



## MISSION

To build and support diverse communities of writers and audiences through the transformative power of story.

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## VISION

We foster collaborations with the goal of enriching local literary programs and expanding our global engagement.

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## VALUES

**Collaboration:** we engage in complementary and cooperative work.

**Community:** we foster inclusive engagement to create connection locally and globally.

**Creativity:** we seek, engage, and support innovation.

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## DIVERSITY, EQUITY AND INCLUSION

We encourage, support, and celebrate diversity, equity, and inclusiveness in our operations and programming. We seek to create a welcoming environment where people with different backgrounds and experiences are treated with respect.

## FY20-24 STRATEGIC FOCUS CATEGORIES: CRITICAL ACTIVITIES

**Programming innovations focused on collaboration and on connecting with new communities:** Explore options for increasing engagement online, within communities not currently reached by ICUCL, and through collaborations with related and like-minded groups.

**Board effectiveness enhancements:** Harness more of the talent and expertise among board members in support of the organization through such means as establishing board committees, developing financial modeling tools, and formalizing processes.

**Marketing messaging:** Ensure the newly articulated mission and core values are clearly reflected in the ICUCL brand identity and messaging, and refine the website to support critical activities in a more robust manner.

