

JRH

JAMES R. HALSEY
FOUNDATION OF THE ARTS

Film & Arts | Media & Education

2025-2030 STRATEGIC PLAN



INTRODUCTION



Filmmaking and the arts provide powerful therapeutic benefits for youth by fostering self-expression, emotional processing, and essential skill-building. Through creative expression young people find a safe outlet for emotions they may struggle to articulate. For many, discovering their creative talents builds self-confidence and helps them explore and solidify their identity, giving them a sense of purpose.

The creative process offers stress relief and mental health benefits, reducing symptoms of anxiety and depression by providing a break from daily stressors and improving focus. Filmmaking, often a collaborative effort, develops communication, teamwork, and problem-solving skills, creating social bonds that foster a sense of connection during critical formative years. Working through creative challenges teaches resilience and adaptability, as youth learn to embrace experimentation and mistakes as part of growth.

Altogether, these efforts support emotional well-being and personal development, making them invaluable tools for youth therapy and growth.

TABLE OF CONTENTS

4 ABOUT JRH

5 PLANNING PROCESS

6 STRATEGIC PILLARS

**7 GOALS
2025 - 2030**

8 ACKNOWLEDGEMENTS



ABOUT JRH



The James R Halsey Foundation of the Arts was founded in 2017 as a therapeutic outlet for young people interested in the arts. Programming at the Foundation allows youth to engage their imagination and empower and nourish their creativity toward personal growth and the development of critical life skills.

MISSION

Dedicated to guiding youth and young adults on their journey to self-discovery and healing through film, arts, and media education while equipping them with the life skills and resources needed for future academic and employment opportunities.

VISION

We envision a future where all youth, regardless of their circumstances, have access to the tools and are equipped with the skills and emotional resilience to thrive creatively, academically, and professionally.

PLANNING PROCESS



This strategic plan serves as our roadmap for decision-making and will set boundaries to ensure that we stay true to our mission and the community that we serve. We acknowledge that strategic planning is critical practice to position the Foundation for success, to align leaders to a common plan, and guide management decisions.

We undertook a four phased approach to the strategic plan:

1. Discovery and Assessment
2. Development
3. Action and Implementation
4. Monitoring and Evaluation

Landscape Analysis

The planning process incorporated multiple opportunities for input from various constituents and partners of the agency. Internal interviews involved staff and the Board of Trustees to gather perspectives on mission alignment, future impact, and definitions of success. External interviews were conducted with funders, community partners, school personnel, law enforcement, parents and past and current youth program participants allowing stakeholders to share their perceptions of the agency, how community needs are met and future trends and challenges. Additionally, a survey was shared to capture feedback from community partners who were unable to meet with us.

The feedback collected identifies strengths, gaps and opportunities in the agency's programs and services, as well as determining potential and new needs, areas of need that the agency might address through our strategic plan.

To provide a comprehensive view, trends and priorities among other state and regional arts agencies were also reviewed, helping to identify best practices and insights from agencies engaged in similar work.



STRATEGIC PILLARS

The strategic planning process was designed to integrate various inputs to develop a clear definition of success that:

- Promote film production and adjacent and supporting work as avenues for higher education and a career for the youth that we support.



- Ensure that all students who come to the Foundation experience an open, welcoming, safe and nurturing environment to support them on their journey to continue their education and establish themselves in rewarding careers.



- Champion and advocate for the youth of Mercer County with a particular focus on youth experiencing economic insecurity and inadequate educational opportunities.

GOALS 2025-2030

Our goals are about positively impacting the community, families and the students in our programs.

GOAL ONE

Develop and implement a recognized, credential program for students, equipping them with the essential skills, knowledge, and industry experience needed for successful careers in film, arts, media, and entertainment.

- Design a curriculum blending academic rigor with hands-on skills to meet industry standards in creative fields.
- Collaborate with industry professionals for workshops, internships, and networking that bridge learning with real-world application.
- Hire experienced instructors and support their growth to ensure content stays relevant and engaging.
- Offer mentorship, career guidance, and credentials to boost students' employability and industry recognition.

GOAL TWO

Build a cohesive, strategic network of partnerships with organizations and stakeholders in Mercer County and beyond to enhance the quality, reach, and impact of our programming.

- Partner with local groups to create community-centered programming.
- Build corporate relationships for support and sponsorships.
- Design and implement a structured strategic data driven marketing plan to engage target audience, improve brand positioning and achieve measurable results.

GOAL THREE

Build and strengthen educational partnerships to increase awareness and accessibility for our after-school and comprehensive curriculum programs for students interested in filmmaking and the arts.

- Strengthen ties with existing academic partners to support program visibility.
- Form new partnerships to expand community reach and input.
- Increase program awareness through targeted outreach to schools.
- Create accessible paths for students to gain skills for education and careers.

THANK YOU!

BOARD OF TRUSTEES

Nivedita Candade	Jabre Miner
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Many thanks to our partners and supporters who helped us create this plan by contributing their experiences, knowledge and time.

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