



**Arts&Business**  
**Council** OF CHICAGO

# STRATEGIC PLAN

2023 - 2024

# GOAL

## ACHIEVE THE THE FUTURE WE WANT

For this strategic plan, we analyzed A&BC's strengths, weaknesses, opportunities, and threats, and then used those insights to redefine our vision, values, mission, objectives, strategies, and tactics (VVMOST chart in appendix) to ensure organizational alignment.

A tactical framework for accomplishing and measuring these strategic objectives is used to evaluate success and guide future work. This lives as an internal document managed by the staff. Key results and updates to that framework are presented at each board meeting.

# ABOUT

## VISION

We see a world where creativity is universally valued as a resource with limitless potential for social and economic impact.

## MISSION

Our programming serves Chicago's cultural workers and enterprises to ensure community vitality and an equitable creative economy.

## VALUES

### **Relationships Matter**

We value kindness, sincerity, and honesty as they inspire empowerment and transformation.

### **Diversity Builds Capacity**

We value the inclusion of multiple identities and perspectives, enabling us to make better decisions.

### **Mutuality is Essential**

We value partnerships with those who also champion policies and practices of social equity and justice.

# OBJECTIVES

## MODEL ORGANIZATIONAL SUSTAINABILITY

Grow our capacity to inspire accountability, persistence, integrity, and respect among our colleagues in the creative economy

## EMPOWER CREATIVES

Support cultural workers and enterprises through programming that helps grow capacity to fulfill their visions

# STRATEGIES

## MODEL ORGANIZATIONAL SUSTAINABILITY

- Optimize engagement, recruitment, retention, compensation, protection policies, and communication practices for employees, board, and volunteers
- Redesign and advance internal financial sustainability
- Improve program management protocols, processes, and practices
- Enhance board governance and create succession leadership planning
- Strengthen external and internal communications strategies

## EMPOWER CREATIVES

- Design culturally relevant programs through an equity and ecosystemic lens
- Strengthen relationships with current and prospective arts partners and collaborators
- Develop a theory of change

# TACTICS

## PROCESS

A tactical framework that lives in an internal document managed by staff will be used for the implementation strategic initiatives and programs.

## MEASUREMENT

Key results of A&BC's strategic objectives are measured and reported on at board meetings. Based on those outcomes, tactics will be re-assessed and updated on a regular basis.

# APPENDIX

## VVMOST CHART

