



**Alberta Media Arts Alliance Society - AMAAS
2017-2020 STRATEGIC PLAN**

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Governance

The Alberta Media Arts Alliance Society (AMAAS) is a registered non-profit society governed by a volunteer Board of Directors. The Board is comprised of representatives from AMAAS member organizations as well as independent media artists.

Vision

The media arts in Alberta is advanced through the generation of awareness, strengthening of connections, and continuous advocacy. AMAAS builds a sustainable and vibrant future for media arts in Alberta.

Mission

AMAAS exists to advocate, educate, and celebrate the media arts in Alberta.

Values & Guiding Principles

AMAAS represents and is composed of independent media artists, artist-run organizations, and supporters of the media arts. We believe:

- Media arts are foundational to Alberta's identity, culture, and society
- Alberta's stories and perspectives are valuable to the public in Alberta, Canada and the world
- Media artists and organizations deserve sustainable funding and support
- Alberta media artists are stronger as a unified community

AMAAS encourages all levels of membership, welcoming all individuals and organizations who support the aims and objectives of the Society. The Society promotes initiatives to facilitate equitable access to the organization and participation in its programs and services.

Core Services

- Support the development, production, and exhibition of diverse, independent artistic endeavours based in Alberta
- Developing our members as media art producers and facilitators through opportunities such as the Spirit of Helen Award, programming and networking events
- Disseminating media art through GAMA (Gallery of Alberta Media Art) and the annual Prairie Tales touring collection of short films and videos made by Albertan artists
- Distributing resources and communicating with our members through our website

- at www.amaas.ca, our e-bulletin, Facebook, Twitter, and Instagram
- Advocate for the fair compensation of media arts professionals in collaboration with our national partners IMAA (Independent Media Arts Alliance) and CARFAC.
 - Working with three levels of government to advocate for sustainable funding for the Media Arts
 - Increase the awareness and value of media arts in Alberta

Strategic Priorities

1. Active Community Engagement
2. Diverse Programming & Artist Support
3. Effective Advocacy
4. A Defined Identity and Narrative
5. Develop Internal Capacity & Sustainability

Strategies

1. Relationship building and audience development in partnership with our member organizations
2. Conduct programs that reflect the breadth of media arts in Alberta through exhibition and professional development
3. Develop a Communications Plan
4. Effective Advocacy
 - Face to face meetings with key stakeholders, funders, and government
 - Visible presence and dialogue with media artists and organizations
 - Election readiness and awareness
5. Develop Internal Capacity & Sustainability
 - Secure additional funding
 - Develop policy and administrative framework

Internal Outcomes

AMAAS is known by its members and the arts community in general as:

- An advocate for the importance of media arts in the arts and culture mix
- Builders and nurturers of the media arts community in Alberta
- A respected and recognized authority on media arts in Alberta
- A progressive organization with its fingers on the pulse of ongoing trends and advancements in media arts