

The Korea Society
Strategic Plan
2022 - 2026
(18 April 2022)

Vision: The Korea Society is a thought leader and the lead integrating organization promoting and strengthening the relations between the U.S. and Korea.

Mission: THE KOREA SOCIETY is a nonprofit, nonpartisan, 501(c)(3) organization with individual and corporate members that is dedicated solely to the promotion of greater awareness and understanding of our shared values and interests in order to strengthen cooperation between the people of the United States and Korea.

Mission: Furthering Awareness and Understanding of Shared Values in order to Strengthen Cooperation between the U.S. and Korea

POLICY **EDUCATION** **ARTS AND CULTURE** **CORPORATE**

ORGANIZATIONAL CAPACITY

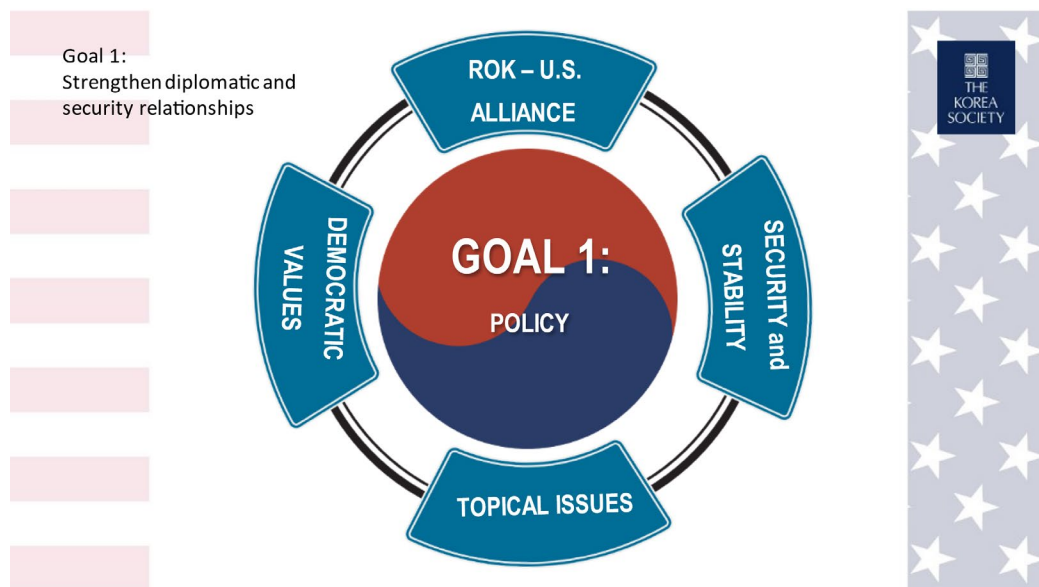
Vision: The Korea Society is a thought leader and the lead integrating organization promoting and strengthening the relations between the U.S. and Korea.

Current Activities and Business Model: In pursuit of its mission, the Society arranges programs that facilitate discussion, exchanges and research on topics of vital interest to both countries in the areas of public policy, business, education, intercultural relations and the arts. From its base in New York City, the Society focuses on audiences across the U.S. and also in Korea through its own outreach efforts and by forging strategic relationships with counterpart organizations in other cities throughout the United States as well as in Seoul, Korea. Initial expansion focus is Atlanta and Los Angeles.

Funding for these programs is derived from contributions, endowments, grants, membership dues and program fees.

Strategic Goals:

- 1) Goal 1: In the area of Policy promote and increase interest, knowledge, and discussion of the importance of Korea and the ROK - U.S. Alliance in order to maintain and strengthen the diplomatic and security relationships, all aspects of which are critical for the future of both countries.



