



DJERASSI
RESIDENT ARTISTS PROGRAM

Djerassi Program COVID Plan Strategic Priorities and Objectives

December 2020 – December 2022

Mission

The mission of the Djerassi Resident Artists Program is to support and enhance the creativity of artists by providing uninterrupted time for work, reflection, and collegial interaction in a setting of great natural beauty, and to preserve the land on which the Program is situated.



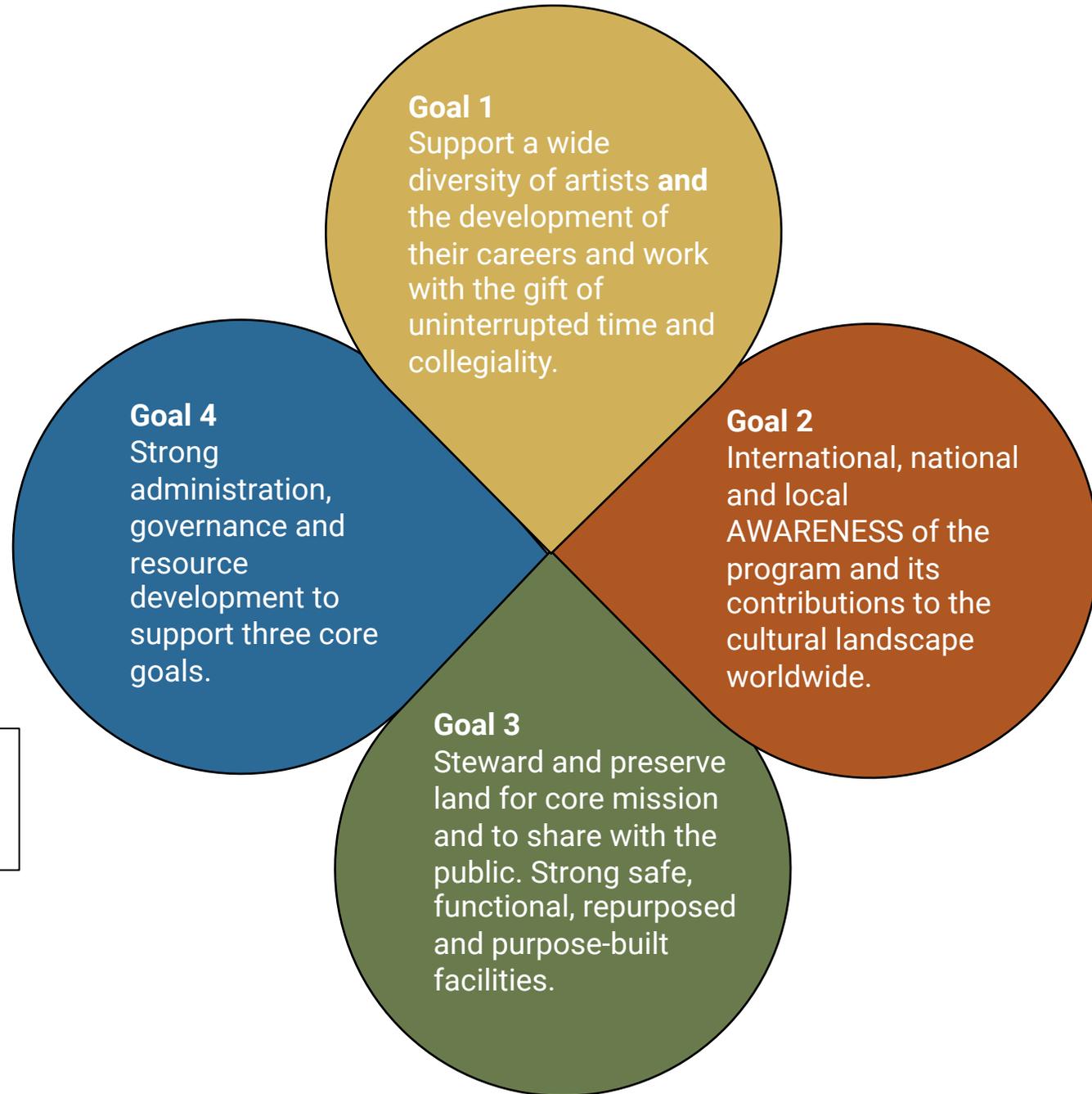
Goal

Develop a short-term plan for the COVID era (24-36 months) that fits within our Strategic Plan by honoring those goals and leads us back to full operation with artists on site.





