



# Dear friends,

For eight decades, the American Craft Council has advanced American craft in a wide variety of ways, working with and for a wide variety of constituents. At our best, we've reflected the pioneering spirit of ACC's founder and longstanding leader, Aileen Osborn Webb. Mrs. Webb (as she was known) combined a forward-looking, entrepreneurial mindset with a deep love of craft and its makers. She had an unusual ability to see the opportunities that emerged for ACC as society evolved, and she pursued those opportunities to craft's great benefit.

Our present era is marked by an explosion of interest in many kinds of making as people from diverse cultural communities and generations search for meaning and connection in times of accelerating change. In January 2023, ACC launched a strategic planning process to explore the opportunities this era presents and discern the role we are best suited to play in fostering positive social impact through craft. We asked current and potential constituents for their perspectives, examined data about our programs and operations, analyzed the work that other organizations are doing, and held wide-ranging conversations among our trustees and staff.

**As we reflected on what we learned, we considered the aims that have most consistently defined ACC through our 80-year history, connecting our earliest activities to those of our present. These complementary aims – fostering the livelihoods of working craft artists and makers, and developing a broad audience for craft – are at the core of the new strategic framework our board unanimously adopted in late July.**

The framework, provided below, includes ACC's restated mission and three strategies to advance it. Our next step is to create a multiyear plan that states the specific steps ACC will take to implement our strategies. The implementation plan will include measurable objectives for equity, diversity, inclusion, and belonging connected to each strategy. It will call for doing new kinds of work and doing existing work in new ways. It will call for greater reliance on partnerships and regionally tailored approaches. And, it will be a critical tool for ensuring that we align our programs, operations, and resources in the service of our mission. You can expect to see the first fruits of our planning as we begin reshaping programs and operations in our next fiscal year, which begins October 1.

We're excited about ACC's future and deeply grateful to those who contributed to our strategy development process and all our members, friends, and supporters. With your continued partnership, we will build a large, diverse community united in our love for craft and our conviction that craft-centered ways of living can bring about a more joyful, humane, and regenerative world.

With appreciation,

Andrea Specht  
Executive Director

Gary Smith  
Board Chair

# Mission

**The American Craft Council fosters livelihoods and ways of living grounded in the artful work of the human hand, creating a more joyful, humane, and regenerative world.**



# Core Strategies



\* Festivals may be small or large, indoors or out, and take place over a half day or multiple days in one venue or many venues across a city. Above all, they are lively, experiential, multisensory, and multifaceted, and ours will be designed and built with regional partners and regional sensibilities from day one.