a) Priorities

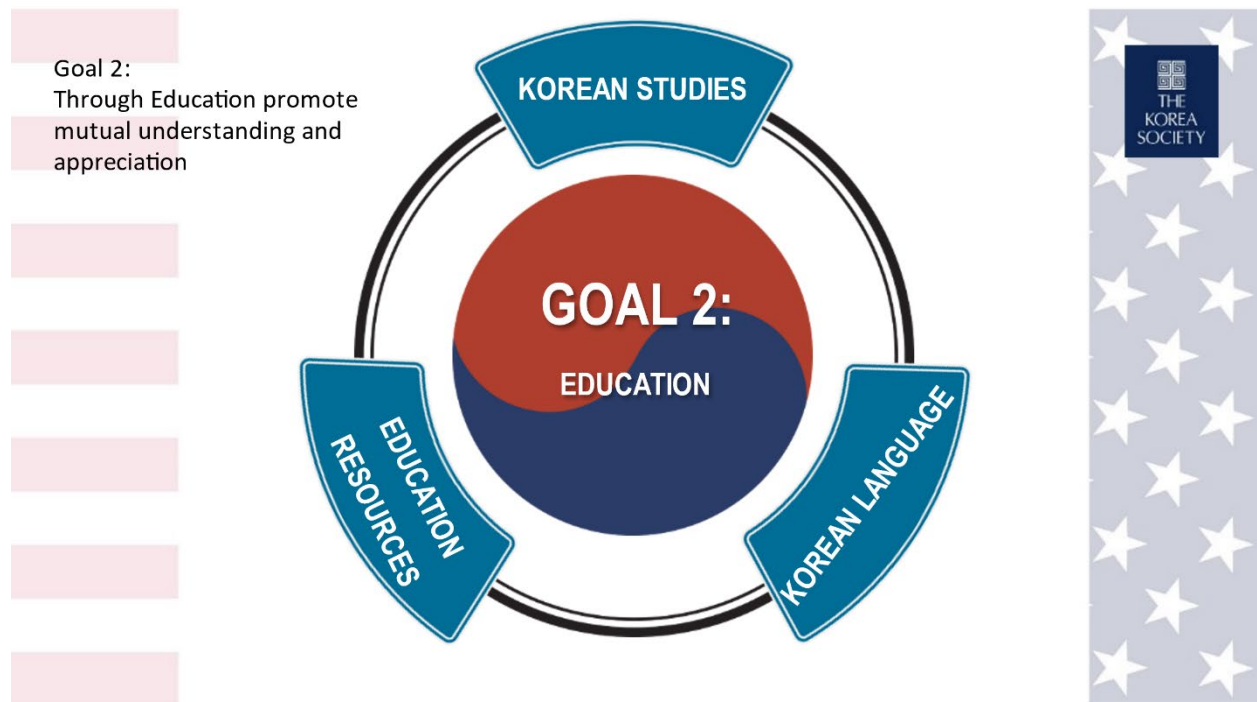
- i) Contribute to strengthening and articulating our common democratic values of freedom, human rights, rule of law, and democracy.
- ii) Across the U.S. increase the support, understanding, and importance of the U.S. – ROK Alliance to deter North Korean aggression.
- iii) Promote security and stability in Northeast Asia and around the world, while at the same time support efforts to promote reconciliation and peaceful reunification, denuclearization, human rights and economic development in North Korea.

b) Strategies

- i) Conduct Public Policy Programs and Roundtables to exchange thoughts on the U.S.- ROK Alliance, Korea's regional relations, inter-Korean relations, and North Korea challenges. Target and engage core audiences:
 - (1) Think Tanks, Research and Public Diplomacy Organizations
 - (2) United Nations
 - (3) U.S. Government (Active and Former)
 - (4) Media
 - (5) Universities/Secondary schools (High Schools)

- ii) Conduct national outreach programs, with the initial expansion focus is Atlanta and Los Angeles
- iii) Write, record, and publish articles and videos discussing the importance of the U.S. – ROK Alliance.
- iv) Conduct programs to bring young professional audiences from across the globe. Feature Korean and Korean American experts from diverse fields, who talk about their industries and share their career trajectories, while creating networking opportunities for young professionals.
- v) Conduct programs and events to honor and remember Korea War veterans and those who have and are serving in Korea.
- vi) Develop and utilize existing metrics to measure strength of ROK – U.S. Alliance.

