



Strategic Vision for Textile Center

National Artist Advisory Council Meetings

Friday, November 16, 2018 – Notes by Karl Reichert, Executive Director

STRENGTHS

Education – We have had significant growth in program development and earned revenue this past year. Action Steps:

- Continue focus on strengthening core classes.
- Grow national teaching artist and youth education programs.
- Expand outreach to communities through contract fiber art programming.
- International / Regional Tours – world textile education & awareness

Exhibitions – We are maximizing our opportunities for onsite exhibitions, and have had outstanding programs that have helped grow building attendance and visibility in field of fiber art. Action Steps:

- Expand promotion of our exhibitions in the field of fiber art.
- Open opportunities for guest curators.
- Seek off-site exhibition spaces, such as with the MSP Airport opportunity.
- Create online exhibitions on our website.
- Create exhibition catalogues for sale in Shop and for archive in Library.

Library – Our library is a resource treasured by our members/guilds, and we've done well growing the collection with new and donated materials. Action Steps:

- We're at capacity for space, and need to invest in movable shelving. (Pursue grants for funding.)
- Create strategic direction for what we want our library to become. For example: grow tools collection? Enhance its status as a research library for those in the field?
- Establish a more comfortable "reading room" environment ... a space for people to gather.
- Create Textile Center archive that documents our history.

Retail Shop – We have an outstanding retail shop that serves working artists and provides earned revenue for organization. Action Steps:

- In order to grow sales, we will study options for attracting more traffic to building (through programming, exhibitions, classes) and examine space needs.

Guilds – The partnership Textile Center has with the guilds makes it unique in the nation.

Action Steps:

- Continue to grow strong partnerships with guilds in support of programs, facilities, and program participation.
- Focus on a shared commitment to diversifying participation.

CHALLENGES

Commitment to equity, diversity, and inclusion – While we are making strides in this area, this remains a significant challenge for Textile Center. Action steps:

- Seek more diverse representation on our Board, Staff, and committees, including National Artist Advisory Council.
- Strengthen commitment to promote more diversity in our programming, and continue to foster a welcoming environment.
- Pursue opportunities to bring fiber art programs into cultural communities.

Build Textile Center's national profile – We remain one of the “best kept secrets” in the field of fiber art. Action steps:

- Seize opportunities to promote Textile Center's activities more effectively in our own digital media (website, newsletters, social media) as well as in national and international publications.
- Continue focus of linking exhibitions and national teaching artist program. This has been a significant step forward this past year.
- Invite leaders in the fiber art field to present lectures at Textile Center ... creating “must attend” events for curators, fiber artists, and enthusiasts.

Expand Grants and Fellowship Programs for Fiber Artists – We currently have the Jerome fiber artist project grant program, and we will be working with McKnight Foundation to establish two \$25,000 fiber art fellowships by 2020. Action Steps:

- Submit application to McKnight in January 2019.
- Submit application to Jerome Foundation in spring of 2019.
- Explore ways to establish a meaningful artist-in-residence program.

Facilities / Fixtures / Tools – Action steps to update our current facilities while we work on options for expansion or a new location:

- Upgrade systems for safety and security: phone system, security cameras, etc.
- Enhance auditorium with improved acoustics, upgrade AV system, lighting, and possible cosmetic changes: carpeting/paint.
- Improved lobby monitor, information systems.

Communications – We've made great strides with database and sales on our website, but we can do so much more to market our programs, and tell our stories. Action Steps:

- Create an online events calendar for all things fiber (our programs, guild activities, exhibitions, etc.) – and help drive more traffic to our website.
- Create a newsletter (digital and limited print) to market programs and tell Textile Center stories, raising our profile among fiber artists and appreciators.

25th Anniversary – A major milestone requires attention. Action Steps:

- Oral archive project (funded by Minnesota Historical Society) to be launched soon.
- April 1, 2019 Birthday Party at Textile Center (members, guilds – open house?)
- Gala fundraising event Fall 2019.
- Exhibition in 2019.
- Commemorative publication?