Integrate inclusion and equity strategies throughout all ACC's programs

Provide thought leadership and cultivate critical thinking about contemporary craft

Cultivate critical discourse and scholarship through programs and publications

Identify, recognize, and promote the work and ideas of exemplary artists, scholars, and contributors to craft

Recognize the accomplishments of masters, career, and emerging artists and emerging scholars with meaningful and career-enhancing awards

Create opportunities for licenses to participate in ACC or ACC-sponsored programming for the craft field. Share resources via ACC media outlets

Provide exceptional membership value, responsiveness, and support

Promote and advocate for craft as an important cultural resource

We champion craft.

Make operations more effective and increase the value of ACC membership

Grow resources and invest in infrastructure and programs to achieve ACC's mission

Provide additional membership value, responsiveness, and support

Implement ACC's marketing plan to grow engagement with all audience segments for ACC programs

Maintain a strong, representative board and a staff that's accountable, motivated, and creative

Foster motivation, engagement, and excellence among staff to address strategic needs

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Promote and advocate for craft as an important cultural resource

Build a broader audience that understands and supports craft as a cultural resource

Enhance ACC's digital presence on the web, social media, and other technologies to build a diverse and supportive audience for craft

Mobilize advocates to support public policies to benefit practitioners

Integrate inclusion and equity strategies throughout all ACC's programs

Establish and maintain an arts and public policy page on ACC's website that links ACC users to relevant art content

Increase philanthropy earned and sponsorship income to meet the needs of ACC's strategic plan

Create and maintain a website that serves as a portal to the craft community for ACC members and the public

Create a member portal to build value for members and other ACC constituents

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