



**WOODSTOCK
ART GALLERY**

**5-YEAR STRATEGIC PLAN
REPRIORITIZATION (2021 – 2026)**

Strategic Initiatives

- 1.0 Equity, Diversity and Inclusion *HIGH PRIORITY
- 1.1 Prioritize and deepen the long-term commitment to equity, diversity and inclusivity;
 - 1.1.1 Cultivate WAG as a “community” space;
 - 1.1.2 Develop programming reflecting the City’s diverse demographics.
- 1.2 Increase the representation of women, IBPOC and 2SLGBTQIA+ artists, and Woodstock’s evolving ethnic landscape in exhibitions, education and collecting programs.

Strategic Initiatives

2.0 Capacity Building ***HIGH PRIORITY**

2.1 Preserve the organization's change-nimbleness;

2.1.1 Prioritize operational development and growth.

2.2 Grow programming, partnerships, and revenue generation opportunities by activating the development of the fourth floor.

Strategic Initiatives

3.0 Digital Drivers

3.1 Imbed digital dimension(s) into exhibition/education/collection experiences;

3.2 Acquire technology/tools and training;

3.3 Grow digital communications to drive engagement;

3.3.1 Evaluate value;

3.3.2 Leverage with existing/additional communication tools.

Strategic Initiatives

4.0 Public Engagement *HIGH PRIORITY

4.1 Reinforce and grow WAG's public profile;

4.1.2 targeting engagement with community champions;

4.1.3. sharing WAG's successes and achievements.

4.2 Sustain valued partnerships.

4.3 Reconceive the WAG membership program;

4.3.1 Grow membership in WAG.

4.4 Proactively connect with local community leaders;

4.4.1 Develop an ambassadors-program.

Strategic Initiatives

5.0 Fiscal Responsibility

5.1 Attract and secure a mix of long-term funding streams;
5.1.1 Pursue operational funding.

5.2 Strengthen WAG's resilience through risk mitigation and management.

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Key Benefits:

- collaboration;
- clarity, consensus, confidence;
- commitment.

Pathway forward:

**Woodstock Art Gallery's
60th Anniversary in 2026.**