**Strategic Plan Goals
2019 – 2021**





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Goal 1 + BLM

Deepening our commitment to Goal 1, the Djerassi Program Board is emphasizing our BLM statement as is articulated at www.djerassi.org, which asks:

How can we help dismantle white supremacist frameworks and build true and lasting change?

How can our land and our mission reflect a regenerative oasis for diverse artists to thrive?

How can we build true inclusion in how we support artists, how we hire, how we collaborate and lead and how we support our communities?

At the Djerassi Program, we will do all we can to encourage sustained dialogue, and to create a space, a haven for a greater shift in our collective imagination.



Priorities and Objectives

1. Honor our commitment to 2020 accepted artists and adjudicate 2021 artist applications to ensure high quality and robust ***pipeline of future residents.***

2. Develop a robust ***digital profile*** and strategy across multiple platforms building on our Artful Harvest virtual event.

3. Achieve a specific set of priorities related to our land and the ***land use*** side of our mission while fewer artists are on site.

4. When the COVID situation changes, bring a ***limited number of artists*** back onsite that reflect our mission and differentiates from our regular residencies.

5. Build an assessment of the viability of bringing artists back for our ***“regular residency program”*** based on current and evolving criteria to determine when we can do this.

**Pipeline
of future
residents**

1. Honor our commitment to 2020 accepted artists and adjudicate 2021 artist applications to ensure high quality and robust pipeline of future residents.

Objectives

- ▣ Develop criteria for jury and set date for 2021 jury process.
- ▣ Offer 2021 applicants a refund of their application fee, or to update their application, and determine scope of pool of artists to be rescheduled.
- ▣ Offer 2020 artists whose residencies were cancelled the option to rebook in the future or take a stipend to be “in residency at home” as fundraising allows.
- ▣ Inform 2020 and 2021 applicants and accepted artists of the dates and plans to assess COVID risk and determine viability of our full residency program going forward, and at what point this will commence.
- ▣ Research and apply for artist relief grants to pay stipends to 2020 residents.

2. Develop a robust digital profile and strategy across multiple platforms building on our Artful Harvest virtual event.

Objectives

- 🏛️ Develop a monthly schedule of online programming.
- 🏛️ Involve a broad and diverse cross-section of alumni artists and bring in artists based on merit.
- 🏛️ Position Djerassi Program as a thought leader using salons to address critical issues of the day as well as to entertain.
- 🏛️ Provide stipends for artists participating in online programming.
- 🏛️ Develop strategic accompanying social media presence.
- 🏛️ Focus online programming with an artistic vision that incorporates both sides of our mission and distinguishes us as uniquely the Djerassi Program.
- 🏛️ Research and apply for funds to pay for production of online programming.



3. Achieve a specific set of priorities related to our land and the land use side of our mission while fewer artists are on site.

Objectives

- 🏠 Identify critical maintenance issues, prioritize and phase over time.
- 🏠 Conduct a planning process with possible partners to determine sustainability goals and assess land use in the context of those goals.
- 🏠 Develop plan for the COVID closed – back to full operations era – including outdoor program recommendations consistent with land use and sustainability goals.
- 🏠 Choose partners with which to undertake our outdoor program, land use and sustainability projects over time.
- 🏠 Research and apply for grants to support our outdoor program, land use and sustainability projects.

Limited #
of artists

4. When the COVID situation changes, bring a limited number of artists back onsite who reflect our mission and differentiates from our regular residencies.

Objectives

- 🏛️ Develop criteria by which programs and residencies will go ahead or be halted due to COVID, and intervals at which point the Board or Exec Committee will monitor situation.
- 🏛️ Determine criteria for limited residencies/programming.
- 🏛️ Define slate of programs, timeline and budget for limited residencies being opportunistic about funding and partnerships.
- 🏛️ Research and apply for grants to support limited scope residencies.

**Regular
residency
program**

5. Build an assessment of the viability of bringing artists back for our “regular residency program” based on current and evolving criteria to determine when we can do this.

Objectives

- 🏛️ Gather data from comparable artists residency communities, similar organizations, and past staff research to develop a set of criteria by which Djerassi Program may resume “full operations”.
- 🏛️ Determine calendar of assessment of the viability of returning to full operations.
- 🏛️ Determine structure for reviewing this information and making decisions with the Board.
- 🏛️ Research and apply for grant funds to support diverse artists’ residencies going forward.