

Priority 1

Inspire Community Members through Enhanced Programming

Strategy 1:

Align projects and programs to our mission and focus areas to create intentional collaboration among Storefront, the board, VCUarts mOB studio, and community partners.

Strategy 2:

Enhance Design Education programming to introduce community members to built environment design and equip youth and young adults for career success, civic engagement, and creative expression.

Strategy 3:

Transform Low-cost Design and Planning Assistance programs to build capacity for community-driven design and provide resources for design/build projects.

Priority 2

Strengthen Storefront's Impact through Long-term Organizational Sustainability and Visibility

Strategy 4:

Advance an equity-based staffing plan (including the continued maturation of the board) outlining roles, compensation, benefits, and staffing needs to support the current and future needs of the organization.

Strategy 5:

Increase and diversify funding sources to grow community impact and organizational financial stability.

Strategy 6:

Transform our Broad Street office into a community hub with access to design resources and intergenerational programming.

Priority 3

Deepen Relationships and Partnerships

Strategy 7:

Increase presence in Southside and East End neighborhoods, continuing to focus on underserved communities.

Strategy 8:

Create a clear path and process for design professionals and community members to volunteer across Storefront programming.

Strategy 9:

Cultivate partnerships with design firms, local universities, and regional design centers to build best practices and augment our work.

cross-priority connections (*)

strategy 1

intentional collaboration

strategy 2

increase awareness

strategy 3

low-cost design assistance & capacity building

strategy 4

develop equity-based staffing plan

strategy 5

diversify funding to grow impact & financial stability

strategy 6

transform office into community resource hub

strategy 7

increase East End and Southside presence

strategy 8

create clear volunteering process

strategy 9

cultivate partnerships to extend impact

