

Carnegie Center of Corbin, Inc
Strategic Plan 2020-2023

I. Mission Statement

The Carnegie Center of Corbin is organized exclusively for charitable, scientific and educational purposes, more specifically to preserve the Carnegie Library and to offer community and educational and cultural resources, programs and events for Southeast Kentucky.

II. Vision Statement

The vision of the Carnegie Center of Corbin is to restore the historic Carnegie Library building, thus preserving local history and providing a facility for community enrichment while enhancing local civic opportunity.

- Incorporate the history of Andrew Carnegie and how the Corbin Carnegie Library itself evolved
- Implement art, music and historical, educational, literary and scientific exhibits
- Enhance downtown revitalization efforts
- Partner with agencies and organizations to advance goals
- Host musical recitals and performances
- Provide meeting space and private event space
- Facilitate fee for service programs (workshops, recreation programs)
- Provide community education programs and tutoring for all ages

III. Guiding Values

Creativity

We provide an environment where patrons, staff and students can be creative through the development of, and interaction with, exhibits, programs, classes and each other.

Integrity/ Accountability

We commit to integrity and accountability by providing accurate information and embracing Corbin's, and the Carnegie Center's history and heritage.

Cooperation

Through cooperation, we will be good neighbors and create community interrelationships with the schools, businesses, citizens, organizations, and agencies in our region and beyond.

Excellence

We provide excellence through our services and products.

Engagement

We foster engagement through the facilitation of oral history interviews, classes, programs, publications and experiences.

Preservation

We will preserve for centuries the Carnegie Library building, history and artifacts relevant to documenting and sharing their historical significance.

Accessibility We provide accessibility to our facility through year round operations, wayfinding signage and via Corbin's downtown businesses.

Sustainability

We create sustainability through partnerships and retuning patronage

IV. Organizational Categories

I. Development

A. Fundraising

- a. Approach corporate sponsors (Yr. 1 & ongoing)
- b. Create fundraising campaign (Yr. 1 & ongoing)
- c. Apply for grants at state, federal and private foundation levels (Yr. 1 & ongoing)
- d. Garner and foster community support (Yr. 1 & ongoing)
- e. Develop annual giving program (Yr. 1 & ongoing)

B. Develop a membership program

- a. Provide benefits to members (Yr. 3)

C. Develop a planned giving program (Yr. 2)

II. Administration

- A. Hiring and training staff including a full time director (Yr. 3)

- B. Recruiting and training volunteers (Yr. 3)
- C. Build a database of volunteers from community and outside of Corbin (Yr. 2)
- D. Development and implementation of rental use, rules and agreements (Yr. 3)
- E. Establishment of operating hours (Yr. 3)
- F. Development and implementation of formal volunteer program (Yr. 3)
- G. Foster community support (Yr. 1 and ongoing)
- H. Create policies and procedures for use of building (Yr. 3)
- I. Develop Marketing Plan
 - a. Newspaper, radio, television, direct mail, social media, email and digital (Yr. 1 & ongoing)
- J. Develop Partnerships (Yr.1 & ongoing)
- K. Create capital and operating budgets (Yr. 1 & ongoing)

III. **Education**

- A. Development and implementation of rotating interior exhibits (Yr. 3)
- B. Development of educational workshop program (Yr. 3)
- C. Host art, music, science and history exhibits/displays (Yr. 3)
- D. Incorporate the history of Andrew Carnegie and how the Carnegie Library itself evolved (Yr. 3)
- E. Host musical recitals and performances (Yr. 3)
- F. Facilitate fee for service programs (workshops, recreation programs) (Yr. 3)

IV. **Building and Grounds Preservation**

- A. Acquisition of the property and building (Yr. 1)
- B. Begin/Finish building EXTERIOR restoration (Yr. 2)
- C. Grounds maintenance and upkeep (Yr. 1 & ongoing)
- D. Install security system for protection of the assets (Yr. 1)
- E. Secure furnishings (desk, tables, chairs, etc.) and equipment (phone, fax machine, computer, copier) (Yr. 3)
- F. Secure estimates for interior restoration (Yr. 1)