ArtTable Strategic Plan 2020 - 2022

ArtTable continues its dedication to supporting women in the arts at all stages of their careers. In pursuit of this mission we have implemented a plan to further advance our initiatives with a focus on advocacy, inclusivity, membership, strategic revenue growth and technological advancement over the next 3 years.

**Advocacy**
ArtTable strives to design programs that serve as forums for discussion of critical issues by increasing the flexibility of the national programming structure to be more responsive to such topics as they arise. Additionally, ArtTable is committed to forming partnerships with other mission-driven organizations and brands that support ArtTable’s mission and related initiatives.

**Inclusivity**
Building upon previous work, ArtTable continually facilitates national conversations around equity and diversity in the field of visual arts and utilizes its platforms to amplify individual member voices and perspectives. A primary goal for this area is for ArtTable to expand its existing Diversity Fellowship program, established in 2000, including more placements throughout the country.

**Membership**
ArtTable will focus on creating meaningful offerings that are relevant to our members’ interests. In addition, to advance personal and professional growth of members and the larger field, prioritization will be given to the development of in-person and digital networking.

**Strategic Revenue Growth**
ArtTable seeks to strengthen its financial future by embarking on initiatives to expand the organization’s strategic revenue growth, including but not limited to diversifying income streams with grant opportunities and corporate partnerships, expanding our legacy giving program, and growing our membership base through targeted outreach.

**Technological Advancement**
ArtTable recognizes that the need to improve its technology is fundamental for sustainability. ArtTable seeks to upgrade the appearance of our website to be more reflective of its mission and the visual arts industry and to improve its back-end technology to better understand both its membership and the role of women in the visual arts overall. These technological advances will enable ArtTable to be a better resource to all women in the field.