



# STRATEGIC PLAN



Integrating art, education and community, Lubeznik Center for the Arts provides access to compelling exhibitions and programs that explore contemporary ideas.

## **Core Values**

- Excellence
- Relevance
- Inclusion
- Access
- Respect

# OUR STRATEGIES

## 1 Build a Sustainable, High-Quality Exhibition Program

Our exhibitions are the basis of the LCA experience – they are the reason people visit LCA, the prompt for conversations about LCA and the starting point for engaging students and other visitors with art. As a contemporary art center, we want to engage attendees with museum quality or experimental works that explore topics relevant to our contemporary lives and that resonate with the larger art world. Continuing to borrow compelling works from artists, galleries, collectors and other museums will require increased funds for transportation and insurance.

## 2 Expand and Broaden Arts Education Programs and Integrate Technology Across All In-House and Outreach Arts Education Programs

LCA will broaden and deepen our existing school partnerships and expand our scope to serve more school partners across the region. To remain relevant and continue to provide the highest quality arts education programming possible, we will integrate technology into our in-house, outreach and interpretive programs to better serve our students, educators and visitors. We will implement an on-site interpretive space with our exhibits and integrate a user-friendly technology interface for visitors to interact with the content of our exhibits.

## 3 Increase Awareness of LCA and Its Programs with Robust Communications, Marketing and Partnerships

LCA and its programs are not widely known throughout the region. Creating and effectively spreading a consistent message is key to growing our membership and event attendance, as well as to achieving our fundraising goals.

# 4

## Assess the Building's Assets and Deficits and Create a Budget/Plan to Improve Functionality

LCA has three beautiful galleries for major exhibitions. However, we have an immediate need for more office and storage space, improved exterior lighting and better signage. Longer term, we envision a fully accessible facility that meets our organizational needs and doesn't hold us back as we work to achieve our vision.

*"After going to the Lubeznik Center, I am more inspired and now I want to be an artist."*

– 4th grader, New Buffalo Elementary School



# 5

## Ensure LCA's Competitive Ability to Retain and Recruit the Qualified Individuals Needed to Expand Operations and Achieve its Mission

LCA has a strong, passionate staff team that is currently operating at capacity. Adding additional staff members and/or moving more staff members to full-time status would help us more efficiently distribute the organizational workload, increase employee satisfaction and help prevent burnout. Offering reasonable compensation and benefits and improving our human resources practices would enhance our ability to retain/recruit the talented people we need to achieve this plan. Achieving this strategy would also help further our organizational values of excellence, inclusion and respect.

*"Thank you for letting us come to this inspiring and creative place."*

– 7th grader, Barker Middle School, Michigan City



# 6

**Dramatically Increase Annual Fundraising Revenue for the Short and Long-Term by Diversifying Funding Sources and Connecting Donors with Meaningful Opportunities**

In order to ensure we have the resources we need to consistently offer world-class exhibitions and high quality programs, we must increase the amount of funding available. We hope to increase our giving on multiple fronts, with a particular emphasis on unrestricted gifts that can be used for staffing, facility and other operational expenses.

# 7

**Establish an Artist Residency Program that Supports Artists, Connects LCA with Higher Education Institutions, Strengthens its Education Programs and Generates Energy and Ideas**

LCA wants to be a place for art makers with great careers and edgy artists on the rise. In addition to actively creating art, resident artists would work in the community to enhance our school programs and build community partnerships. Our objective is to deepen our art world relationships and attract quality residents.



*"I love the Sandcastle Writers as I have made friendships with a group of artists I would never have met but through the class."*

*– Dan Kaminski, LCA Class Participant*