

## ArtWorksTO Work Plan - Targeted Call for FSC Project Partners

Key Milestones & Activities	Timelines
Recruit, hire and onboard qualified staff to fill new positions ( <i>January 2022 to September 2023</i> ): <ul style="list-style-type: none"> <li>• Alumni Project Lead, Outreach and Marketing Coordinator, Program Support Coordinator, Partnership Development Consultant</li> </ul>	January 1 to February 28, 2022
Complete recruitment strategy to reach IBPOC and/or 2SLGBTQ+ youth media artists for the project's third cohort with outreach partners (OCAD U, The Remix Project, imagineNATIVE, Sketch, JAYU and Eva's Phoenix)	March 1 to August 31, 2022
Launch outreach for the third cohort to recruit eligible participants who are IBPOC and/or 2SLGBTQ+, through: <ul style="list-style-type: none"> <li>• Portfolio development training offered by OCAD U (virtual plus 2-4 in person trainings with outreach partners)</li> <li>• Development of updated program materials with alumni and outreach partners (application form, guidelines &amp; FAQ, info sessions, short videos, etc.)</li> <li>• Coordinated social media strategy</li> </ul>	March 1 to March 31, 2022
Test and evaluate the alumni pathways model completed in 2021 with participants from Cohorts 1 and 2 in partnership with the Directors Guild of Canada Ontario, the City of Toronto (xoTO Film Office and Interactive Digital Media Office, Social Procurement) and ArtWorksTO advisory organizations	March 1 2022 to Sept. 2023
Launch implementation of the Knowledge Mobilization (KM) plan currently in development through: <ul style="list-style-type: none"> <li>• Completing knowledge mobilization resources (presentations, reports, videos, infographics, etc.)</li> <li>• Meeting with strategic stakeholders to support the goals of the KM plan</li> <li>• Presenting findings at relevant post-secondary, workforce development and creative industry events</li> <li>• Disseminating learnings through social media</li> </ul>	March 1 2022 to Sept. 2023
Develop a diverse range of subsidized media arts contract opportunities in partnership with employers to complete the RFP for Cohort 3 participants	Summer 2022
Develop and implement standardized data collection methods	March 2022 to Sept. 2023
Introduce potential pathways to Cohort 3 participants in partnership with employers and post-secondary organizations through activities such as speed mentoring, industry panels, supplementary training opportunities, etc.	March 2022 to June 2023
Extend contracts of current project staff to September 2023: <ul style="list-style-type: none"> <li>• Program Manager, Case Manager (formerly Artist Liaison), Research &amp; Evaluation Consultants</li> </ul>	June 2022

Complete a sustainability strategy that identifies long-term financial partners to support employer subsidized Work Integrated Learning opportunities and sustained program funding

June 2023