



HIGHPOINT CENTER FOR PRINTMAKING

STRATEGIC PLAN 2023-2026

MISSION

Highpoint Center for Printmaking is dedicated to advancing the art of printmaking. We create pathways for artists, learners, and the public to increase their understanding and appreciation of printmaking through artistic and educational programs, a cooperative studio, a public gallery, and collaborative publishing opportunities.

VISION

To be a leading arts organization serving artists and audiences through our commitment to printmaking, dynamic programming, equitable learning opportunities, and destination-worthy facilities.

VALUES

- . **Artists** - Artists' voices, practices, and livelihoods are at the forefront of our work
- . **Learning** - We are for learners and educators of all backgrounds and organizational learning
- . **Equity** - Printmaking and its audiences must include underrepresented voices and expertise
- . **Care** - We are deliberate with our resources and interact with intention, empathy and respect
- . **Responsiveness** - We seek to be self aware of issues and are accountable for our response
- . **Collectivity** - We are part of a greater community and stronger collaboratively

1) RELATIONSHIPS

GOAL: We are visible and accessible to our communities, and our communities feel heard, engaged, and are integral to our future.

- . Strengthen our relationships with artists by listening to their needs.
- . Increase donor and collector engagement by showing gratitude and cultivating new supporters.
- . Grow audience and deepen participant engagement by centering hospitality, broadened communications, and neighborhood outreach.
- . Establish ourselves as leaders in the broader arts and culture field through peer-to-peer learning locally, nationally, and internationally.

2) SUSTAINABILITY

GOAL: Advance organizational well-being and equitable practices.

- . Develop staff and board through professional development, revised staffing structures across programs, and hiring new creative leadership for Highpoint Editions.
- . Sustain the annual budget by seeking new program funding and removing barriers to giving and collecting.
- . Holistically cultivate culture by prioritizing diverse voices in decision-making roles and centering reciprocity in all relationships.

3) EXPANSION

GOAL: We remain relevant to our audiences through expanded programming and an optimized physical space.

- . Expand programming and partnerships to broaden and diversify audience participation intentionally by identifying and addressing gaps in opportunities to engage artists of diverse backgrounds and lived experiences.
- . Optimize Highpoint's physical environment to respond to the ongoing need of staff, artists, and audiences through internal and external needs assessments.