

# ACE COMMITTEE APPROACH TO STRATEGY AND ANNUAL PLAN DEVELOPMENT

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**The Arts, Culture and Education Committee Concept:** ACE will be a fusion of spaces, programs & activities that will aid & extend AmCham members and local partners' development in line with the it's vision

The Arts, Culture, and Education (ACE) Committee will promote artistic, cultural, and educational exchange between the US and the UAE, support private-public partnerships with educational institutions, and provide a forum for committee members to identify, discuss, and pursue common interests that are prevailing within the Abu Dhabi arts, culture & education landscape.

### ACE's 6 CORE OBJECTIVES



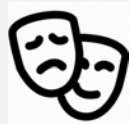
Promote good will between the US and local cultures and communities in Abu Dhabi through strategic purposeful programs and events



Offer tailored services to support members' interest exploration and development goals



Engage AmCham members and their families to provide them with resources to support their children



Serve as a center to foster Arts, Culture and Education related activities



Create a hub for Arts and cultural exchange and local knowledge exploration



Offer a platform for community-wide collaboration

## 2 In Support of ACE's Vision and Objectives: ACE will deliver innovative services and programs using available resources and tools 1/2

### SERVICES

Specific services provided by ACE to enhance information gathering and dissemination

Advisory



Member Families Information Center



Support Book clubs, Art circles, Choir... recommendations & information packs



Research Training workshops



### PROGRAMS

Periodic events and activities that reinforce the Art, Culture and Education in support of our community interests and hobbies

Year-long story competitions



Reading pop-up events around key dates, meeting authors at book fairs or exploring the National Archives



Field Trips to museums, theatres, dubai opera, AmCham choir, plays



hosting writers, scientists, educators, artists, sports teams and other experts



Debate, Poetry Circles, painting club, Art Circle, Choir, Traditional Dance, Toastmasters Club and other events



### RESOURCES & TOOLS

Resources to support ACE in delivering quality services and programs

Community online survey



Shared online calendar



Yearly retreat with stakeholders



Arts, culture, education database



Ed-tech and gamified digital tools








# In Support of ACE's Vision and Objectives: ACE will deliver innovative services and programs using available resources and tools 2/2

## Services\*

## Programs

## Resources & Tools



Operations
 Monthly ACE Meeting Where: Amcham Abu Dhabi + Art venues/ museums in AD
 Afternoon meetings
 AmCham members and strategic non members welcome
 Programs available for the community
 Managed by ACE committee chair as well as members and AmCham staff

Advisory Services
<input type="checkbox"/> Deliver training workshops on Arts, Culture and Education related topics
<input type="checkbox"/> Provide members and their families Abu Dhabi education related information
<input type="checkbox"/> Link members and non member individuals and companies with art, culture and education companies in the US
Families Information Services
<input type="checkbox"/> Organize workshops and prepare packs & tools to help parents support their children's development within the home environment
<input type="checkbox"/> Host book club, quilt club, choir, hiphop dance performances and provide book recommendations for parents based on their interests

Hosting events
Partnership Programs
Exploration Programs
AmCham Clubs

- Hosting writers, athletes, scientists, educators, artists, sports teams and other experts
- Events and programs that are done with local partners
- Performances
- Achievement Awards...
- Other...
- Trips that engage community and members in Arts and culture such as to museums, theatres, operas, festivals, other....
- Education exploration programs
- Books Club
- Art Club
- Quilt making club
- Traditional dance club
- Painting club
- AmCham Choir
- Golf Club

Resource/ Tools Selection Criteria
1 Supports and enriches the ACE offerings
2 Demonstrates high standards in literary, artistic, and aesthetic quality
3 Supports experimentation and innovation by AmCham members
4 Enriches AmCham members' experience and supports their interests
5 Presents timely, culturally-appropriate and accurate information
6 Appropriate for the maturity, learning styles, and varied abilities of members
Communications Platform Criteria
1 User-friendliness of interface, search capabilities, & ability to moderate access

Human Capital
1  The ACE committee needs to have at least 10 active and dedicated members
2  Amcham staff will be responsible for overseeing routine management of services as well as programs

