

STRATEGIC PLAN OUTCOMES 2007 - 2008

Goal #1 – The ACC Promotes its Members, the Organization and the Fine Craft Sector.

- Shop sales have increased by more than 10% over last year.
- *All About Alberta* has traveled to 4 new venues / *Going Green* has traveled to 8 new venues.
- Listing of member events in *e-news* has increased by more than 15%
- 17 new consignors have been brought into the shop, with a trend toward the younger consignor/member.
- There has been increased national recognition in the form of feature articles, for the first time, in the publications such as *Ornamentum*, *Craft Journal* and *Studio*
- The advertising budget has increased by \$3000.
- There has been more ACC activity outside Alberta in the form of very positive discussions with the American Craft Council, the increased exposure through *All About Alberta*, the resounding success of the ACC-hosted CODA conference, and the expanding partnership with the CCF, particularly involving the Cheongju project.
- An increase in studio visits has been very helpful in building staff/member relations.
- Continued activity toward a Calgary facility.

Goal #2 – The ACC Facilitates Career Development in the Craft Sector.

- The ACC played a partner role in a career survey conducted by the ACAD.
- 17 members were instructors at Red Deer College's *Series* program in '07.
- More than 16 members are staff at ACAD.
- There were 7 nominations and 3 recipients of the annual Alberta Craft Awards.
- The Advisory Committee saw work by and advised to 45 new or current members.

Goal #3 – The ACC Advocates for Craft Provincially, Nationally and Internationally.

- The ACC participated in exchange exhibitions with Newfoundland and Saskatchewan Craft Councils.
- The ACC was active in the Cultural Plan for the City of Edmonton.
- The ACC is the largest PASO in the province, the largest craft organization in Western Canada, and has the 2nd largest public gallery in Edmonton.
- The Executive Director, Tom McFall participates in several national committees and chairs the Craft Working Group of Trade Team Canada – Cultural Goods and Services.

Goal #4 – The ACC Engages its Committed, Broad-based Membership.

- There has been an increase in the frequency of member studio socials, particularly in association with international events such as the CODA conference and the Cheongju delegation meetings.
- The year has seen an increase in the proportion of active professionals among the membership.
- The first Aboriginal exhibition at the ACC occurred this year.

Goal #5 – The ACC Partners and Fosters Partnerships to Stimulate Fine Craft Activity.

- Lectures were hosted in conjunction with the exhibitions *Contained*, and those featuring the Edmonton Traditional Rug-Hookers Guild, and the Canadian Book Artist and Bookbinders Guild.
- There was increased participation with groups such as PACE, CODA, the EAC Cultural Plan, CADA, CCF and Nextfest.
- The "Nimama" exhibition was a partnership with the Alberta Native Friendship Centres Association.

Goal #6 – The ACC Fulfills its Mandate.

- Project funding for the year increased by \$30,000.
- Revenue from sales and other sources increased by \$35,000.
- The budget was better than balanced – a surplus of about \$40,000 was recorded.
- All of ACC's funders were very satisfied. The ACC currently receives the maximum allowable from AFA, and the EAC has deemed the ACC a 'spectacular organization'.
- The organization maintains a stable staff, with 2 new staff members.
- The organization maintains a stable and complete board, with the required number of meetings and AGM.
- Reports are generated for monthly sales, quarterly (and with each board meeting) finances, monthly member numbers, annual inventory, and for all obligatory funder requirements.
- The ACC meets or exceeds all performance measures of the AFA.
- The ACC maintains a current and viable Strategic Plan.