



CAA COLLEGE ART ASSOCIATION

advancing the history, interpretation, and
practice of the visual arts for over a century

Strategic Plan

2010–2015



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A Letter from the CAA President

The College Art Association has been advancing the history, interpretation and practice of the visual arts for almost a century. Those CAA members who serve on the Board of Directors, committees and the CAA staff have vigorously supported the rights of visual artists and art historians, explored opportunities for new directions in our respective fields, and responded to new needs and concerns that have arisen in our various fields.



This Strategic Plan (2010–2015) represents our commitment to the visual arts and to quality service for all members. It focuses on the key issues of communication, intellectual and creative programs and membership interests. These collectively provide a framework for identifying other priorities for sustaining the association's ongoing growth and well being. With the plan in place, CAA will be able to advocate for the visual arts nationally and internationally and create new opportunities for dialogue among our members. In addition, we aspire to new forms of communication with innovative technology as well as to career development and workforce issues that are of crucial concern to many of our members. By focusing on the professional growth and sustenance of all visual arts professionals, we will in the process strengthen our organization's leadership, support fully our membership and provide sound financial footing for the future of CAA. That future is our future, and the Strategic Plan moves us forward together to pursue our common goals.



Paul B. Jaskot, Professor
The History of Art and Architecture Department
DePaul University



Mission Statement

The College Art Association (CAA) promotes the visual arts and their understanding through committed practice and intellectual engagement.

Vision Statement

The College Art Association advances the highest standards of instruction, knowledge and practice in the visual arts to stimulate intellectual curiosity and advance skills that enrich the individual and society.

To realize this vision College Art Association will:

- 1) Represent, promote and advocate for the visual arts nationally and internationally;
- 2) Create new opportunities for dialogue among members;
- 3) Explore new forms of communication using innovative and improved technology;
- 4) Address career development and workforce issues to assist professional growth;
- 5) Strengthen organizational leadership, membership and financial support.

Values Statement

Representing a diverse community of visual-arts professionals, CAA promotes:

- Originality and excellence in the creation, interpretation, and teaching of visual arts;
- Contributions to society by visual-arts professionals;
- Exchange and dissemination of diverse artistic and scholarly viewpoints, nationally and internationally;
- Support, collaboration, and advocacy for professionals in the fields of art, art history, design, and visual studies;
- Ethical standards and practices in the visual arts.





Goals of the 2010–2015 Strategic Plan

Goal I: Represent the visual arts and their understanding, nationally and internationally.

Establish CAA as the primary professional association for diverse and international visual-arts professionals.

Develop a refreshed identity program that represents CAA as a visual-arts leader in the 21st century.

Promote the exchange of ideas, with an emphasis on the use of technology.

Represent the visual arts through advocacy; communicate these efforts to CAA membership.

Expand and improve communication with and outreach to international members.

Goal II: Anticipate and meet the changing needs of all members.

Communicate the value of CAA membership throughout the year in an effort to keep members engaged and increase member retention, with particular attention to artists and designers.

Develop a progressive campaign to reach potential new members, with particular attention to artists and designers.

Establish greater collaboration with CAA Affiliated Societies.

Evaluate the risks and rewards of changing CAA's membership program from income-based to benefits-based.





Goals of the 2010–2015 Strategic Plan

(Continued)

Goal III: Develop a dynamic and flexible range of programs and publications.

Evaluate members' responses to programs and publications, especially in light of current economic conditions.

Develop centennial programs and publications.

Evaluate the Annual Conference to render it more adaptive and responsive to member needs.

Develop new services and programs to help members advance their careers.

Seek a publication partner to publish the Directories of Graduate Programs in art history, studio art and visual art online.

Investigate copublishing agreement for all CAA journals.

Make CAA journals accessible digitally within a multi-media and interactive environment.

Strengthen CAA's publications by building internal capacity on intellectual property and related legal issues.

Goal IV: Enhance CAA's leadership to provide expertise, experience, and support to the association.

Enhance leadership and support by changing the by-laws to create a category of Appointed Director, who will add professional expertise in strategic areas.

Strengthen CAA's ability to represent the visual arts by broadening the disciplines, backgrounds, and viewpoints of the board and committee members.

Develop the board's fundraising expertise and commitment to raising funds for CAA.

Provide tools and training to the board; Professional Interests, Practices, and Standards Committees; and editorial board chairs to bolster their ability to help meet organizational goals.



Goals of the 2010–2015 Strategic Plan

(Continued)

Goal V: Strengthen CAA’s infrastructure to maintain existing programs and activities and provide for new initiatives.

Establish a targeted centennial fundraising program to support CAA operations, publications, fellowships, awards, and grants.

Enhance the Development Department to help increase contributed revenue.

Establish a Planned Giving program to ensure major gifts to CAA’s endowment for the future.

Goal VI: Strengthen CAA’s financial position in order to respond to changing economic conditions.

Review the strategic plan annually in regard to its viability, feasibility and in relation to the changing financial environment.

Identify new and major sources of earned revenue.

Find office space that adequately provides for staff, committee, and board needs and reduces current office space expenses.

Goal VII: Enhance and support information technology to meet present infrastructure needs and services to members.

Enhance information technology capabilities for database management and customization, information retrieval, and interpretation.

Implement online identity consistent with new print graphic identity.

