

Alif Institute Strategic Plan 2018-2022

Our Vision: *One world united by the power of arts, culture and education.*

Our Mission: *Foster understanding and appreciation of Arab cultures.*

Goals

1. **Consolidate the Alif Institute as the place to learn about Arab cultures and Arab Americans.**
2. **Elevate the profile of the Alif Institute throughout the metro Atlanta region.**
3. **Build community among Arab Americans and the broader community.**
4. **Enable an adaptive, responsive organization.**
5. **Maintain financial stability.**

Strategies

Goal 1: Consolidate Alif Institute as the place to learn about Arab cultures and Arab Americans.

- A. Expand the School for Arabic Language and Cultures
- B. Provide educational programming for all ages
- C. Expand arts and culture offerings

Goal 2: Elevate the profile of the Alif Institute throughout the metro Atlanta region.

- A. Build awareness and understanding of Arab culture among various groups
- B. Implement a robust communications strategy

Goal 3: Build community among Arab Americans and the broader community.

- A. Strengthen collaboration with other groups that have a similar global vision for Atlanta
- B. Function as a community center, offering a continuum of activities, programs, and social events for all ages
- C. Enhance and build the Alif volunteer program

Goal 4: Enable an adaptive, responsive organization.

- A. Support organizational growth through appropriate staffing
- B. Establish policies and documentation to guide operations
- C. Invest in technology to support growth
- D. Maintain a diverse, engaged Board of Directors
- E. Determine appropriate location and facility for Alif Institute

Goal 5: Maintain financial stability.

- A. Expand fund raising capacity
- B. Increase annual revenue by 5% each year
- C. Conduct an audit or financial review of the organization's finances and repeat it yearly.
- D. Increase operating reserves to at least 6 months' annual budget