



## APPROVED DRAFT Strategic Plan 2014 – 2016

### History

In 2005, master potter Dan Bennett transformed his two-car garage into a studio. He invited a small group of Molokai artists to share his space and equipment. Dan taught, guided, and encouraged this growing group of potters and sculptors.

Five years later, over 20 eager artists were creating and collaborating. Dan's modest space was bursting at the seams. Everyone was limited to two hours studio time per week; kiln space, wheel time and glazing tables became precious resources. And more people were waiting to join.

We needed more space and equipment for ourselves, but as we "talked story" about it, we also realized that we wanted to grow the artistic community on Molokai. Several skilled artists were willing to offer free instruction in visual arts, music, and dance. Artists visiting our island wanted to share their knowledge with the local community, and that needed some structure.

We wanted to create opportunities for new artists through adult and children's classes. We wanted to make local art more accessible through a small gallery space specifically for local artists. We wanted to create a space where experienced artists visiting our island could share their knowledge with our community. Our burgeoning community needed a new home.

Through a partnership with Coffees of Hawaii and many dedicated and skilled volunteers, the Molokai Arts Center (MAC) opened in February 2012. We started with 1000 square feet of ceramic studio space, 10 pottery wheels, one kiln, and a showroom.

Two years later, our art, community, and Center keep growing. The story continues.

## Purpose and Mission

MAC's core purpose is to create an outstanding arts education program.

We do this by providing art classes and programs, studio and gallery space for all ages of residents and visitors on our island community of Molokai, Hawaii.

In doing so, we nurture life-long artistic growth, learning and fulfillment.

## Vision

Our vision is that MAC will be known as a leading performing and visual arts center in Hawaii.

MAC will provide outstanding educational opportunities to the community. MAC will bring regionally and nationally recognized artists to participate in our Artist-in-Residency program providing workshops, lectures and one-on-one mentorship to artists, as well as inspiration to the community at large. By creating rich and diverse programming in the arts, we hope to stimulate the mind and heart of individuals, broadening their artistic experience, and grow a vibrant arts community.

## Beliefs

We believe that the artistic spirit is inherent in everyone. We believe that everyone in our community, from the professional artist to the novice, deserves the opportunity to develop their creative gifts to the greatest extent possible.

## Values

Teaching and learning  
Serving our community  
Sharing and giving  
Creating

## Goals 2014 – 2016

1. Diverse Art Programs

MAC delivers active visual and performing art programs, in at least six different media and Hawaiian cultural arts

## 2. Strong Membership & Leadership

300 members and 30 active volunteers, who reflect Molokai's diverse community, and provide support and leadership for MAC

## 3. Broad Community Connections

At least 25% of the Molokai community knows about MAC and has attended a MAC event or program

### Starting Point

To measure our goals, we need a starting point. As of December 2013, we have:

#### **Diverse Art Programs**

Two children's visual art classes; three adult pottery classes; one UH Maui College, Molokai Campus credit ceramics class, one Kupuna class, and open studio times.

We have regular visiting artists and workshops.

We are the umbrella sponsor for the on-island after-school music program, and we have launched the Molokai School Arts Program (MSAP).

#### **Strong Membership and Leadership**

We reached these maximum numbers in 2013:

165 members, of whom 107 are active volunteer members

Board of five members

#### **Broad Community Connections**

We hold at least four public events per year. We do not yet track the percentage of the Molokai community attends events, classes and workshops.

## Strategies 2014 - 2016

For the goal of “diverse art programs”:

- Continue, diversify and strengthen MAC art programs
- Host two to five visiting studio artists each year, selected to match MAC priority programs and increase outreach
- Provide substantive after-school art programs for public and private school students from pre-school to high school (MSAP)
- Support Molokai’s only after-school music program, ensuring it is funded and flourishing
- Continue to partner with Moloka’i Community College (MCC) to jointly develop and deliver art programs

For the goal of “strong membership and leadership”:

- Expand facility, equipment and paid staff to accommodate MAC membership growth and new programs
  - Contract staff. Part-time Studio Manager to continue, part-time Development Director to be recruited and ultimately staffing half-time Executive Director as funding becomes available
  - Integrate high-school interns and AmeriCorps volunteers into operations and classes
  - Manage expansion into larger facilities, including performance space and dance studio, from 2014 onwards
- Strengthen MAC Board, organizational and operational procedures
- Build on MAC’s successful annual events – the SoupRBowl, Pots’n’Plants and the Member Art Show
- Grow income through artistic programming, workshops and retreats
- Actively recruit teachers and members with new media offerings and membership benefits
- Assist professional and semi-professional artists to access the economic benefits of making and selling art

For the goal “broad community connections”:

- Record who visits or uses MAC’s facility and gallery; attends events; participates in classes, visiting artist events or workshops
- Continue and improve communication activities. The primary target audiences are Molokai residents, families, education institutions and artists. The secondary target audience is current and potential Hawaii-based donors and artists. This includes press releases to newspapers and publications, Face book, website updates and articles, e-mail notices, printed promotions and advertising.

*Approved by the Board February 13, 2014*

