops offered by FCAL.
- Utilize standard accounting practices and maintain strict compliance with any requirements of grant funds.
- Identify funding needs before embarking on new fundraising efforts and create a budget, which reflects future needs.

Operations: Operating in an efficient and effective manner to support FCAL's mission and goals.

- Create a centralized and computerized record-keeping system, which includes guidelines for committees to maintain and pass on their records (December 2007). Allocate office space and create a schedule for members to use the space for meetings or events (September 2006).
- Create and utilize a communications strategy and target publicity and communications to the correct audience (September 2006).
- Create a strategy to encourage members to take a leadership role in the organization (November 2006).

Membership: Providing services to members and adding value to membership through training and social opportunities to promote the arts in Flagler County.

- Provide members with both social and learning opportunities.
- Develop new opportunities for potential members and new members to become involved and develop a better understanding of FCAL.
- Provide multiple venues for communicating with members, including print, internet, email and personal communication.