

**FLINT  
CULTURAL  
CENTER  
CORPORATION**

**2006 – 2010  
Strategic Plan**

# **MISSION, VISION, GOALS AND VALUES**

## **MISSION**

To foster cultural activity and community vitality through history, science and the arts.

## **VISION**

The Flint Cultural Center Corporation will position the Flint Cultural Center as the premier regional destination, educational resource, and entertainment venue for history, science and the arts.

## **GOALS**

1. To create a beautiful, welcoming and secure environment.
2. To be a vibrant community gathering place.
3. To be catalysts for creativity and discovery.
4. To increase awareness of and responsiveness to the needs and desires of our diverse audiences.
5. To increase regional awareness and use of our quality programs and services.
6. To develop a broad sense of personal ownership in our organization and member institutions.

## **We Value...**

- Being actively engaged members of our community
- Providing our community and staff a safe and nurturing place for participation, experimentation and expression
- Quality (of practices, programs and staff)
- Innovation
- Respect
- Inclusiveness
- Dedication
- Teamwork
- A fun work environment

# **ROLES OF THE FLINT CULTURAL CENTER CORPORATION**

## **PROPERTY MANAGEMENT**

The Flint Cultural Center Corporation (FCCC), as owner of the 33-acre campus and its buildings, excluding the Sarvis Center, the Flint School District Food Service Building and the Flint Public Library, is responsible for the management and maintenance of the buildings and grounds under its authority. In fulfilling that responsibility, the FCCC has entered into sub-lease agreements with the Flint Institute of Arts and the Flint Institute of Music which allow each institution to manage and maintain its building. The FCCC continues to manage and maintain the remaining buildings and all campus common areas and fixtures, including parking lots, lawns, sidewalks, signs, lighting fixtures, seasonal décor, fountains, gardens, and interior roadways. The independent institutions (FIA and FIM) pay a pro rata share of the general grounds keeping costs.

## **CORPORATION GOVERNANCE AND OPERATION**

The FCCC is responsible for all aspects of governance and operation of the Alfred P. Sloan Museum/Robert T. Longway Planetarium, James H. Whiting Auditorium, and Flint Youth Theatre. The FCCC also maintains a central administrative staff to provide leadership and additional resources that support the operation of the program generating entities.

## **CAMPUS-WIDE AND COMMUNITY ENDEAVORS**

The FCCC is expected to work closely and collaboratively, through its programmatic entities and central administrative staff, with other campus-based institutions, community groups, public agencies, and regional institutions to jointly create, develop, coordinate, and/or operate, as appropriate, programs, activities, and special initiatives that help increase public interest, awareness, and use of the campus and its institutions.

## **GOAL 1**

### **TO CREATE A BEAUTIFUL, WELCOMING AND SECURE ENVIRONMENT.**

#### ***Objective 1***

Make Sloan Museum's building an attractive and exciting environment. (Also supports Goal 2)

##### **Strategies:**

1. Develop a facility plan.
2. Explore the consolidation of the Sloan/Longway/Buick Gallery programs and staff into one building.

#### ***Objective 2***

Ensure the Flint Cultural Center buildings and grounds are beautiful and well maintained.

##### **Strategy:**

Institute a systematic and cyclical maintenance program.

#### ***Objective 3***

Improve campus security.

##### **Strategy:**

Create a comprehensive security program for the entire campus.

#### ***Objective 4***

Improve perceptions of security.

##### **Strategy:**

Develop a communication plan relating to campus safety.

#### ***Objective 5***

Increase the effectiveness of organizational systems.

##### **Strategies:**

1. Plan any needed adjustments organizational structure and long-term staffing for all FCCC member institutions.
2. Improve employee and volunteer job skills.
3. Review and compile all existing written policies and procedures, and establish new ones.
4. Consolidate purchases of like services.
5. Develop a cyclical technology plan.

## **GOAL 2**

### **TO BE A VIBRANT COMMUNITY GATHERING PLACE.**

#### ***Objective 1***

Create a popular and desirable social environment.

#### **Strategies:**

1. Enhance food and beverage opportunities.
2. Increase social opportunities and events.
3. Develop new and exciting campus public spaces.

## **GOAL 3**

### **TO BE CATALYSTS FOR CREATIVITY AND DISCOVERY.**

#### ***OBJECTIVE 1***

Enable audiences to experience multiple perspectives and engage in creative thinking.

#### **Strategies:**

1. Design new Flint Youth Theatre education and performance programming.
2. Ensure the artistic work of FYT succeeds as its primary purpose and function.
3. Expand upon existing programming to engage audiences at The Whiting.
4. Expand innovative educational and public programs at Sloan/Longway.

## **GOAL 4**

### **TO INCREASE AWARENESS OF AND RESPONSIVENESS TO THE NEEDS AND DESIRES OF OUR DIVERSE AUDIENCES.**

#### ***Objective 1***

Increase understanding of and usage by regional audiences.

#### **Strategy:**

Establish an ongoing market research program.

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#### ***Objective 2***

Enhance relationships between Corporate Services departments and institutional staffs (internal audiences).

#### **Strategy:**

All Corporate Services departments will place a high priority on internal customer understanding and satisfaction.

## **GOAL 5**

### **TO INCREASE REGIONAL AWARENESS AND USE OF OUR QUALITY PROGRAMS AND SERVICES.**

#### ***Objective 1***

Increase the size and diversity of the customer base of each FCCC member institutions.  
(Also supports Goals 2)

#### **Strategies:**

1. Clarify and strengthen brand identity programs for all FCCC member institutions.
2. Establish Flint Cultural Center and Flint Cultural Center Corporation identity programs.

## **GOAL 6**

### **TO DEVELOP A BROAD SENSE OF PERSONAL OWNERSHIP IN OUR ORGANIZATION AND MEMBER INSTITUTIONS.**

#### ***Objective 1***

Increase the level of private support.

#### **Strategies:**

1. Align cultivation of new donors with audience development and marketing initiatives at member institutions.
2. Build deeper relationships with current donors.
3. Plan and implement an endowment campaign.

#### ***Objective 2***

Increase the personal involvement of FCCC staff and volunteers

#### **Strategy:**

Increase engagement and participation of FCCC staff and volunteers with programs of all the FCCC member institutions.