

CEPA: Vision, Mission, Values & Strategic Priorities

VISION ELEMENTS

- Super funded with bigger staff
- Membership beyond WNY
- Extremely active board with more diversity (youth representation)

- Expanded community-based arts education
- Education programs are thriving
- Well funded education programs

Structures & funding are in place for sustained growth of education programs

CEPA has the human capital in place to realize its full potential

- More supplemental programs (lectures, symposiums, videos)
- Exciting community events
- Exhibitions receive national & international audiences

CEPA's exhibits engage global audiences

- Website reflects who we are
- Better promotion of CEPA
- Greater visibility in the communities
- Good marketing strategy in place
- New logo

VISION

To be a globally recognized arts center and incubator of artistic creation, where our programs drive engagement with art as an essential facet of life and community

CEPA lives in a destination venue whose quality of space is equal to the quality of its programs

CEPA generates an annual 15% surplus

- New & successful fundraising events
- Fiscal stability
- Increased national funding recognition

SUPPORTS

- Strong, dedicated staff
- Collaboration
- CEPA reputation; stable, competent
- Education programs
- Supportive Board

Create a new brand

Fill open positions

Define CEPA space needs

Establish and execute a development plan

Fully actualize the merger with Big Orbit

STRATEGIC PRIORITIES (2013-2014)

MISSION

- CEPA fosters the exploration of photography and contemporary visual arts through its exhibition and arts education programs that nurture creativity and encourage active learning.

VALUES

- Collaboration
- Inclusiveness
- Forward-thinking
- Excellence
- Enlightenment

CHALLENGES

- Funding sources
- Economy
- Staffing levels; possible burnout
- Public perception: what is CEPA?
- Location (pros & cons)