



Executive Summary

West Windsor Arts (WWA) is charting an exciting path forward to bring more arts programming, events, and creative opportunities to our community. Through a comprehensive planning process completed in summer 2025, we've listened to what you value most about WWA and identified clear priorities for expanding our impact across West Windsor and the surrounding communities.

For the Planning Process, WWA partnered with StratSimple and Commonwealth Consulting to develop a strategic plan guided by community input. We gathered feedback from more than 130 stakeholders—staff, teaching artists, board members, program participants, donors, and community members—through virtual interviews generating over 120 pages of responses. This input formed the foundation for a full-day planning retreat where board and staff synthesized insights using a Listen → Align → Measure framework.

What We Learned: Strengths & Challenges
The community consistently praised WWA's high-quality exhibitions and education programs, welcoming culture, dedicated leadership, strong volunteer engagement, prudent financial management, and clear mission anchored in our prime location.



Eleni Litt Trees, Star, and a Lotus in a Bowl

Mission

West Windsor Arts cultivates the artist within us all, while inspiring a creative community that is engaged, inclusive and equitable.





Vision

West Windsor Arts envisions a thriving, creative community where everyone has the opportunity to explore their artistic potential, celebrate diverse perspectives, and strengthen community connections through the arts



Karen Schoenitz - Thrown for a Loop



Key challenges we're actively addressing:

Inadequate space for expanded programs

Develop a facilities plan and secure an auxiliary community location.

Uncertain financial sustainability

Diversify revenue through major gifts, expanded outreach, and revised pricing.

Limited regional visibility

Implement regional marketing and build new community partnerships.

Outmoded operational capacities

Streamline workflows and invest in professional development.

Enhanced board / volunteer engagement

Strengthen expectations for participants and create leadership pathways.

Despite a tightening of public funding for the arts, WWA is positioned to seize opportunities through arts-and-wellness programming, technology engagement, and corporate partnerships.

Our strategic plan positions WWA to encourage creativity and connection by ensuring arts accessibility for all. We're committed to meeting emerging needs—from teens and seniors to neurodiverse audiences—while amplifying artist support and strengthening our community presence.

Our Core Values

SUPPORT ARTISTS

We believe that everyone has a creative spirit. We uplift and empower emerging and established artists, focusing on those based in New Jersey, while also welcoming talent from a broader geographic range.

PROMOTE LEARNING

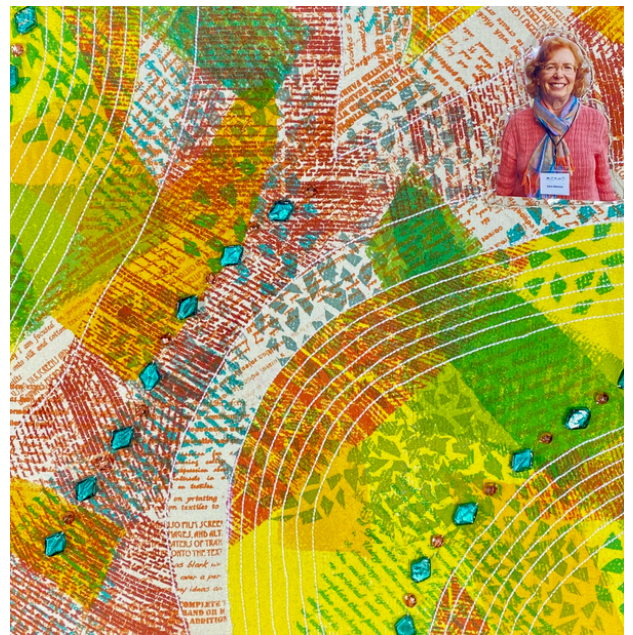
We create educational opportunities, emboldening individuals to tap into their creativity and unlock their full potential.

BUILD COMMUNITY

We bring people together to celebrate and connect through the arts, fostering stronger relationships and a deeper sense of community.

INCREASE UNDERSTANDING

Through artistic expression and dialogue, we encourage the exploration of diverse perspectives, cultures, and experiences.



Adria Sherman - Roads of Silk



Our Objectives

Objective #1

Streamline Operations to Achieve Mission-aligned Effectiveness

Improve workflow efficiency by reducing manual tasks and increasing productivity by 20%

Complete a staffing structure and capacity analysis with actionable realignment recommendations

Pilot a revised volunteer engagement program with 10 actively involved committee members

Objective #3

Broaden Program Offerings and Access to the Arts

Develop a long-term facilities plan

Secure a short-term auxiliary location

Launch programming tailored for individuals who are neurodiverse

Objective #2

Connect a Broader Geographic Region to our Arts Programming

Develop and implement a comprehensive regional marketing strategy

Establish three new partnerships with organizations in surrounding communities

Launch a regional scholarship program awarding two scholarships to high school seniors pursuing a college degree in the arts

Objective #4

Ensure Long-term Financial Sustainability to Fuel Growth and Build Resilience

Increase contributed income by 20% through grants, sponsorships, and expanded donor outreach

Finalize a business case for a new development role, supported by staffing plan and funding projections

Implement revised membership, class, and camp pricing models aligned with program cost and market analysis

arts



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