

## **Andalusia Institute Mission, Vision, Values and Goals**

### **Mission:**

Committed to the rich, complex literary legacy of Flannery O'Connor, Andalusia Institute provides a venue where scholarship flourishes, the creative process deepens, and knowledge grows through the inspiration of O'Connor's work. As part of the desire to support O'Connor's legacy, the Institute exists to nurture fresh approaches to the arts and humanities through the innovative collaboration of all types of students and learners—artists, community members, and scholars. Situated in Milledgeville, Georgia, Andalusia Institute is at once regional, national, and international in focus, offerings, and educational outreach. Doing our work at the heart of the liberal arts mission of Georgia College, the Andalusia Institute is devoted to the arts and humanities in its many expressions, while contributing to the cultural vibrancy and economic well-being of the community.

### **Vision:**

Andalusia Institute is a hive of collaborative activity for analyzing, exploring, and creating culture under the aegis of the life and works of Flannery O'Connor.

### **Values:**

Accessibility/Inclusion--the rewards of the humanities and arts are for everyone.

Collaboration--the input of a community increases the effectiveness and impact of our work.

Creativity--the ability to create and innovate provides meaning and vitality to all our lives.

Intentionality--the care and craft with which we approach our work assures its excellence.

### **OUR GOALS:**

Develop and maintain unique and sustainable programming that serves the needs of all writers, scholars, enthusiasts, emerging practitioners, and our community in its broadest expression.

Establish a sustainable route to adequate resources (time, money, space) for the preeminence of Andalusia Institute.

Engage inclusively and accessibly with local, national, and international partners and collaborators to increase effectiveness of all our endeavors.

Communicate the value of Andalusia Institute and Georgia College to a broader audience, thereby enhancing the effectiveness of the other three goals.

Goal	Activity	Evaluation
<b>Programming</b>		
	Virtual Reading Group	Number of registrants, variety of registrants, audience perception of quality via semi-annual evaluations, new registrants
	Oral History Project	Number of oral histories taken and placed in archives, number of podcast segments, feedback on podcast segments, student involvement and class involvement in oral histories and podcasts
	Andalusia Artist Residency	Completion of land use survey and meeting with Artistic Council
	Peacock Symposium	Number of participants, audience feedback, quality of events, GC student participation
<b>Resources</b>		
	Development Plan	Completed plan approved by Provost , GCSU Foundation, and Advisory Committee

	Advisory Committee	Building of advisory committee by Spring 2021; Increase in donations slated for Andalusia/Andalusia Institute by end of 2021.
	NEH opportunities: Oral History, Artist Residency, FOC Seminar	Acceptance of one NEH proposal by end of 2021
	Private Foundations and Corporation Outreach and Partnerships: Ford Foundation, Mellon Foundation, Atlanta opportunities	Two proposals out by end of 2021; short list of potential corporate donors undergoing cultivation.
	Private Funder outreach	Larger number of quality in-person and virtual visits, increase in small and medium donor donation
<b>Partners</b>		
	K-12 Baldwin and Putnam County	plan for K-12 involvement with commitment from constituencies by end of 2021
	Andalusia, Flannery O'Connor Home Museum	Greater amount of intertwined and mutually supportive programming
	GCSU Creative Writing program	Number of students, staff, and faculty involved in Andalusia Institute activities
	GCSU campus constituencies	Number of students, staff, and faculty involved in Andalusia Institute activities
	Film Community Outreach	Development of short-list of potential partners by end of 2021
	Foundation and Corporate Partnerships	Short list of potential corporate and foundation donors undergoing cultivation
<b>Communication</b>		
	Resources available asynchronously: Digital Humanities project	Work with College of Arts and Sciences, and Library on Digital Humanities Projects; Produce podcasts from Oral

		History project through Library Podcast series
	Separate website	Decisions made on process of developing website, host, and manner of connection with Georgia College website
	Traveling FOC	Development of program to extent that we can do a trial in 2022
	Social Media	Increase in number of followers on all working social media

**Programming:**

Virtual Reading Group: Ongoing virtual programming including Dr. Gentry’s reading group, celebration of new books related to O’Connor, and other issues of interest to Flannery O’Connor enthusiasts and scholars.

