



Mission Grow and develop Oklahoma’s visual arts community through education, promotion, connection, and funding.

Values

Art is Essential

Artists and the work they produce bring communities together and enrich our life experience.

Art Provides Value

Oklahoma visual artists and their works are worthy of our support, promotion, and development.

Art Raises the Quality of Life

Art and participation in the arts improves the lives of individuals and the communities in which they live.

Art Creates a Positive Economic Impact

When Oklahoma’s visual artists thrive, so do the communities where they live and work. The arts have a direct and positive economic impact on communities.

3-Year Vision

- Statewide Reach
 - One donor in 90% of all counties in Oklahoma
 - OVAC board member in each region who acts as a liaison
 - 2 on-location programs or events in each region annually
 - Partner with local organizations like Main Street and Chambers
- Fundraising
 - Increase # of individual annual donors to 2,000
 - Maintain average gift of \$100
 - Get Artist Grants Fund to \$150k
- Artist Education and Development
 - Serve 10% additional individual artists annually
 - Offer programs for artists at all stages of their careers
 - Distribute \$100K in direct artist support annually
 - Receive grant application from each OVAC region
- Monitor Impact
 - Annual, longitudinal follow-up surveys/interview to individuals who receive direct artist support. Ensure minimum 50% participation.
 - Monitor member-only downloads and survey users to determine satisfaction/helpfulness of resources
 - Determine economic impact of OVAC programming in each region
- Programs
 - Annually evaluate programs against goals
 - Introduce multiple ways artists and the public can access programs
 - Expand grant categories to eight and number of recipients to 50
- Marketing
 - Increase social media engagement by 10% annually including FB, Twitter, Instagram and video
 - Monitor and increase time/visits to OVAC website
 - Secure a minimum of 12 media stories annually and have at least one story in each region
- Board of Directors
 - Recruit and retain an engaged, diverse Board of Directors
 - Adopt and promote a robust Board committee structure and we engage community participants through committee service
 - Recruit and maintain a minimum of two board members in each OVAC region



2019 – 2021 Strategic Plan – State Regions

