



AGW | MISSION

Creating experiences for people where **ART**istic expression is discovered, encouraged, enjoyed & valued in an international border community.

AGW | VISION

Foster an appreciation and love of **ART** with you.

ART Gallery of Windsor | STRATEGIC PLAN



Be a p**ART**
of creating a
Community that
Celebrates **ART.**

AGW | STRATEGIC PLAN 2015-2020

Approved by the Board of Directors, 28 January 2015.
Recommended for endorsement by the AGW membership,
Annual General Meeting, 2 April 2015.



Strategic Plan 2015-2020

AGW | RESPONSIBILITY

The Board of Directors and staff members of the Art Gallery of Windsor recognize that their primary responsibility is to provide a significant community asset in the form of a major cultural organization for the citizens of our international twin-city Windsor-Detroit corridor. In developing and nurturing this community asset the Board of Directors and staff embrace the following five Strategic Directions to the year 2020.

AGW | STRATEGIC DIRECTIONS

1. INTERNATIONAL BORDER CITY

Develop an understanding of Canadian art as a significant and integral part of an international arts community.

- Continue serving a unique regional role in our commitment to Canadian art in an international border city location;
- Provide culturally diverse and inclusive programming opportunities;
- Develop programs, exhibitions and collections featuring art in Canada that profile regional and national artists and concerns;
- Showcase Canadian artists including those in the southwestern Ontario and Windsor-Essex corridor in international visual arts contexts;
- Participate in cross-border partnerships to widen understandings of Canada's contributions to the visual arts;
- Welcome residents and visitors from Canada and the United States of America and the Great Lakes region as core audiences;
- Leverage multiple constituencies in southwestern Ontario to enhance cultural tourism opportunities.

It's time for a change...

Let's get st**ART**ed!

2. RESPONSIBLE CUSTODIAN

Improve awareness that the art collection is held in trust for the benefit of public audiences.

- Serve as custodian of an invaluable and irreplaceable art collection comprising more than 3,500 objects;
- Maintain and care for the collection;
- Develop the collection;
- Ensure access to and enjoyment of the collection;
- Sustain all elements related to the Gallery's professional standards of excellence in collections care;
- Engage audiences with the collection from multiple viewpoints.

3. VALUED AND VIABLE

Enable public audiences to make art meaningful to them in personal ways.

- Develop education programs, exhibitions and collections that encourage diverse age-based audience engagement among children, youth, adults and seniors which link art and public audiences;
- Foster visual literacy skills among audiences and specifically engage elementary and secondary school educators and students to strengthen curriculum and gallery relationships;
- Recognize diverse audiences in our border city region, including First Nations;
- Take a leadership role in fostering a sense of fellowship and belonging;
- Develop a culture of understanding that the Gallery is yours to enjoy;
- Ensure that initiatives are supported by communities we serve and that the human resources of the organization are financially viable and sustainable;
- Be a resource for visual literacy, quality service and knowledge on the visual arts;
- Strengthen the civic presence and relevance of AGW.

4. ARTISTIC EXPRESSION

Foster interactive and meaningful experiences between you and art.

- Explore and discover the importance of art in daily life;
- Foster engagement between artist and public audiences through multiple senses;
- Work within and beyond our walls to extend the gallery's reach through partnerships and off-site/touring exhibitions and programs;
- Encourage inter-generational appreciation of the arts;
- Ignite a passion for the arts and encourage the discovery of artistic expression;
- Act as a bridge between art and audience experiences.

5. CREATIVE ORGANIZATIONAL CULTURE

Enable visitors to see the art experience as transformative.

- Create experiences where culture is encouraged and people are empowered to use their creativity in thinking, doing and viewing;
- Welcome audiences with informed, passionate and educated staff and volunteers;
- Encourage public access to art and celebrate the accomplishments of artists;
- Encourage open exchange that allows for feedback, promotion and insight;
- Be a key organization in a renewed downtown community cultural hub that is a catalyst for community partnerships and promotes cultural experiences in and beyond our community.