

February 3, 2014

Dear Friends,

We are pleased to share the new Strategic Plan of the California Arts Council, adopted at our annual meeting on January 22, 2014. This plan was developed to further our mission of *advancing California through the arts and creativity*, and to serve as a road map for the California Arts Council over the next three to five years.

We place great importance on planning for the future success of our agency. This Strategic Plan is grounded in feedback gleaned from extensive outreach to more than 1,000 stakeholders during a nine month planning process. This significant investment of time, resources, and research brings us great confidence in the direction of our new plan.

Distinct from past plans in both content and approach, our new Strategic Plan is organized into four pillars designed to achieve our mission, vision, and values. With a focus on *building public will and resources for the arts; diversity, access, and partnerships; thought leadership; and programs and services*; we intend to ensure that the arts are recognized, celebrated, and supported in communities across our state.

Our new Strategic Plan serves as an organic, living document that will evolve as our agency evolves. It is critical that we remain flexible and innovative as we work to secure greater resources and support for the arts and creativity in California.

This plan will inform our future decision making. You won't find it gathering dust on our shelves. Our Council and staff are committed to successfully implementing the plan in order to best serve all Californians through the arts and creativity.

If you have questions or comments, feel free to reach out to us at 916-322-6335 or by email at [info@arts.ca.gov](mailto:info@arts.ca.gov).

Thank you to all those who generously shared their time and insight in the development of this plan. We hope you'll stay tuned for an exciting future for our agency and for the arts in our state.

Warm regards,



Wylie Aitken  
Chair



Susan Steinhauser  
Vice-Chair and Chair of the  
Strategic Planning Committee



Craig Watson  
Director