



AMERICAN TAPESTRY ALLIANCE

HONORING TRADITION, INSPIRING INNOVATION

AMERICAN TAPESTRY ALLIANCE

2016-2020 Five Year Plan

GOALS

1. Exhibitions

a. Exhibitions Model update

i. Reasons

1. Make our shows more attractive to venues.
2. Make our shows fit current, general exhibition models more closely.
3. Add support for our exhibitions through auxiliary programming.
4. Increase overlap between Exhibitions and Education.
5. Increase attendance at our shows.
6. Increase entries to our shows.

ii. Activities

1. Work with museum curators. Cultivate relationships so that we can place our exhibitions in more prestigious venues and they will attract more attention among museum professionals. This will, most likely, turn more of the responsibilities for what the show looks like over to the curator.
 - a. Rock Hushka, Tacoma Art Museum (2018)
2. Arrange for programming during our exhibitions when possible.
 - a. ATB 11 at the San Jose Museum of Quits & Textiles (2017)
 - i. Speakers
 - ii. Panel
 - iii. Workshop
 - b. Small Tapestry International 5 at the University of North Texas (2017)
 - i. Project Grant (see 4., a., ii., 1.) with a Texas weavers guild
 1. Teach the Teachers
 - ii. Project with Fiber Professors at UNT
 - c. The Grand Gesture (ATB 12) at the Tacoma Art Museum (2018)
 - i. Mini Symposium
 - ii. Members Retreat
 - iii. Lobby installation UM Mass Dartmouth??
 - iv. Audio installation of sounds of weaving

- v. Unjuried show
 - vi. Project Grant (see 4., a., ii., 1.) with the Tacoma weavers guild
 - 1. Teach the Teachers
 - vii. Weave the construction fence??
3. Investigate collaborative shows with organizations that represent other media, especially those who do not use wall space, e.g. wood and ceramics.
 4. Investigate more themed shows.
 5. Explore more open wording in the Eligibility Requirements on our show entry forms.
 6. Explore simpler return shipping methods that will be easy for the final venue.
 7. Explore ways to help support shipping costs for participating artists.
 - a. The Grand Gesture (ATB 12) at the Tacoma Art Museum (2018).

2. Education

a. Create educational programming in conjunction with the shows, when possible

i. Reasons

1. Offer programming at our exhibitions.
2. Offer more programs geared to all members.

ii. Activities

1. Events in conjunction with ATB 11 at the San Jose Museum of Quilts & Textiles. (See 1., a. ii., 2., a.)
2. Events in conjunction with STI 5 at University of North Texas. (See 1., a. ii., 2., b.)
3. Events in conjunction with The Grand Gesture at the Tacoma Art Museum (See 1., a. ii., 2., c.)

b. Miscellaneous Educational Programming

i. Reasons

1. Offer more programs geared to all members.

ii. Activities

1. Column in the newsletter in which people can send in questions and a more experienced weaver will answer them.
2. Page redirect for new members that is a short list of resources that might be of value to them.
3. Sponsor another Blog Tour in 2017 as a lead in to the 2018 unjuried small format show.
4. Project Grants – Teach the Teachers (See 4., a., ii., 1.)

3. Networking

a. Tapestry postcard exchange

i. Reasons

1. Provide networking opportunities.
2. Offer more programs geared to all members.

ii. **Activity**

1. Postcard exchange (2019)
 - a. Members only
 - b. No envelope – must be mailed
 - c. Approximately a 9-month interchange
 - d. Give the project a theme that is broad
 - e. Create a show of the tapestries on Pinterest

4. **Promotions**

a. **Guild Outreach**

i. **Reasons**

1. Membership development
2. Youth education

ii. **Activities**

1. Project Grants – Teach the Teachers
 - a. Intended for materials to support weaving in the schools
 - b. More general name is in case we want to expand this grant to other kinds of projects, but the first focus is Teach the Teachers
 - c. Eventually four per year, up to \$250.00 per grant
 - d. Need based
 - e. 2017
 - i. Test year
 - ii. STI 5 at University of North Texas, Denton, Texas
 1. Regina will invite the Denton Weavers Guild to participate (Dallas and Fort Worth Weavers Guilds if necessary)
 2. Susan will connect with Fiber Arts department at UNT
 - f. 2018
 - i. The Grand Gesture – Tacoma Art Museum, Tacoma, Washington
 1. Margo will connect with Tacoma Weavers Guild
 - ii. If we feel we are ready to invite applications for these grants this year we can do it
 1. Target guilds that are in the area of our exhibition venues
2. Guild talks
 - a. The requirements for the Painter/ Brown Scholarship recipient now include a talk to a weavers guild as a substitute for the article for Tapestry Topics
3. Add all HGA guilds to our promotional email list.

b. **General Outreach**

i. **Reasons**

1. General promotion of the field
2. Youth outreach

ii. Activities

1. Cultivating relationships with curators (See 1.,a.,ii., 1.)
2. Explore collaborative shows. (See 1., a. ii., 3.)
3. Refashion the Emerge Grant for New and Emerging Artists
 - a. Emerge Award
 - b. 10 universities with fiber programs will be selected to give the award
 - c. University professor grants the award to a student who shows promise.
 - d. Award is a one-year Student Membership in ATA.
 - e. Northern hemisphere - send information February 1 with the deadline March 1. Southern hemisphere - send out information September 1 with the deadline October 1.
4. Professional Development for members
 - a. Develop a page on the website that lists resources to help people promote their work. Most of this will be links to other internet sites, courses that can be taken, books that can be purchased.
 - b. Provide press release templates to people in our shows.
5. Take out an ATA Instagram account
6. Continue to attend SOFA as long as staffing needs can be met by volunteers.
7. Attend the American Craft Council's National Conference (2016) as an ATA representative.

5. Leadership

a. Board Development

i. Reasons

1. Needed

ii. Activities

1. Promotions Chair – currently empty – try to fill
2. Fundraising Chair – currently empty – try to fill
3. Consider adding a new chair position to the board

b. Staffing

i. Reasons

1. Needed/ wanted

ii. Activities

1. Mary Lane is now ATA's Executive Director
2. Prepare for Mary Lane's departure within five years
 - a. New ½ time Executive Director
 - b. ¼ time assistant
 - i. ¼ time assistant will start before Mary leaves