

# Strategic Plan 2018 - 2021

Curiosity Collider Art-Science Foundation

BC Incorporation June 23, 2015 [as a non-member funded Non-Profit Society]

Supersedes Strategic Plan 2015 – 2018

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## CC Platform Statement: Why We Exist

[Our guiding ethos, principle, and foundational message that governs all our decision-making.]

Art. Science. Curiosity.

The Curiosity collider is dedicated to creating opportunities for collaborations that cross traditional disciplinary boundaries to reintegrate art and science.

## CC Vision Statement

Our vision is to build a community where people, ideas, and practices from both the arts and sciences move playfully across traditional boundaries, and are equally valued, promoted, funded, and shared.

## CC Mission Statement

[Our mission statements can and will evolve over time: Who we are, What we do, How we do it.]

### Who we are

Curiosity Collider Art-Science Foundation is a Vancouver based non-profit organization that is committed to providing opportunities for artists whose work expresses scientific concepts and scientists who collaborate with artists. We challenge the perception and experience of art and science in our culture, break down the traditional walls between art and science, and engage our growing community to bring life to the concepts that describe our world.

Artists and scientists seek new knowledge, challenge our understanding of experiences, and share their findings. Curiosity Collider fosters the link between the arts and sciences, which are better understood as part of the same spectrum. Like art, the practice of science involves the pursuit of new understanding. Scientists are moved by the language of data. Artists have unique abilities to mine and translate that data into artworks that express the human experience, creating accessibility to science concepts for diverse groups.

Art humanises abstract and complex ideas, increases critical thinking abilities, and creates a memorable experience for the viewer. Art and science are for everyone, so we incorporate interactive elements for each event. This includes activities such as workshops, demonstrations, and interactive installations which increase opportunities for engagement, and reinforce how art and science together improve and enrich our everyday lives.

Curiosity Collider promotes interdisciplinary collaborations that capture natural human curiosity. At the intersection of art, culture, technology, and science are innovative ways to explore the boundaries of human understanding, appreciation, and experience of the world. Collide with us and help create new ways to think, feel, and do.

We gratefully acknowledge that our activities take place on the traditional, ancestral, unceded territory of the Musqueam, Squamish, and Tsleil-Waututh people

### What we do

CC fosters participatory partnerships between science & technology, art & culture, business communities, and educational foundations that inspire new ways to explore and experience the intermixing of scientific and artistic knowledge and practice.

- We offer an environment of support and innovation to advance the public understanding of science. Curiosity collider is a catalyst for productive collaborations that seed and grow engaging science communication projects.
- We offer a hub for interdisciplinary networking, mentorship, and professional development through our unique events.
- We support communication best practices and creative engagement methods for professional artists and scientists.
- We raise awareness of science communication as an interdisciplinary practice.

### How it works: CC Service Models

#### *Collaboration*

**Looking for a collaborator for input or inspiration?** Quarterly Collider Cafe events provide a casual community environment to present your ongoing work or discover new projects, careers, and friends.

#### *Facilitation & Logistics*

**Have an amazing idea but aren't sure how to make it a reality?** Artists and Scientists bring us their ideas and we secure funding partnerships to facilitate all the support logistics for a successful project, workshop, event, or exhibition. (This often includes directly facilitating the technical aspects of a new interdisciplinary partnership.)

#### *Innovative Programming*

**Tired of stale programming? Want to host a captivating audience experience in your space?** We curate custom events where we bring together our community of innovators together to create an interactive immersive event on your theme.<sup>6</sup>

## Evidence-based Design: Why Does the Collider Matter?

### Value evaluations

1. Opportunity (connections, logistics, financial)
2. Customized services, depending on project needs
3. Unique experiences fresh from the minds of our growing curious community

### Supporting messages

- We create tangible opportunities.
- We reconnect people with art & science.
- We pull both art & science out of academia into an accessible community space and format.
- We provide a platform and the permission to cross disciplinary lines, real or perceived.
- We pay artists & scientists to turn their ideas into tangible innovations they can share.

Through these ongoing efforts, we create and maintain a strong community of people enthusiastic about the intersection of art and science.

## CC Growth Strategies

### 2018 - 2019 [short-term strategies]

#### Outreach

- Create a year-over-year infographic on what percentage of our annual budget goes to our community of creators.
- Put our vision statement and a mechanism to donate together on our website and other outreach channels.
- Determine which analytics platform will best inform us of our target audience and market (feeds into funding by sponsorship). Survey our email list once a year to see how many events they attended.
- Tell more stories: engage a volunteer photographer/videographer and social media outreach volunteer to document and display our events.

#### Funding Targets

Set targets for 50% funding from event revenues/fee for service and 50% from grant funding.

- Engage a volunteer Development Director Board member.
- Choose two or three recurring primary grant applications that best align with our values.
- Choose two or three corporate sponsors or partners with mandates that align with our values - imagine a sponsorship package they would say 'yes' to. Create and post a downloadable version on our website.
- Develop our annual **Collisions Festival** branding event profile.

## 2020 - 2021 [long-term strategies]

### *Collisions Festival Competition*

- Build an annual competition into our Collisions Festival event to drive early engagement and more public involvement.
  - Define the competition and tie it to a partner or sponsor
  - Live elements? Interactive? People's Choice awards.
  - Judging metrics - also attractive to partner or sponsor
  - Showcase for the winning submissions.

### *Physical Space for our Growing Community*

- Continue to seek a physical space (shared/co-op?) for our community to work together on collaborative projects and to inspire each other.

## **Our Structure: Board of Directors**

Following the transition to the New BC Society Act (in full effect Nov 2018), board members must be volunteers but can be paid at fair market value for additional project-based roles.

### **Key Roles**

Community Engagement Director  
Operations Director  
Arts, Culture, & Collections Director  
Development Director  
Creative Director (non-board role, intended to be paid on a project basis)

### **Requirements/expectations for Board Members:**

- Demonstrate passion for inclusive interdisciplinary collaborations that promote new ways to experience art & science.
- Provide unique community perspectives, potential contacts, or accessibility to channels or resources that foster growth of the foundation.
- Commit to participation and engagement in developing events and strategies to further the foundation.
- Keep looking for potential board members or volunteers with similar values.
- Seek out grants and corporate funding opportunities, ensuring no conflict of interest.