



Strategic Plan

2 0 2 0 - 2 0 2 5

Core Principles

Vision An inclusive community that thrives through the power of the arts.

Mission Opening hearts and minds through diverse, professional arts experiences.

Mandate MASC offers schools and communities arts experiences led by professional artists that awaken the creative process, deepen cultural awareness, encourage engagement, and give vivid demonstration of Canada's diversity.

Who In partnership with Schools and Community Venues

What Workshops, performances, artists-in-residence and special events in both official languages.

Where *In-person* Eastern Ontario and West Quebec
Online Across Canada

Why We believe the arts bring people and communities together and open hearts and minds.

Priorities

Artistic and Program Excellence Continue to offer high-calibre, unique arts education, community arts programs and events

Diversity and Inclusion Lead with a lens of diversity and inclusion in all aspects of MASC's work

Visibility Increase visibility resulting in more significant impact in the community

Sustainability Ensure MASC remains operationally efficient and resilient to funding fluctuations.

Leadership Enhance the capacities of MASC staff and Board of Directors