Evaluation: Number of registrants, variety of registrants, audience perception of quality via semi-annual evaluations, new registrants

Oral History Project: Put oral history plan in place as outlined in NEH proposal; develop project with Dr. Gentry’s Spring 2021 O’Connor class; develop summer/fall options if NEH funding refused; do first podcast segments by Summer 2021.

Evaluation: Number of oral histories taken and placed in archives, number of podcast segments, feedback on podcast segments, student involvement and class involvement in oral histories and podcasts

Andalusia Artist Residency: Develop further proof of concept with help of GCSU Foundation and Georgia Tech Center for Inclusive Design and Innovation; assist in land use survey with Foundation; connect with potential funders of project; development of Artistic Council

Evaluation: Completion of land use survey and meeting with Artistic Council

Peacock Symposium: Plan and direct event with national talent in Fall of 2021 for both in-person and virtual celebration with community participation.

Evaluation: Number of participants, audience feedback, quality of events, GC student participation

### **Resources:**

Development Plan: Establish flexible planning system for sustainable budgeting and balance of GC support, GCSU Foundation support, grant support, and private donor support. Develop plan for long-term income-generating possibilities.

Evaluation: Completed plan approved by Provost, GCSU Foundation, and Advisory Committee

Advisory Committee: Develop and employ advisory committee to engage with friends and supporters.

Evaluation: Building of advisory committee by Spring 2021; Increase in donations slated for Andalusia/Andalusia Institute by end of 2021.

NEH Opportunities: Oral History project ask out; develop ask for challenge grant for capital building and digital infrastructure; explore possibilities of future FOC seminars

Evaluation: Acceptance of one NEH proposal by end of 2021

Private Foundations and Corporate Outreach: Develop Artist residencies ask for Ford and Mellon Foundations; develop relationship with Wallace Foundation for K-12 initiatives; investigate further potential grantors with grants office; investigate potential corporate donors with Foundation staff.

Evaluation: Two proposals out by end of 2021; short list of potential corporate donors undergoing cultivation.

Private Funder Outreach: Work with Foundation Office to develop further relationships with promising prospects with virtual visits, programming, and personal outreach

Evaluation: Larger number of quality in-person and virtual visits, increase in small and medium donor donation

**Partners:**

K-12 Baldwin and Putnam County: Outreach to Baldwin County educators through school system and Early College programming to determine needs that can be met by Andalusia Institute programming

Evaluation: plan for K-12 involvement with commitment from constituencies by end of 2021

Andalusia, Flannery O'Connor Home Museum: Build further mutuality of programming and development focus

Evaluation: Greater amount of intertwined and mutually supportive programming

Creative Writing Program at GCSU: Engage the Creative Writing Program in programming that serves their needs and Andalusia Institute's mission.

Evaluation: Number of students, staff, and faculty involved in Andalusia Institute activities

GCSU constituencies: Support Deal Center at yearly Governor's Conference in Summer of 2021 with children's writers on Flannery O'Connor; Work with College of Arts and Sciences, and Library on Digital Humanities projects; Establish further ties with English, Honors College, History, Fine Arts, and Education programs.

Evaluation: Number of students, staff, and faculty involved in Andalusia Institute activities

Film Community Outreach: Reach out to Milledgeville/Eatonton Film Festival; Develop contacts with Screenwriters to determine their needs; Investigate the Atlanta film community

Evaluation: Development of short-list of potential partners by end of 2021

**Communication:**

Asynchronous resource availability: Work with College of Arts and Sciences, and Library on Digital Humanities Projects; Produce podcasts from Oral History project through Library Podcast series

Evaluation: Formal plan for Andalusia Institute's role in larger Digital Humanities projects; participation in at least 3-4 podcasts with segments developed from oral histories.

Separate website: Work with Andalusia Home Museum and GCSU Communications office to establish web site separate from the GCSU platform that better serves needs of users and increases dynamism of site.

Evaluation: Decisions made on process of developing website, host, and manner of connection with Georgia College website

Traveling FOC: Determine needs and resources for a traveling O'Connor Fellowship that brings Flannery O'Connor to national and international audiences

Evaluation: Development of program to extent that we can do a trial in 2022

Social Media: Maintain Facebook page and increase followers. Establish dynamic Twitter and Instagram sites.

Evaluation: Increase in number of followers on all working social media

Staff:

Executive Director: Irene Burgess—full time

Senior Donor Engagement Officer--Michael Watson--1/6 time

Administrative Assistant—Tammie Burke—1/2 time