Arts for Learning VIRGINIA

AN AFFILIATE OF YOUNG AUDIENCES ARTS FOR LEARNING

YOUNG AUDIENCES OF VIRGINIA, INC.
DBA ARTS FOR LEARNING VIRGINIA

2030 STRATEGIC PLAN
JULY 01, 2026–DECEMBER 31, 2030



Young Audiences of Virginia, Inc.
dba Arts for Learning Virginia
420 N. Center Dr. Ste. 239
Norfolk, VA 23502

Phone: 757-466-7555
Fax: 757-455-9859
info@Arts4LearningVA.org
Arts4LearningVA.org



Supporting Goals to Achieve this Vision

- ***Respond*** to evolving educational and community needs with innovative, research-informed programming.
- ***Build*** lasting partnerships that increase access to arts learning in under-resourced schools and neighborhoods.
- ***Invest*** in the professional growth of artists and educators through dynamic training and collaboration.
- ***Advance*** learning growth and achievement by integrating the arts into classrooms to strengthen critical thinking, communication, collaboration, creativity, and self-management skills.

MISSION STATEMENT

Creating arts-integrated learning experiences across Virginia to foster creative problem-solving and enrich communities through meaningful partnerships.

PURPOSE

Young Audiences of Virginia, Inc. advances academic success, personal growth, and community connection through creative, arts-integrated experiences for learners, educators, and professional artists.

In schools and other educational communities, we deepen learning by integrating the arts into academic content, encouraging creativity, collaboration, and deeper engagement among learners and educators.

In the arts community, we expand opportunities for artists to grow, teach, and thrive, recognizing their essential role in helping communities learn, heal, and connect.

In the broader community, we strengthen communities by increasing access to high-quality arts programming—creating shared experiences that inspire curiosity, belonging, and lasting impact.

VISION

Young Audiences of Virginia, Inc. envisions a future in which every learner has equitable access to the creative tools needed to thrive. Through arts-integrated experiences, we empower individuals, strengthen schools, and cultivate vibrant communities—affirming the arts as essential to education, personal growth, professional learning, and community life.

VALUES

Arts Are Essential

We believe that the arts are a powerful driver of learning, personal growth, and community vitality. Artistic experiences ignite curiosity, encourage creativity, and help learners of all ages develop the skills they need for communication, critical thinking, collaboration, and self-direction.

Education Through Creativity

We are committed to strengthening academic achievement by integrating the arts into classroom instruction. Our work supports teachers, learners, and schools by using the arts to foster deeper understanding, meaningful engagement, and practical skill-building that prepares learners for lifelong success.

People Power Our Mission

Our teaching artists, educators, staff, volunteers, and Board members bring their passion, creativity, and expertise to every program we deliver. Their contributions make it possible to expand access to high-quality arts experiences in schools and communities where they are needed most.

Community Partnerships Drive Impact

We build strong, lasting partnerships with schools, artists, and community organizations. Together, we create programs that reflect local needs, support vibrant neighborhoods, and make the arts a meaningful part of everyday life.

Opportunity Through Access

We are committed to making the arts available to all learners, regardless of background or circumstance. By removing barriers to participation, we help ensure that every learner has the chance to grow through creative exploration and connection.



KEYS TO SUCCESS

- ***Provide*** artistically excellent programs, expertise, and resources.
- ***Engage*** high-quality artists and deliver programs that are artistically rigorous, educationally meaningful, and informed by research and effective practice.
- ***Prioritize*** service to under-resourced schools, neighborhoods, and communities.
- ***Develop*** professional learning opportunities that strengthen artists' planning, preparation, instruction, and artistic practice.
- ***Bridge*** the financial gap between what schools and community partners can afford and what artists need to earn sustainably.

Integrating the arts into learning and inclusive communities through

- ***Performances*** that connect artistic expression to learning, fostering understanding and appreciation of artists and diverse art forms.
- In-depth programs—such as ***workshops*** and ***artist-in-residence*** experiences—that encourage imaginative problem-solving, self-expression, collaboration, and expanded perspectives.
- Hands-on, self-directed interactive ***art kits*** that promote creative exploration and learning.
- ***Professional learning*** experiences that equip educators in all subject areas to integrate the arts as innovative teaching tools that strengthen critical thinking, communication, creativity, collaboration, and self-management skills.

HOW WE MEASURE IMPACT

In evaluating our progress toward the goals of our Strategic Plan, we are guided by our commitment to creating arts-integrated learning experiences that foster creative problem-solving and enrich communities. Our assessment reflects high standards of artistic excellence, educational relevance, cultural responsiveness, fiscal responsibility, and meaningful community impact.

Progress will be measured in two distinct but complementary ways

QUANTITATIVE measures will include reports demonstrating progress toward strategic targets using numerical data, such as the number of learners served in under-resourced or Title I schools and levels of philanthropic support.

QUALITATIVE measures will include evidence-based reports informed by stories, feedback, testimonials, and surveys gathered regularly from key stakeholders, including learners, families, educators, and artists.

Measurement targets will be assessed annually throughout each fiscal year of the Strategic Plan. Executive leadership will provide regular updates to the Board of Directors on progress, challenges, and adjustments needed to advance stated objectives.

HOW WE ALIGN OUR WORK TO ACHIEVE IMPACT



We use a clear, coordinated strategic framework to advance our mission and bring our vision to life. This approach aligns our programs, partnerships, and operations around shared priorities—ensuring our work remains intentional, responsive, and sustainable. Rather than a static plan, our framework guides everyday decision-making across the organization. It helps us focus resources, respond to evolving community and educational needs, and measure progress toward meaningful educational and community outcomes. Our strategy is grounded in four Strategic Imperatives that guide what we prioritize, and four Strategic Perspectives that shape how we organize and strengthen our work.

STRATEGIC IMPERATIVES

The priorities that guide our work

- ***Evolve Service Models and Artistic Offerings*** Continually refine and expand programs to reflect artistic excellence, educational relevance, and emerging needs.
- ***Respond to State and Local Community Needs*** Remain flexible and responsive to learners, schools, and communities across the Commonwealth.
- ***Build Lasting Relationships Through Purposeful Collaboration*** Strengthen partnerships to broaden reach and deepen impact.
- ***Design for Measurable Educational and Community Impact*** Use evidence, reflection, and evaluation to ensure meaningful results.



STRATEGIC PERSPECTIVES

How we organize and strengthen our work

- ***Client***—Deliver high-quality, relevant programs while building strong relationships with learners, educators, artists, and community partners.
- ***Financial***—Ensure long-term sustainability through responsible stewardship, diversified revenue, and expanded access in under-resourced communities.
- ***Systems and Processes***—Strengthen infrastructure, evaluation, and innovation to support effective programs and continuous improvement.
- ***Learning and Growth***—Invest in people, culture, and professional growth to build organizational capacity and reflect the communities we serve.

A COORDINATED APPROACH TO IMPACT

Together, these priorities and perspectives create an integrated approach that guides planning, action, and evaluation. This framework ensures Arts for Learning Virginia remains focused, adaptable, and accountable—advancing our mission and creating lasting educational and community impact.

