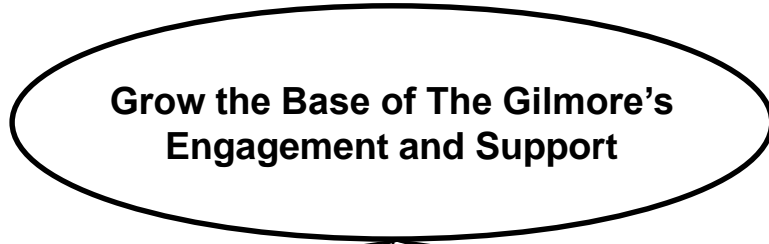


# The Gilmore Strategic Map: 2015-2018

Updated  
06/29/16



**A**

**B**

**C**

**D**

**E**

**Provide World Class Programming and Artist Recognition**

**Clarify, Enhance and Communicate Identity and Brand**

**Maintain, Expand and Diversify the Audience**

**Increase and Diversify Financial Support**

**Strengthen Organizational Sustainability**

**1**

Conduct Ongoing Examination of Artist Selection Criteria and Ensure the Processes Cast a Wide Net

Enhance Identity/ Brand Effectiveness: Logo, Tag Line, etc.

Maintain Current Audiences

Grow Base of Sponsors and Annual Fund Donors

Assure Continuity During the Search and Transition to the New Director

**2**

Maintain "Music as an Art Form" as a Basis for Programming

Explore Opportunities to Recognize/ Celebrate Artists in a Range of Keyboard Genres

Attract New and Diverse Audiences

Use Technology to Expand Fundraising Opportunities

Identify Staffing Needs, Professional Development Opportunities and Succession Issues

**3**

Reach the Entire Programming Region with The Gilmore Story

Increase Use of Technology for Audience Development

Increase Planned and Major Gifts to Build Endowment

Enhance Systems for Volunteer Engagement

**4**

Expand Communication of Brand Outside West Michigan

Use Educational Offerings to Expand and Diversify Audiences

Implement Board Development and Succession Planning

**5**

Enhance Use of Technology to Communicate the Brand

Expand & Strengthen Educational Programs and Community Collaborations

**F**

**Optimize the Effective Use of Tessitura**

**G**

**Promote Collaboration and Partnerships to Support and Sustain the Arts**