



ESB-MACC Strategic Plan Update

Goal 1: To serve as the main cultural arts center for Mexican American cultural arts and heritage.

Objectives:

1. Create a system that provides an environment where artists, educators, and nonprofit collaborators can thrive and develop as an integral part of the Austin community.

Tasks:

Provide a welcoming space for community groups and artists to teach, present, perform, and create.

- **Generous Art workshop for artists on PR, marketing and documenting.**
- **Invited artists to present their work for West Side Studio Tours.**
- **Collaborators and artists include: Julianna Brannum, Comanche Dustin Tahmahkera, Dr. Mario Garza, Flor de Nopal (Eva Ybarra & Lourdes Perez), Cine las Americas, CMACA, Joel Salcido, Voces Austin, ACC, Austin Symphony, AISD, Cesar Chavez Foundation, Paul del Bosque, Sandra Fernandez, Nuestro Grupo, UT, Bellas Artes, Cross Roads, PODER, and Los Outsiders. As well as all the artists that contributed to Dia de los Muertos (the altars, bikes and cars) and the youth that contributed to the Children's Exhibit.**

2. Preserve the cultural traditions and contributions of our older generations of Latino artists.

Tasks:

a. Complete the Award of Excellence installation.

- **Will complete the installation of the Wall of Excellence this summer.**
- **Will schedule an unveiling for the Wall of Excellence.**

b. Hold the Award of Excellence ceremony annually and expand and strengthen it each

- **Improved on the criteria and will improve on the process.**

Goal II: To nurture new audiences and communities by expanding programs and services to Native American, Chicano, and other Latino cultures in Austin and the surrounding area.

Objectives

1. Promote and preserve more art disciplines (sculpture, ceramics, printmaking, etc.)

Tasks:

a. Develop at least one exhibit each year that fosters traditional art forms.

- **Hosted the Rebozo exhibit inviting the community to participate.**
- **West Side Studio Tour will present jewelry makers and a Oaxacan weaver.**

b. Utilize nontraditional spaces through outdoor exhibits.

- **Los Outsiders hosted performances outside on the plaza.**

- Mexican multi-media artist Victor Perez-Rul Altamirano will design an interactive work of art for the plaza presented by the Visual Arts Center at UT, fall 2015.
 - Dec. 2015 will be hosting a graffiti exhibit outside of the Community Gallery with artist Nathan Nordstrom (LARP).
 - c. Develop a permanent exhibit to include the history of the ESB-MACC and Latinos in Austin.
 - Currently working on gathering images from the community about the history of ESB-MACC for its 10th anniversary in 2017.
 - d. Utilize the Smithsonian's resources and incorporate those resources with local artists through exhibits each year.
 - June 4 – August 27 Smithsonian Exhibit: *Bittersweet Harvest* in collaboration with the Cesar Chavez Foundation, and the local community submitting their stories.
2. Develop classes and programs that meet the needs of target audiences.
- Tasks:*
- a. Strengthen programming between AISD schools and ESB-MACC and enhance exhibition opportunities for annual winter youth show to include teachers, student artists, parents, and professional guest artists
 - **Nuestro Grupo and AISD partnership: Academia Cuauhtli**
 - b. Increase out-of-school activities for youth to include afterschool programs, outreach, family presentations and community engagement
 - **After-School Program with AISD: Sanchez and Matthews Elementary**
 - **Summer Teen Tallers**
 - c. Continue to serve and expand service to underserved populations through free/low-cost programs and involve immigrant families
 - **Free programming Leer y Creer, Spanish yoga, La Rondalla, and Sabados en Familia (Drop in programs)**
 - d. Identify partners that need to be included in program decisions such as other cultural organizations, non-profit groups, schools, homeschools and senior centers, etc. and engage them in programming decisions that would meet their needs
 - **Partnership with St. Austin Catholic Church on an event celebrating La Virgen de Guadalupe.**
 - **"Trees of Govalle" with Allison Orr, members of the Govalle community**

Goal III: To enhance and strengthen ESB-MACC marketing and promotional efforts.

Objectives:

1. Develop a marketing and promotional plan to raise institutional visibility and deeper awareness among the ESB-MACC's target market(s).
- Tasks:*
- a. Conduct an assessment of ESB-MACC marketing strategies with a focus on addressing constituent needs, how we can add value, and how/where we can effectively communicate our offerings.
 - **Developed a new logo**

- Printed a large street banner for Day of the Dead
- Included in Texas Historical Commission's Hispanic Heritage Travel Guide
- c. Attract new and repeat visitors to the ESB-MACC.
 - Day of the Dead attracted new audiences
 - 1,500 attendees for Voces Austin
 - Nuestro Grupo attracted new families
 - Classes (Spring Camp) and Workshops all attracted new and repeat audiences.
- 2. Develop marketing materials for the ESB-MACC.

Tasks:

 - a. Create a press packet that includes educational programming, exhibits, collaborators, LARP, and events.
 - In-progress
 - b. Produce and film a video about the history of the ESB-MACC to be shown at a kiosk on-site as well as to be shipped out to various media outlets and cultural centers.
 - In-progress
 - c. Increase the effectiveness of our social media campaigns via Facebook, Twitter, and other online platforms.
 - Switched to Mail Chimp for our newsletter
 - Assigned temps to send out blasts.
 - d. Create a comprehensive and aesthetically pleasing brochure about the ESB-MACC.
 - In-progress
- 3. Provide effective signage to direct people to the Center.

Tasks:

 - a. Erect an historical trail marker at the old "MACC" sign.
 - In-progress
 - b. Design and install way finding signs.
 - Researched and will implement by the summer.

Goal IV: To continue developing the Center's capacity.

Objectives:

1. Assess the needs of its programs and staffing.

Tasks:

 - a. Increase our parking capacity.
 - Overflow parking is pending.
 - b. Increase staff to include outreach and historians.
 - Hired Gloria Espitia to do outreach and is working on historical exhibitions about the history of Latinos in Austin.
 - Cinco de Mayo outreach at Fiesta Gardens (125), Art City Austin (80) Pachanga Festival
 - c. Complete Auditorium renovations to be ADA compliant and to better suit the needs of resident artist groups.
 - Auditorium modifications are pending.

2. Complete the Master Plan.

Tasks:

- a. Include in the master plan the development and expansion of existing spaces.
 - **2 meetings were held by the Advisory Board to include PARD's Planning and Design Division Manager to discuss the specifics of the process.**
- b. Provide staff input to plan for ventilation of rooms, lighting and shade structure for the plaza, and more office spaces.
- c. Expand our library and archives.
 - **Staff implemented a records management system to include archives.**