



# STRATEGIC PLAN 2019-2021



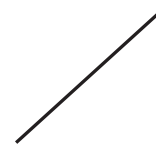
# **VISION**



**Empowering  
artists with lived  
experience while  
challenging  
and advancing  
perspectives on  
mental health.**

**Workman Arts is a multidisciplinary arts organization that promotes a greater understanding of mental health and addiction issues through creation and presentation.**

**We support artists with lived experience through peer-to-peer arts education, public presentations and partnerships with the broader arts community.**



# **MISSION**

# GOALS



**01** Reduce **stigma** of mental health and addiction issues through public presentations and exhibitions

**02** Deliver **exceptional programming** that meets the needs of a diverse membership

**03** Reflect and value **inclusion, diversity, equity** and **access**

**04** Engage in **partnerships and collaborations** to broaden our reach

**05** Build organizational **capacity** to implement our plan



## REDUCE STIGMA

**Develop plan for greater public impact with our presentations, exhibitions and showcases of artists with lived experience of mental health or addiction experiences.**

This includes a multi-year marketing and communications plan that increases visibility and expands our audience base.



# EXCEPTIONAL PROGRAMMING FOR A DIVERSE MEMBERSHIP

**Enhance member-focused programming to ensure that it continues to develop artists and promote mental health awareness.**

This includes implementing peer-to-peer support models and seeking collaborations for artists who are ready to present publicly.

# 02



# 03

## INCLUSION, DIVERSITY, EQUITY AND ACCESS

**Build a diversity and inclusion strategy that ensures equitable access to Workman Arts.**

This includes enhancing equity and inclusion knowledge throughout the organization and creating new community partnerships to attract a more diverse membership.



# ENGAGE IN **PARTNERSHIPS AND COLLABORATIONS**

**Explore partnerships and collaborations that enable us to more effectively deliver our programs and services.**

This includes creating a detailed plan for our move back to the CAMH site and finding opportunities to share our knowledge and expertise of mental health in the arts.

# 04





05

## CAPACITY AND SUSTAINABILITY

**Develop, adopt and invest in best practices in staffing and board development to achieve goals.**

This includes developing a plan for increasing revenue to support organizational growth.



**The strategic plan was developed through community roundtable discussions facilitated by Alan Kay and the Glasgow Group. The process was supported by the Workman Arts Board of Directors, the Strategic Planning Committee and the Member Advisory Committee. For more information please visit:**

**WORKMANARTS.COM**

**IMAGE CREDITS**

Cover: Phrenic, SaMel Tanz dance troupe

p3: Annette Seip, 12 Minutes of Meditation;

p4: Andrea Nann *Chorus* by Sean Patenaude;

p5: Mixed States exhibition;

p6: Workman Arts screenprinting class;

p7: Sottosopra Aerial Arts, photo by Kaylens Photography.

