

SJCA Strategic Plan: 2024-2027

Over the next three years, the South Jersey Cultural Alliance (SJCA) will evaluate its offerings and modify memberships and programs to better serve the evolving needs and stories of the eight-county South Jersey region, including **Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Salem, and Ocean counties**. This aim focuses on aligning with the unique challenges and interests of the local community.

SJCA plans to enhance its network of cultural assets and partners while expanding digital exploration tools to **connect artists and cultural organizations with vital resources**. By acting as a bridge between statewide entities and the South Jersey arts community, SJCA will ensure equitable access to funding, advocacy, and information.

By keeping the cultural community engaged with SJCA, stronger collaboration and resource-sharing can be fostered across South Jersey. This includes implementing regional marketing programs and developing tools like **ArcGIS StoryMaps to promote local cultural assets, ultimately enhancing public engagement and tourism**.

The creation of a connected and collaborative cultural ecosystem aims to make South Jersey vibrant, inclusive, and economically resilient, emphasizing the importance of arts and culture. This initiative seeks to **ensure that both residents and visitors recognize the arts as a fundamental aspect of daily life in the region**.



GOAL #1: CONNECTION

SJCA aims to strengthen its initiatives by connecting artists, organizations, funders, and creative practitioners to share resources and advocate for equitable opportunities throughout South Jersey and beyond. This objective aligns with SJCA's mission to promote collaboration and resource exchange within the diverse arts and culture sectors of the region, enhancing access to funding and audiences. Empowering individual artists and organizations, SJCA strives to cultivate a more vibrant and resilient cultural community in South Jersey.



GOAL #2: ENGAGEMENT

SJCA aims to enhance awareness and engagement among South Jersey residents and visitors regarding the region's diverse arts and culture offerings, aligning with SJCA's mission. By fostering greater public participation, visibility, and investment in local arts and history, this initiative seeks to strengthen community support, amplify cultural identity, and drive sustainable economic growth in South Jersey. Ultimately, the focus is on demonstrating how cultural investments impact social wellness, enriching the community.



GOAL #3: IMPACT

SJCA aims to leverage partnerships to showcase the positive effects of arts and culture on the wellbeing and economic prosperity of South Jersey communities. By emphasizing the benefits of arts, SJCA seeks to strengthen its mission of advocating for the importance of arts in enhancing economic and social welfare. This initiative promotes cultural investments and fosters a sense of community, creativity, and social cohesion, ultimately leading to sustainable development and improved quality of life for residents in the region.

EMPOWERING SOUTH JERSEY'S CULTURAL LANDSCAPE THROUGH:

- **Membership:** SJCA fosters collaboration among South Jersey's arts and history organizations, facilitating resource-sharing and collective advocacy. By offering networking opportunities and educational programs, SJCA helps individual artists and organizations enhance their visibility and thrive within a supportive cultural community.
- **Cultural Asset Mapping & Storymap Projects:** The Cultural Asset Map and StoryMap Projects serve as digital platforms that connect artists and organizations to broader audiences while fostering collaboration. Through visually appealing narratives, SJCA highlights South Jersey's unique cultural assets, encouraging engagement and discovery among residents and visitors.
- **Field Research, Story Collection & Sharing:** SJCA conducts field research and collects stories to gain insights into South Jersey's cultural landscape. By merging these narratives with data, SJCA advocates for increased funding and support for the arts, emphasizing their significance to the region's social and economic well-being.
- **South Jersey Virtual Features:** SJCA's Virtual Features showcase local artists and organizations through digital programming that enhances public awareness of the arts. This platform not only increases artist visibility but also provides audiences with access to diverse cultural experiences, contributing to a vibrant arts community.
- **Community Cultural Programs:** SJCA implements Community Cultural Programs that aim to deliver arts experiences to underserved populations by collaborating with local partners. These initiatives promote community engagement and strengthen connections between local artists, organizations, and residents.
- **Annual South Jersey Field Report:** The Annual South Jersey Field Report synthesizes research and stories to advocate for the arts in the region. This report, shared with cultural communities and policymakers, underscores the impactful role of arts and culture in fostering economic and social development, advocating for further investment.
- **Regional & Local Convenings and Education Programs:** SJCA organizes Regional and Local Convenings to facilitate collaboration, learning, and dialogue among stakeholders in the arts sector. These events focus on leadership development and sector challenges, enhancing the capacity of South Jersey's cultural organizations.
- **Advocacy with Statewide Partners & Funders:** SJCA actively advocates for equitable access to resources and funding for the arts by collaborating with statewide partners and funders. Through strategic sessions and resource sharing with organizations like ArtPride and NJ Theatre Alliance, SJCA reinforces the case for support for South Jersey's arts community.