

2021-2025 Strategic Plan

Approved by the KAC Board of Directors at the October 26, 2020 Board Meeting

Goal 1. Provide leadership for arts and culture communities to make SWMI a destination for the arts

Outcome: Collaboration with arts and culture community leaders that leads to arts based projects promoting SWMI

Measure:

- An Arts & Culture Plan for the Twin Cities
- Marketing and Branding Campaign for SWMI

Goal 2. Present progressive and relevant arts based exhibitions and programs as a catalyst for social transformation

Outcome: KAC is a safe space and responsive resource within the community

Measure:

Diverse community partners are engaged in the planning process
Integrating systems for ongoing assessment and evaluation are developed and implemented

Goal 3. Develop a master plan for the Krasl Art Fair on the Bluff

Outcome: A clear path forward for the flagship event

Measure: A comprehensive plan that ensures KAC's flagship event is viable, critical to mission, and its financial and community benefits are maximized

Goal 4. Optimize income to achieve financial sustainability

Outcome: By 2025, 90% of KAC programs are fully funded and investments are reserved for salaries and overhead at a level recommended by the investment committee.

Measure:

- 10% annual incremental increase toward goal of 90% balanced budget
- Maintain free access for 50% of combined education and interpretation program participants

Goal 5. Maximize use of current and potential facilities, grounds and virtual resources

Outcome: Staff has a guide around decision making for space allocation for existing programs and the introduction of new opportunities.

Measure:

- Semi-annual trends report for local community and museum at-large presented to board by Long Range Planning Committee
- Annual recommendations by House Committee
- 5 Year Capital Improvement Plan
- Metric for making community-based decisions in place by May 1, 2021 (developed by Long range Planning Committee, board approved)
 - when are we proactive / reactive

Goal 6: Model excellence in diversity & inclusion

Outcome:

- Diversity, equity, accessibility, and inclusion are integrated into KAC's practices, procedures, and programs by expanding diverse leadership within KAC's board, staff, and volunteers; pursuing inclusivity and cultural competency through substantive learning and transparent policies.

Measure:

- Diversity and Inclusion Policy Statement & Framework are implemented
- Board, staff and volunteer diversity benchmarks are met
- Program & access benchmarks are met

Our Vision:

“Make life more worthwhile”, Olga Krasl

Olga and George Krasl left their legacy in the building of the Krasl Art Center. When asked why an art center, Olga replied they wanted to do something to “make life more worthwhile.” This mantra remains at the center of the Krasl Art Center’s planning.

Our Mission: Inspire meaningful change and strengthen community through the visual arts.

KAC will

- Be a place to make, experience and share art while exploring new ideas and new media
- Stimulate dialogue through challenging and provocative concepts
- Be a catalyst for community transformation through the arts
- Respect and treat artists as professionals in all aspects of programming, displaying and acquiring art

We Believe

- Creative expression is vital; all people should have access to expression through art
- Presentation of art inspires people and promotes pride in community
- Art transcends social, racial, and economic differences

Our Values

- Be nimble in response to local, national, and global impacts
- Collaborative relationships
- Experimentation, innovation and excellence
- Open and honest dialogue
- Timely, current, relevant