A strategic roadmap points the way forward for an organization. In this document, you’ll find a comprehensive recap of Wayfinding Partner’s work with Art+Feminism (A+F) to gather information, surface alignment, and map the organization’s next steps over the course of 3-5 years. We anticipate that this will be a living document, and strategic steps may change as needed with the tides of the world as a whole. However, the alignment we surfaced between vision, mission, values, and A+F’s ‘Big Question’ offer a home to come back to and a compass for charting the course.
Foundational Pieces

Vision
This statement describes the future state Art+Feminism hopes to achieve through its work.

Art+Feminism envisions an internet that reflects diverse global histories of art-making, where communities who have most often been written out of history feel welcome and empowered to participate in writing (and righting) our stories.

Mission
This statement describes what Art+Feminism does to achieve its Vision (stated above).

Art+Feminism builds a community of activists that is committed to closing information gaps related to gender, feminism, and the arts, beginning with Wikipedia.

Values
This set of statements describe how Art+Feminism will do its work—with what spirit, energy, and guiding principles.

We believe in the power of the arts. We believe that art is fundamental to flourishing, open societies.

We are a community of many feminisms. We believe in their collective power to challenge oppressive structures and create new, liberating ones.

We create safer and braver spaces that are caring, equitable, pro-Black, queer and trans-affirming, intentional about accessibility, and all-around anti-oppressive. We find joy in our community, knowing it will sustain us in our work.

We commit to knowledge sharing and creation on a global scale, highlighting voices and stories which are often unheard. We also embrace our own learning and unlearning of knowledge so that we may dream of new ways of being and doing, individually and collectively.
**Big Question**

The Big Question is a broad question which relates strongly to your vision, mission, and values, while capitalizing on your competitive advantages. It guides subsequent strategy development in this document and can be considered a ‘strategic home base’ for whenever uncertainty or change requires revisiting plans.

**How might Art+Feminism become a truly global organization in an equitable and accessible way?**
Strategies and Goals

<table>
<thead>
<tr>
<th>External Strategies</th>
<th>Short-term Goals</th>
<th>2021-2023</th>
<th>Success will look like...</th>
</tr>
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<tbody>
<tr>
<td>#1: Develop and implement a multi-year plan to recruit international board members in active A+F regions.</td>
<td>- A long-term strategy will exist for recruiting board members, especially from regions beyond North America</td>
<td>- At least one new board member is added from outside of North America</td>
<td></td>
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</tbody>
</table>

<p>| #2: Develop structures to better support international community and network | - More robust language interpretation support, not just from English to other languages, but vice versa | - A+F's leaders are more evenly distributed across multiple regions, continuing to de-center North America |
|                                                      | - Infrastructure exists to support employment of non-US staff and contractors | - More resources and edit-a-thons generated regionally and in local languages |</p>
<table>
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<tr>
<th>Internal Strategies</th>
<th>Short-term Goals</th>
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</table>
| #1: Create succession plans towards regional leadership with intentionally created pathways for increased engagement (within existing networks and in new ones) | Succession plans exist for identifying, training, and supporting new leadership Regional ambassadors, event organizers, and community members reporting that they:  
  - want to stay engaged with A+F  
  - feel their roles are clear and sustainable (allow them to avoid burnout)  
  - feel a sense of community/closeness in the organizational culture  
  - feel the organization is actively recruiting new networks beyond existing friend groups or immediate contacts | Succession plans are revised and updated as needed Regional ambassadors, event organizers, and community members reporting that they:  
  - want to stay engaged with A+F  
  - feel their roles are clear and sustainable (allow them to avoid burnout)  
  - feel a sense of community/closeness in the organizational culture  
  - feel the organization is actively recruiting new networks beyond existing friend groups or immediate contacts  
  - feel empowered to explore and initiate new projects/initiatives  
  - feel adequately compensated, monetarily, and otherwise, in their role |

<p>| #2: Design and implement ongoing, contextual, and effective training and supports for regional ambassadors | An evaluation tool or framework will exist to continuously improve materials and training for regional ambassadors | A clearly defined training program as well as an equitable pay scale will exist for regional ambassadors |</p>
<table>
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<tr>
<th>Plan</th>
<th>Initiative</th>
<th>Actions</th>
<th>Support</th>
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<td>#3: Improve storytelling on A+F’s website and social media to support exchange with international community</td>
<td>Developing and implementing a storytelling workshop and/or training</td>
<td>Raising necessary funds to support hiring a communications role</td>
<td>Hiring a communications person who can support the storytelling exchange with international community members</td>
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<tr>
<td>#4: Build capacity on administrative side to support the implementation of other existing strategies</td>
<td>Developing staffing plan that supports existing strategies or redefines goals to a more manageable scope</td>
<td>Raising necessary funds to support administrative support professional</td>
<td>Hiring an administrative support professional who can provide the necessary capacity to support existing strategies</td>
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