

**CENTRE FOR ART TAPES STRATEGIC PLAN**

**2018-2021**

	B Board	C committee	OD Operations Director	PD Programming Director	PRD Production Director	CS Core Staff	color-coded by who will lead the project and during what fiscal/programming year, budget column contains estimates for revenues (R) and expenses (E) associated with the objective
	Timeline			Budget			Means for carrying out the action
<b>1. STAKE: Communications</b>	2018-2019	2019-2020	2020-2021	2018-2019	2019-2020	2020-2021	
Develop public dissemination methods for writing and past-programming	PD	C, PD			E: Staff Time, \$2,000 project grant		<ul style="list-style-type: none"> <li>- Further develop past programming page on website.</li> <li>- Create critical writing tab for easy user access.</li> <li>- Work with other ARCs and Halifax INK to determine accessible publishing methods for disseminating writing.</li> <li>- OD to work on cost-recovery publications such as print-on-demand and develop funds for paying writers.</li> </ul>
Make the application processes more accessible	PD				E: staff time		<ul style="list-style-type: none"> <li>- Avoid academic writing, include wider definition of 'Artist.'</li> <li>- Change the channels our calls are sent through.</li> <li>- Check in with members of the community already undertaking diversity work to help spread calls for proposals, get involved as jurors and advise on plain language writing.</li> </ul>
Continually communicate our ability and intention to showcase a broad definition of media art	CS, B			E: Staff time, \$300 annually (operating budget)			<ul style="list-style-type: none"> <li>- Include guidelines on how all kinds of media works will be accommodated in all calls.</li> <li>- Ensure frameworks for proper documentation of interactive, kinetic, electronic, media installation, performance, etc., including hiring videographers and photographers and identifying the funds to do so.</li> </ul>
Make time to nurture current relationships with artists and communities in social and community-oriented ways	CS, B			E: \$2K annually (operating)			<ul style="list-style-type: none"> <li>- Value staff time towards networking opportunities such as Flotilla.</li> <li>- Implement Per Diems and professional development budgets that are not grant-dependent.</li> <li>- Create space for board and committee members to engage in professional development when staff are unavailable.</li> <li>- Prioritize cultivating relationships through umbrella and service organizations.</li> </ul>