

# ***JOUR 523 Goals and Objectives Assignment***

## **The Client: The Lawrence Arts Center**

According to its Web site ([www.lawrenceartscenter.com](http://www.lawrenceartscenter.com)), the mission of the Lawrence Arts Center is to “enrich individuals and the community by nurturing love of the arts through education, exploration and expression.” The Center has a rich history and continues to be an important part of the Lawrence community. LAC released the following statement about its organization: “The Lawrence Arts Center was founded 35 years ago by Lawrence community members who wanted to foster a love of the arts in Lawrence and surrounding communities. Over the years, the Lawrence Arts Center has grown to serve 200,000 people annually in five areas: Visual Arts Education, Dance, Drama, Gallery Exhibition and an Arts-based preschool.”

To meet the needs of our client, student teams will be classified in this manner:

**Red Teams-** These teams will be asked to develop a public relations plan designed to increase awareness about the participation of LAC classes among adults in the Lawrence community. The current misconception is that the LAC is a glorified daycare and has little to offer adults; in fact, 60% of LAC’s art student population is adults. Another task of this group will be to educate the public about the funding stream for the Center. Currently there is a misconception that it is fully funded by the city of Lawrence.

**Blue Teams-** These teams will be asked to develop a public relations plan designed to increase awareness of the inclusive nature of the LAC. The misconception now is that the Center is elitist and caters to the wealthy. In addition, these teams will work on a plan to publicize the affordable pricing of classes and programs offered by the center.

## **Goals and Objectives Draft**

Each group is required to submit a draft of its goals and strategies at the start of class on **Monday, November 16**. The format of the document is simple:

Goal 1: To create public support for recruiting Acme Widget Company to our Community

Objective 1: Generate publicity to inform stakeholders of the importance of attracting Acme by November 15

Objective 2: Generate third-party endorsements from important community leaders

Goal 2: To gain tax break incentives for Acme Widget Co.

Objective 1: Directly communicate our concerns to state officials by November 15

Objective 2: Encourage key constituencies to pressure state officials by November 15

You are required to submit only your group's goals and objectives for review. Please do not include your group's tactics. (Those could change based on that review.)

The grade for the goals and strategy draft will be determined as follows:

Appropriateness of the goals	20 points
Appropriateness of the objectives	20 points
Spelling/grammar/clarity	10 points

The language used in creating the goals and objectives should follow the guidelines discussed in class and in your textbook. The format of this draft is left to the group's discretion. In addition to content and compliance with language requirements, the draft will be graded for grammar, spelling and clarity of thought. Late papers will result in a substantial reduction of grade.