



Strategic Plan 2023-2026

Using inclusive participatory planning methods, Morris Arts formed a three-year strategic plan that provides a new framework for realizing its mission — **building community through the arts**. The social, economic, technological, and environmental landscape of Morris County and the greater north New Jersey area has changed dramatically since the last strategic plan was developed in 2018. The strategic directions of this plan are in part a response to those changes. Going forward, Morris Arts will approach its mission guided by three driving strategies developed by our Board and Staff:

- 1. Listening, Learning, & Building Relationships**
- 2. Leveraging Our Successes & Piloting Programs for New Markets**
- 3. Building Capacity & Resources for Success**

1. Listening, Learning, & Building Relationships

We are committed to listen to and co-create with our community stakeholders in the programs and services we provide and support. Our stakeholders include grantees, artists, arts organizations, young people, nonprofit and corporate partners, funders, and community leaders, and the public. We want to build and deepen relationships between the communities we serve, learning from each other and engaging in intentional collaborations that increase our collective impact. Together, we will co-create projects that improve the economy, society, and environment in Morris County and the greater New Jersey area. To forward this Strategic Direction, we intend to:

- Hold monthly Community Events and create coordinated events calendars
- Create Community Ambassador teams to engage towns and spread our mission
- Assess and benchmark our programs for Impact

2. Leveraging Our Successes & Piloting Programs for New Markets

We want to build on past successes especially our Arts in Education (AIE) programming. We can increase our impact by providing more AIE programs to support Morris County communities that don't have equal resources. Leveraging AIE programs, we intend to expand to new venues such as libraries. Arts in Health programming, including youth mental health, is a particular area that we will pilot and grow over the next three years. We see digital experimentation as a

strategic interest to share with grantees and community partners. To forward this Strategic Direction, we intend to:

- Expand our Arts in Education (AIE) programming into Morris County Libraries
- Develop Arts in Health Programming

3. Building Capacity & Resources for Success

To build organizational capacity, Morris Arts will focus on team building and professional development to deepen relationships among Board and Staff members. Planning will be conducted as a regular collaborative effort, and ongoing communication around strategic initiatives will use inclusive practices. The organization will also develop greater resources for success by reinvigorating its approach to fundraising. In particular, we intend to meet with key funders to understand their funding priorities and collaborate with them in imagining new programs and services. To forward this Strategic Direction, we intend to work on:

- Regular social meetings with Board & Staff
- Learn from and create pro-active partnerships with other nonprofits
- Create a new Fundraising Strategy Plan and Volunteer Management plan

Diversity, Equity, Inclusion, Accessibility & Belonging

Fostering diversity, equity, inclusion, accessibility, and belonging is integral to each of the three strategies and essential for achieving Morris Arts' mission. Previously outlined as a separate goal, this work is now integrated into all Morris Arts efforts through fostering a culture of collaboration and teamwork, effective planning and communication, and ongoing gatherings and professional development to enhance interpersonal and working relationships. To continue the momentum of our work on Diversity, Equity, Inclusion, Accessibility, & Belonging, we intend to integrate this thinking into each of our Strategic Directions:

1. Listening, Learning, & Building Relationships
 - Define and assess programs and processes through DEIAB lens & our policy
2. Leveraging Our Successes & Piloting Programs for New Markets
 - Design new programs using a DEIAB lens
3. Building Capacity & Resources for Success
 - Provide on-going DEIAB training and apply this thinking to strategic work

As Morris Arts works toward accomplishing the strategic directions articulated in this Strategic Plan (2023-2026), the social impact we intend to make as we build community(ies) through the arts includes: Community Cohesion; Community Development; Health & Well-Being; Youth Education; Equity & Diversity; and Economic Development. Learn more about our mission and programs at: morrisarts.org