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

- CEPA has the human capital in place to realize its full potential
- Structures & funding are in place for sustained growth of education programs
- "CEPA" has a cohesive and well-recognized brand

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

**Supports**
- Strong, dedicated staff
- Collaboration
- CEPA reputation: stable, competent
- Education programs
- Supportive Board

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

**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

**Strategic Priorities (2013-2014)**
- Create a new brand
- Fill open positions
- Define CEPA space needs
- Establish and execute a development plan
- Fully actualize the merger with Big Orbit

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