



Our Vision: To ensure a culturally enriched community.

Our Mission: Provide broad access to inspirational performing arts experiences, transformational arts education opportunities, and vibrant community space.

Our Values: Jefferson Center's work will be guided by a commitment to:

- Service: At the core of our work is the belief that we serve others.
- Gratitude: We practice being thankful for the opportunity to serve our mission and our diverse community.
- Integrity: We believe in the value of hard work and ethical decision making.
- Innovation: We believe that we are responsible for creating and implementing solutions that help us meet our mission.
- Authenticity: We don't pretend to be more or perform less than our potential.
- Quality: We believe that work that is worth doing should be done well.
- Compassion: We believe in caring for others with kindness, openness, and mutual respect.

Strategic Priority: To ensure Jefferson Center is a premier performing arts and cultural engagement center in 5 years.

Guiding Principles: Jefferson's Center's strategic plan will be:

- Meaningful (mission-driven programs that culturally enrich the community)
- Financially sustainable (community-supported organization that not only survives but thrives financially)
- Based in a deep belief in equity, inclusion, diversity, and accessibility
- Grounded in our leadership role and the important responsibilities we accept to advance the arts and culture community

Strategic Goal 1: Excel at managing the capital priorities of the facility to meet the needs of tenants, art partners, community groups, and Jefferson Center Foundation.

Strategic Goal 2: Offer aspirational performances by world-class musicians, local arts organizations, and national touring groups that engage current patrons and attract new audiences.

Strategic Goal 3: Expand earned and contributed revenue to support excellence in all areas of Jefferson Center's work.

Strategic Goal 4: Develop a thriving culture that nurtures an exceptional board and staff with the capacity and motivation to achieve the organization's potential.

Strategic Goal 5: Elevate our brand identity and awareness to drive Jefferson Center's visibility and credibility across its stakeholder communities (patrons, donors, students, rental clients, etc.).

Strategic Goal 6: Be a leader in arts education and outreach in the Roanoke Valley and the broader arts and culture community through the Harry and Lavon Webb Education Center