

## Organizational Development

Strategic Organizational Development	Assessment & evaluation	Organizational Evolution	Effective Communication	Capacity Building	Leadership
Outcomes assessment training	Improved information systems (Integrated database + technology)	Succession planning leadership (aging boomers)	Centralized arts information source	Cross-marketing & collaboration	Board training
Cross-community mentorship	Increase capacity for program evaluation	Arts training and leadership development	Integrate technology	Bartering services & skills	Succession planning (many arrows)
Enhance structured outreach	Spend less on research more on actual art	Strategies for converting spectators into participants	Communication improvement within arts community	Matchmaking for sharing	Engage corporate leaders
Enhance self reliance	Standardized system for measuring & evaluating program success	Younger board members	Better connection with media	Becoming self-sustaining	Empowering local arts in decision-making
National leadership & stabilizing arts organizations	Cultivate leadership skills at all levels	Intergenerational programming	Utilize social media	Develop volunteer corps	
Access to community development funding		Train artists as leaders	YouTube		
		Re-vision organizational to support "crowd sourcing"	Website PCA simplification		<b>Technology</b>
					Support changes in technology
					Social media research
					Funds to update technological infrastructure e.g.: set design software

**Arts Education**

<b>Engagement (A.I.E.)</b>	<b>Arts Educ. in Schools</b>	<b>Arts in Education</b>	<b>Arts Future</b>	<b>Foster Arts As Fundamental Education</b>
Programs for young people	Additional resources to expand arts education	Arts Education in ALL Schools	Program in rural areas	Arts education funding
Fund free tickets for kids	Support arts education statewide	Arts infusion in classroom	Consistent youth exposure to arts	School trips to arts organizations
More (smiley face) parent/kid programs	Increase arts in education	After school support	Interdistrict program collaboration	Hands-on legislator involvement
More on-going arts education curriculum	Teach art criticism	Invest in "Teaching Artists"	Mini arts for youth	Arts education requirement *accountability
Engage all youth in arts			Expand art education with cradle to grave services	
Tap into personal artistic practices	<b>Enhancing Lifelong Learning</b>	<b>Arts and/in Education</b>	Arts holidays in schools	
Engage educate audiences	Transportation support	Expand professional artist in education	Global connections	
	Arts in education	Advocate arts as vital curriculum	Touring rural performances into urban	
	Coordination of statewide agencies	Funding for transportation for schools		

**Marketing and Communication**

<b>Marketing and Data Resources</b>
Coordinate cooperative arts marketing
Centralized web arts calendar
Increase outreach
Coordination of statewide agencies

<b>Marketing &amp; Communication</b>
Enhance communication in arts community
Collaborative and comprehensive marketing
Volunteer advocacy
Arts calendar

<b>Effective and Inexpensive Marketing</b>
Social media to engage audience
Strategic use of social media
Constant local media coverage
Social media training
Statewide online arts calendar

<b>Expanded Marketing</b>
Attract new national funders to PA
Arts ad campaign
Quality marketing
All purpose website + social media
Strategic audience development

<b>Increase PCA Focus on Arts Marketing</b>
Connect artists with technology tools
Use social media
Marketing training for artists/organizations
United marketing plan for the arts
Arts to build tourism

<b>Marketing &amp; Promotion</b>
Educate the public - promote!!!
Greater media involvement
Social media to reach younger audiences
Increase awareness of great PA arts.
Fill every seat
Facilitate/create artist networks

<b>Marketing Core Values</b>
Optimize capital expenditures
Maintain program quality

<b>Building Relationship w/Audience (Audience Development &amp; Retention)</b>
Engage social groups
Grandparents night
Incentives for first timers
Bold marketing to lapsed patrons
Marketing outside your comfort zones
Effective use of social media
Encourage participation & support using clear, consistent messages

## Awareness and Participation

Increasing arts perception + Awareness Access	Elevate Arts Awareness	Cultivate Participation	Integrate Arts Everywhere	Creating Value
Increase accessibility for people w/disabilities	Art street programs	Take art to the public	Arts as health insurance incentive	Become arts destination
Community needs assessment	Family friendly activities	Arts awakening advocacy blitz	Collaboration with non-arts organizations	Regional branding
Reduce elitist perception	Support PA festivals	Involve more 20-somethings	Partner arts and American heritage	Statewide Cooperative marketing
Audience cultivation	Inter-generational opportunities	Pop-up art parties	Encourage arts org. collaboration	Create artistic magnet
Get arts in neighborhoods	Elevate arts awareness	Use unused infrastructure	Arts sell services to businesses	Community leaders embracing value of arts
Engaging artists in civic design	High visibility initiatives	Young initiatives	Art as commerce	Educate political leaders on arts relevance
Region-wide marketing for arts		Art more public	Arts/Business partnerships	Cultivating media support
Support continual arts education		Speaking to civic groups	Sit down & cut deal	Cohesive communication
Life long learning		Art captures attention	Tap into area history with Arts	
Generally promoting the arts in underserved areas		Lay persons exposure to art	Intersection with Arts & Wellness Org	
"Bring-a-friend-to-the-arts." campaign		Define art for the masses	Intersection with environment	
			Encourage resident artists to partner	
			Intersection with neighborhoods	
			Art involvement in youth and adult behavioral connections	
			Art for social causes	