

# MORIVCC VISION PLAN, REVISED DECEMBER 2013

In the fall of 2013 a series of meetings took place with the purpose of revising the MoRivCC vision plan. The meetings involved MoRivCC board members, MoRivCC supporters, and staff from several Columbia, Missouri, based not-for-profit organizations and businesses. Two questions were posed. What can MoRivCC do for your organization? What should MoRivCC be doing for the community? Generally, the answers were consistent with the vision that had resulted from earlier vision sessions. Repeatedly, the comment was made that we need to have greater community outreach to achieve our mission.

**After 3 vision planning sessions over a period of 8 years, the terms that have been used the most to describe our vision are:**

- Partner with a historical organization, Archiving materials and long-term storage
- Recordings made available to the public, CATV, DVDs, Radio Programs, Internet
- Establish relationships with more not-for-profit organizations
- Establish relationships with large donors
- Relationships with learning institutions, masters students
- Interactive database to document the work we have done
- Fund-raising events such as the EcoArtFest , Spring Awards Benefit, Annual songwriter contest
- MoRivCC blog
- Grant writers, Grants processing
- Artist workshops
- Video and audio workshops
- Recording studio
- Community media center
- Permanent space of its own, Office in Columbia with Server and Remote access
- Paid staff
- Acquire a video switcher
- Lots of new members for fund-raising and volunteer recruitment
- MoRivCC vehicle
- New MoRivCC signage to use at recording events
- Recognition by local and national press
- MoRivCC recording studios
- MoRivCC to consider changing from self-perpetuating board of directors to a membership organization that would avoid founders' syndrome and generate income from memberships
- Volunteer recruitment and retention
- 6-month, 12-month, 3-year operations plan mapped out
- Policies, and procedures
- Documentaries, More producers collaborating on projects besides recording music
- Development of a cadre of camera operators, audio techs
- Development of talent for in-front of the camera (people to do interviews and write/produce stories for MoRivCC)
- Transition from recording to tape to recording to hard drives (purchase more modern cameras)
- Use Kickstarter as a means for fundraising

## **Vision Statements made by Individuals for MoRivCC**

### **Jerome Wheeler wrote:**

Mike Cooper and I share the same conviction that the cultural identity of this area is closely tied to and in some cases defined by the music that is composed and played here. What Mike and I would like to do is to take the songwriters in this area, unknowns as well as knowns, and use them in a project that would put that identity in a video-tape/DVD archive for historical and cultural purposes. The clock is running out on many of our local treasures, and we are afraid that if we don't act quickly several songwriters will be beyond our reach.

### **Art Gerhard wrote:**

There is a lot of culture here, traditions, diverse religions, music, arts, populations of immigrants from all over the globe. We have a few Native American groups that predate the flood of Europeans (western expansion). Now there are peoples from all over the world living in Mid-Mo. Mid-Mo is where the different aspects of our country culturally collide. The indigenous culture has been washed over by European immigrants. The local culture is a mish-mash, a glorious tapestry of 21st century middle America. Although many people now identify with one or two specific groups, we are for the most part culturally integrated.

### **Mike Robertson wrote:**

Enhance quality of life in the mid-Missouri region by increasing public awareness of local and regional artistic expressions. Replicate and expand our recording and archiving efforts to as many communities as possible across the Missouri River corridor. Equip at least one mobile recording van to attend local arts festivals and other events, using video, audio, and photography to capture the original work of local artists. Produce documentaries of artists of all kinds in as many locations as possible. Post examples of all recorded work to the Internet for public access and archive all material for future reference by historians in formats accessible for at least a hundred years.

### **Mike Cooper wrote:**

MoRivCC will be a part of a community that is empowered to use audio/recording technology to its full potential. This technology will make it possible for the community to be aware of the arts that are created in our area. Central Missouri will receive national recognition as a community where great things are accomplished by the cooperative efforts of its local not-for-profit organizations, artists, and businesses.

