Revised Mission Statement

The College Art Association (CAA), as the preeminent leadership organization in the visual arts, promotes these arts and their understanding through advocacy, practice, and intellectual engagement.

Revised Vision Statement

To realize this mission the College Art Association:

1. Supports all visual arts professionals;
2. Improves access to its programs and services for greater engagement and wider participation;
3. Reaches out locally, nationally, and internationally to provide a forum for intellectual exchange of research, creative work, methodologies, and pedagogies;
4. Develops and advocates positions to benefit its membership.
Goal I: Membership, Programs and Publications

I. Goal: Membership

_Cultivate and serve individual and institutional members of CAA by providing programs, publications, services, and opportunities that reflect changing needs in the field and deliver critical support to individual members over the course of their careers._

I A. Membership

Objective 1: Increase national and international participation.

   Strategy 1.1: Regularly assess member needs and respond accordingly.

Objective 2: Promote the professional, intellectual, and social value of belonging to CAA and publicize appropriately to targeted constituencies.

   Strategy 2.1: Develop short position statements that communicate members’ shared professional values and interests to recruit new members...

   Strategy 2.2: Increase visibility and relevance of CAA nationally and internationally through an advertising campaign that underscores the importance of CAA membership.

   Strategy 3.2: Develop a phone campaign to each art history and studio department in the U.S. to promote membership and fellowships.

Objective 3: Cultivate the involvement of professionally allied visual arts communities that now seem to be underrepresented in CAA’s membership, such as curators, conservators, designers, and art librarians; build rationale for the participation of these groups and the professionals they comprise as individual members in CAA and seek participation of their institutions in CAA as institutional members.

   Strategy 4.1: Enlist CAA’s PIPS Committees and Affiliates, as appropriate, to advance this effort. For example, seek assistance of the Museum Committee to help increase membership among regional, national, and international art museums.

I B. Programs

Objective 1: Reevaluate the annual conference structure, format, and technologies.

   Strategy 1.1: Establish a task force to assess and make recommendations regarding the conference session formats including interactive sessions, interdisciplinary forums, publishing papers before the conference, increasing
professional development sessions, reach beyond the conference through digital technologies; and reassessing the ARTspace structure.

Objective 2: Assess the feasibility of conducting small, regional and/or international conferences (in collaboration with other organizations) during the year for core constituent groups around important issues of interest.

   Strategy 2.1: Investigate opportunities to sponsor CAA lectures in different U.S. cities and internationally.

Objective 3: Continue to encourage and identify possible future collaborations for participation by international scholars and artists in the annual conference.

   Strategy 3.1: Invite internationally based art historians and artists to participate in CAA programs in order to build on the CAA International Travel Grant Program.

I C. Publications

Objective 1: Encourage author use of multimedia and interactive tools in online publications.

Objective 2: Monitor changes and trends in scholarly research and explore opportunities for CAA to adapt, transform, and support new modes of publishing.

   Strategy 2.1: Develop a list of critical issues for publications to address.

   Strategy 2.2: Explore how to assess digital and collaborative scholarship for tenure and promotion.

   Strategy 2.3: Publish, online and/or in print, lectures on a given theme or figure in the visual arts.

   Strategy 2.4: Explore design adjustments to The Art Bulletin and the Art Journal to make them more compatible with CAAs visual identity.

   Strategy 2.5: Consider soliciting and listing international dissertations (adding to the list of those in the U.S.).

Objective 3: In print and online, broaden the definition of “publication” for the publications department to include CAA News, blogs, graduate directories, practical publications, web projects, and social networking sites such as Facebook and Twitter.
Goal II: Communications

*Improve communications that focus on member awareness of CAA’s value.*

Objective 1: Provide more opportunities for cross-disciplinary, international exchange of practices and scholarly/creative trends through multi-media, social networking, and other digital resources.

Strategy 1.1: Continue to explore social networking opportunities to provide an interactive networking site for CAA’s members to share ideas, create open or closed discussions, carry out committee and jury work, post research and creative work, hold seminars, lend voices to issues, and/or provide database information.

Strategy 1.2: Build collaborations on digital applications in other disciplines with academics such as social science scholars, cultural anthropologists, and economists.

Objective 2: Redesign and update the website.

Objective 3: Explore the need for and evaluate the feasibility of recasting CAA in light of changing market forces and circumstances in academia.

Strategy 3.1: Explore an association name change
**Goal III: Advocacy**

*Strengthen advocacy by targeting high-priority national and international issues in the visual arts and be prepared to address issues as they arise.*

Objective 1: Develop annual agendas that focus on major issues in the field such as curriculum development; part-time faculty departmental participation; compensation, and promotion and other workforce issues concerning race and gender; open-access peer review and publishing; artists’ resale rights; orphan works; and the implementation of new *Standards and Guidelines* and codes of best practices; cite relevant statistical data and provide analysis for dissemination to members.

  Strategy 1.1: Establish a task force/board committee to determine the procedure for identifying high-priority research issues.

  Strategy 1.2: Complete and promote actively the project on fair use and its code of best practices.

  Strategy 1.3: Establish a task force to develop a ‘state of the field’ publication and to explore interdisciplinary opportunities.

  Strategy 1.4: Collect and publish CAA membership data as an advocacy tool.

Objective 2: Raise awareness of CAA’s advocacy work through ongoing promotion
Goal IV: Governance

*Strengthen the Association’s board and committee leadership through careful and regular evaluation of roles, responsibilities, representation, and procedures to best serve the interests and needs of all CAA members.*

Objective 1: Strengthen leadership ladders to ensure broad representation and expertise on the board and build on the strengths of committees, editorial boards, juries, and affiliated societies; responsibilities and charges should be carefully explained and regularly reviewed and aligned with CAA’s mission and strategic plan.

Strategy 1.1: Establish a task force on board governance to evaluate the board nominating structure, its purpose, and the nominating and election processes.

Strategy 1.2: Consider a board VP for International Relations.

Objective 2: Communicate regularly with members about governance matters, particularly committees and how they can be more effective.

Strategy 2.2: Give “Governance” more visibility on the CAA website.

Objective 3: Cultivate leaders in the field and solicit their involvement to serve on committees and the Board.
Goal V: Finance and Development

*Strengthen CAA’s financial position, while recognizing changing economic conditions as well as challenges and opportunities in the field, in order to meet the needs of members.*

Objective 1: Seek new and increased revenue sources.

   Strategy 1.1: Explore the possibility of member-only sections of the website for added member revenue.

   Strategy 1.3: Working with co-publisher, continue to explore how publications and other publications-related services can generate increased income.

Objective 2: Explore the feasibility of hiring a planned giving counselor and launch a Planned Giving Program to cultivate bequests, charitable annuities, and gifts to endowment.