GERTRUDE C. FORD CENTER FOR THE PERFORMING ARTS

STRATEGIC PLAN- August 31, 2018; updated August 1, 2021

*FORD CENTER FORWARD*

**VALUES**

*To accomplish our work, we are committed to the following values:*

Excellence

Education

Engagement

Entertainment

Diversity and Inclusion

Collaboration and Community

**GOALS AND KEY INITIATIVES**

1. Lead and serve university faculty and student organizations to provide an environment in which the arts and arts education thrive and contribute to a creative community.
2. Utilize private and public funding to provide more resources for arts and arts education in the university and community.
3. Increase awareness and appreciation of the value of the arts and arts education.
4. Grow the operational stability of the Ford Center and its ability to support and create arts and arts education.

Present quality programming

1. Expand programming each year and provide more variety.
   1. Feature an unamplified artist to highlight our excellent acoustics. (LA Guitar Quartet).
   2. Add special lectures or activities to highlight what makes the event unique.
   3. Special projects that highlight a particular art form with guest speakers and performers.
   4. Expand the Daytime School Series. (2019, 2021)
2. Upgrade and expand the technical capabilities of the facility.
   1. New projector. (Installed 2019)
   2. New LED lighting system and board. (Installed 2021)
   3. New sound system.
   4. Refinish the stage.
   5. New computers for technical operations.
3. Redefine the usage of the Studio Theatre.
   1. Increase flexibility with new risers that can easily be moved out of the space.
   2. Create a new series specifically for a black box space.
   3. Improve its technical capabilities. (Installed 2021)

Incubate and produce arts programs

1. Write a NEA grant to continue the Youth Music Theatre Workshop. (Private funding 2017)
2. Create activities for younger children to build interest and experience with the Arts through educational outreach.
3. Pursue collaborative presentations that highlight several areas of the Arts as a cooperative event. (Events in 2018, 2019, 2021)
4. Continue the special outreach activities for Holly Springs public schools. (Daytime School Series).

Increase awareness and appreciation of the value of the arts and arts education

1. Continue to develop collaborative projects with the university faculty, students, and community.
2. Educational outreach - senior citizens, special needs, and children. (Music and the Mind 2021).
3. Marketing expansion.

Utilize private and public funding to provide additional resources

1. Increase the number of Friends.
   1. Host a progressive dinner and feature a “star” to join the occasion.
   2. Host an event at the end of the summer to premiere the new season.
   3. Season kickoff dinner in the fall that features a “design-your-own-table” themed contest and a “star” for the occasion.
   4. Host a Picnic Pops in a casual atmosphere with a big act and bring your own table.
2. Develop more private donors and Box Holders.
   1. Host a Golf Tournament with Pro-Am or pay-to-play with a star.
   2. Sponsor a European Tour for patrons in partnership with the Alumni Association.
3. Identify corporations for giving.

Grow the operational stability of the Ford Center

1. **Pursue an endowment to fund the operating budget for the Ford Center.**
2. Create a new staff position that is Front of House Manager. (Hired.)
3. Create a new staff position that is an Arts Education Director.
4. Adequate staffing backstage.

**TRANSFORMATIVE INITIATIVES**

Market a “celebrating the Arts” season in 2018-19

The season will include two special events: (1) an evening that features a backstage experience, elegant dinner on the stage and the launch of the Capital Campaign “Celebrating the Arts” that will increase the Quasi Endowment and provide an operating budget for the Ford Center. Billed as a one-time large donation from many patrons, names will be displayed on a grove of three trees sculpture in the lobby; and (2) a Ford Center Friendship Ball on May 18, 2019 that features stars from a variety of performing genres to celebrate our past and build our future.