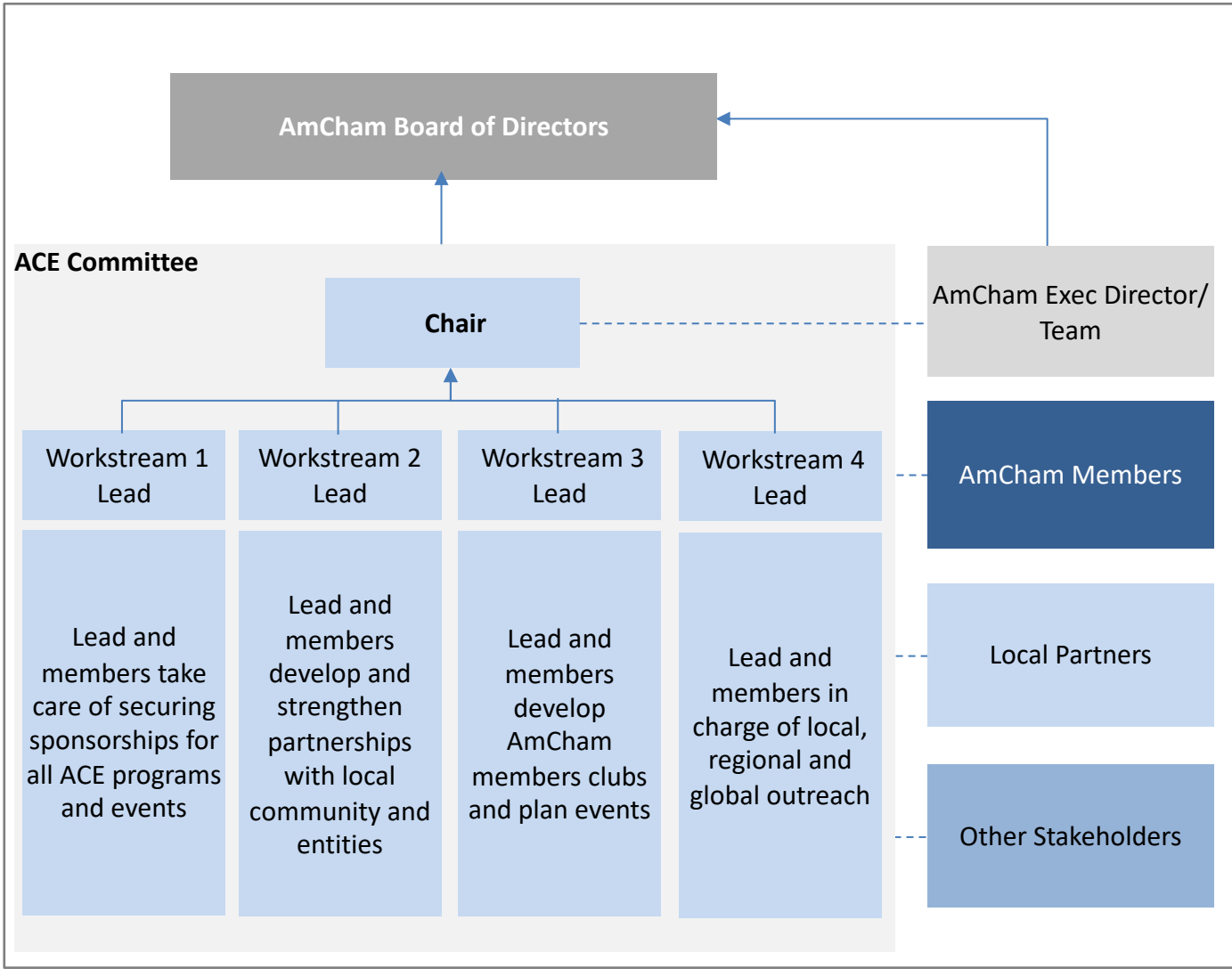
\* Services, programs and tools to be detailed and finalized after the ACE retreat



# ACE Governance Model: needs to be redesigned to allow for more creativity, innovation and ensure delivery of its ambitious plan

## Proposed Interaction & Governance Model \*

## Roles and Responsibilities



- Chair**
  - In charge of the ACE committee
  - leads monthly meetings & calls for urgent meetings
  - If not available for a meeting, assigns a workstream lead
  - Communicates updates and key decisions to the AmCham board
  - Liaises with Exec director on key updates
  - Works with leads on measuring effectiveness of ACE implementation
- Workstream leads**
  - In charge of fulfilling the objectives of the workstream as per the ACE strategy and plan
  - Works closely with the chair towards the desired outcomes and seeks chair support in major decisions
  - Attends key meetings with Chair as required
  - Calls for meetings with workstream members as needed
  - Present updates to ALL committee teams members at the monthly ACE committee meetings
  - Presents updates and coordinates with AmCham executive director as needed and AmCham board upon request of Ace Chair
  - coordinate amongst each other and the chair on all activities and programs planned
- Workstream Members**
  - work closely with workstream leads to deliver their plan
  - Represent ACE in all AmCham events and functions
  - Propose new ideas and support their ideas with a delivery plan that gets approved by the workstream before approval from the committee chair
- Committee Decisions**
  - ACE committee meetings to be minuted, shared and saved
  - action items to be followed up on by assigned workstream leads and their teams

\* to be finalized after the ACE retreat

## Monitoring and Evaluation – An M&E framework will be developed to ensure that ACE services, tools, and programs meet the desired objectives

### Approach



To ensure that ACE committee lives up to its mandate, a monitoring & evaluation (M&E) framework will be developed to assess its performance



Data for M&E purposes will stem from a variety of sources including :

- AmCham members
- Visitation surveys
- Collection & circulation data
- Stakeholders feedback and reviews

### Sample Evaluation Framework

Assessment Areas	Data Sources
<p><b>Annual plan development and Integration</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Extent to which activities and programs and services planned and carried out align with AmCham's culture and strategic objectives</li> </ul>	<ul style="list-style-type: none"> <li>• Alignment of ACE Plan with AmCham strategic plan</li> <li>• AmCham Members ACE Survey</li> </ul>
<p><b>Community and members engagement</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Level of attendance and engagement by members and their families</li> <li><input type="checkbox"/> Extent to which services and programs serve the needs and personal interests of all members</li> </ul>	<ul style="list-style-type: none"> <li>• AmCham Members complaints</li> <li>• AmCham Members Services and programs requests</li> <li>• AmCham members attendance levels</li> </ul>
<p><b>Programs Quality</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Level of access to local strategic stakeholders</li> <li><input type="checkbox"/> Level of access to Abu Dhabi arts and culture agenda</li> </ul>	<ul style="list-style-type: none"> <li>• Partnerships developed with local entities</li> </ul>
<p><b>Sponsorships</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Level of success in securing sponsorships to support delivering the ACE strategy</li> </ul>	<ul style="list-style-type: none"> <li>• # of sponsored ACE programs per year</li> <li>• Sponsorships breakdown (group KPI to understand monetary vs non monetary contributions...)</li> </ul>
<p><b>Services and Programming</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Level of engagement within ACE workstream</li> <li><input type="checkbox"/> Extent to which additional resources have been identified and procured to meet community interests and needs</li> </ul>	<ul style="list-style-type: none"> <li>• Member satisfaction survey</li> <li>• # resource requests</li> </ul>