

# GOALS



## education



- Connect with underserved communities
- Expand participation of local schools
- Increase awareness of Houston's architectural history
- Demonstrate architectural sustainability and resiliency

## community engagement



- Identify and collaborate with strategic partners
- Strengthen and increase programming at ArCH
- Expand locations for programs
- Reach diverse audiences
- Celebrate Houston's cultural heritage

## organizational capacity



- Raise funds for Phase II of the ArCH build-out
- Diversify sources of income
- Understand the demographics of attendees at ArCH programs
- Develop an organizational brand strategy
- Reflect Houston's diversity within the organization
- Increase volunteer involvement

## VISION STATEMENT

By 2023, Architecture Center Houston will serve as Houston's destination for experiencing and understanding architecture and design.

# ARCHITECTURE CENTER HOUSTON 2020—2023 STRATEGIC PLAN

## MISSION STATEMENT

Architecture Center Houston cultivates appreciation for architecture and its effect on the human experience through design-focused programming.