**Greater community outreach** is a means for accomplishing many of our goals and has been identified as something which we have not done well enough in the past. We can achieve better fund-raising, recognition, recruiting, archiving, and training as part of achieving Greater Community Outreach.

**Establishing an office in Columbia** seems to be an important part of Community Outreach. With adequate funding, MoRivCC could have an office with some equipment in a few months. MoRivCC has some of the equipment needed for this office. At least one more computer (server?) would be needed. The current editing computer is dated by its lack of USB 3 capability but is still adequate for basic office tasks and video editing. The ideal solution would be to purchase a server and a new editing computer and use the existing computer for primarily office tasks but still available for occasional video editing.

An option for establishing an office that would require less funding would be to share office space with one of the other not-for-profit organizations in Columbia. Some feedback from the fund-raising committee will be required to know if this is a desirable or necessary solution.

At some point having paid staff to run the office and do grant-funding tasks will be necessary. Timing will be determined by the availability of funding.

**Historical archiving** would help MoRivCC to gain recognition within the community and achieve an important part of the vision. The preferred partner for this purpose is the Missouri State Historical Society. They have agreed in principle to be our archiving partner for this purpose. In order to qualify, we have to finish capturing video tapes, entering documentation for the recordings onto our database, and putting the recordings and information onto hard drives for them to store in their vault. We would need at least 3 3-TB hard drives to make copies of our digitized recordings. We still have many hours of video capture for videos that have not yet been captured, and data entry to prepare the documentation information. The cost of the hard drives could be part of a grant-funded project.

**Other projects that will help with community outreach are already in planning stages.**

- **Winter Sessions** at the Bridge will be taking place on Tuesdays in January and February.
- **The Spring Awards Benefit** is scheduled for Friday, May 2, 2014.
- More effort can be made to take advantage of the **new website/information system**, our Facebook page, and other ways of getting more free press coverage.
- We need to be able to **take advantage of unexpected recording opportunities** such as the Debra Harden benefit on January 10, 2014.

**Other short-term activities that could yield immediate results, get recognition, and help with fund-raising include:**

- **Recruiting** from the **University of Missouri Journalism School for masters programs** students to plan and execute specific projects that would yield college credits for the students.
- **Recruiting** students from the **University of Missouri Business School** to help with funding for MoRivCC, which would result in college credits for students.
- Begin production of **documentaries**
- Increase production of **YouTube videos**
- Increase production of **CATV shows**
- Begin production of **podcasts**
- **New MoRivCC signage** is not expensive and would increase our recognition at recording events
- **Workshops:** Scheduling training for technical tasks such as camera operators, video editing, screenwriters, audio recording and editing, interviewers, etc.

All of these tasks could be completed immediately with minimal additional funding.

**Establishing a more precise schedule** will depend on feedback from the fund-raising committee.

**Other tasks that are not as immediate include:**

- purchase of more modern cameras
- purchase of a MoRivCC van
- Improved MoRivCC office with more space and more computers in Columbia
- Acquire a video switcher

## **Proposed budget timetable requiring fund-raising committee action**

- **Spring 2014:**
  - Open an office in Columbia with current MoRivCC equipment
  - 10 mb minimum DSL Internet Service
  - New server for remote access to computers and hard drives
  - Purchase signage for vehicles and events
  - Schedule training sessions
  - KOPN radio show
  
- **Summer 2014:**
  - Hire part-time staff to process video recordings and work on grant-related projects
  - Start regularly recording programs for CATV and podcasts
  
- **Fall 2014:**
  - Install new video editing computer
  - Purchase new or used video camera before fall fund-raising event
  
- **Winter 2014/2015:**
  - Complete archiving donation to State Historical Society
  - Winter recording sessions
  - Increasing DSL service
  
- **Spring 2015:**
  - Purchase MoRivCC van
  - Hire full-time administrator
  - New larger office
  
- **Spring 2016:**
  - New equipment purchases
  - Purchase video switcher
  - More staff
  
- **Spring 2017:**
  - New equipment purchases
  - Help start up community media center
  - More staff