2) Goal 2: In the area of Education advance educational resources, opportunities and programs for students and educators in order to promote mutual understanding and appreciation as well as sustain the long-lasting ties between our two nations for generations to come.



a) Priorities

- i) Advance Korean Studies as an area of study in U.S. schools, colleges and universities to promote and cultivate an understanding of Korean culture, history and the importance of the close relationships between the U.S. and Korea.
- ii) Promote the advancement of Korean language learning in the U.S., meeting the needs of individuals who wish to develop Korean language skills for both professional and personal interests.

b) Strategies

- i) Execute a leadership role in creating educational resources and opportunities for educators and students in both countries to interact virtually and in-person.
 - (1) Expand the Project Bridge Youth Ambassadors Program by adding two additional sites to enhance geographic breadth and national impact.
 - (2) Advance the Sherman Family Korea Emerging Scholar Lecture Award Program to contribute to and advance thought leadership for a new generation of scholars and professionals.
 - (3) Establish forums for educators to share 'best practices' in delivering Korean Studies programming as well as to articulate needs.
 - (4) Create, maintain, and promote robust and easily accessible educational resources for students, educators and researchers.
 - (5) Convene Korean Studies experts who explore trends in and promote advancement of Korean Studies in the U.S.
 - (6) Promote study abroad by establishing competitive travel grants for individual student awardees.
 - (7) Establish a competitive Korean Studies Excellence and Innovation Award geared to university-level programs or a consortium of programs to provide 'seed money' for programs/projects/consortia that would eventually become self-sustaining.
 - (8) Evaluate previous Society's U.S. teacher exchange programs to Korea to ascertain feasibility of instituting a sustainable program that will attract funders as well as collaborations.
 - (9) Attract sponsor/underwriter funding to support grants, awards and education-related projects.
- ii) Support Korean language study
 - (1) Increase the number of Society Korean Language Program offerings.
 - (2) Promote Korean language study in US K-12 schools via forums to promote 'best practices' and potentially grant support.
 - (3) Establish a Language Cafe or Critical Topics Cafe between high school and/or university students in the US and Korea.

- 3) **Goal 3:** In the area of Arts & Culture promote mutual awareness and understanding of a broad range of Korean culture in order to broaden and strengthen Korean – American and people to people relations among audiences based in the U.S.



a) **Priorities**

- i) Promote the diversity and excellence of Korean and Korean American visual artists in various media (painting, drawing, pottery, textile art)
- ii) Provide a forum to Korean and Korean American authors (fiction & non-fiction) to promote their work, written in English or translated into English
- iii) Raise awareness and advocate for Korean performing artists who have lost many opportunities to showcase their talent and further their careers during the COVID-19 pandemic
- iv) Present traditional and Korean culture, including fashion and cuisine, with in-depth analysis and engaging lectures and discussions
- v) Promote Korea of 2022 as a global creative force
- vi) Foster awareness of Korean creativity and promote its contribution to the dynamic cultural scenes around the world
- vii) Increase the network of possible presenters and guests for Arts and Culture programs both in Korea and the U.S.

b) **Strategies**

- i) Promote contemporary artists with exhibitions and special online programs
 - (1) Year-long display of contemporary art in TKS Gallery
 - (2) Artist Talk programs to be recorded and released on YouTube in order to promote the artists and the exhibitions
 - (3) Special video release programs to spotlight Korean and Korean-American artists
- ii) Literature programs to be conducted both in the event space and online

- (1) Interview series with Korean-American writers at the time of publication (hardcover or paperback) in order to promote their career and work; to be conducted as in-person events or live webcast
- (2) Interview series with Korean authors when their books are translated into English and published in the U.S.; video release
- iii) Support touring performers and Korean film releases by promoting the events and conducting interviews both in person and online
- iv) Design lecture series to present traditional Korean culture, to be delivered by scholars and experts. Many programs will be online the first half of 2022, but a few in-person lectures and demonstrations scheduled for the second half of 2022.
- v) Interview series with Korean-American authors, filmmakers, and chefs who are working in the U.S. to promote their career and business. Utilize the event space as a “studio” for online programs and recordings. Also, visit the business and film at location if located in the tristate area.
- vi) Travel to Korea to meet and develop relationship with individuals and groups to develop new programs, including but not limited to Literature Translation Institute of Korea; Korean Federation of Film Archives; Arumjigi Foundation; and Seou Museum of Craft Art.
- vii) Identify possible partners both in Korea and the U.S. to present more diverse programs with greater impact and increase audience numbers, both online and in person.

- 4) **Goal 4:** The area of Corporate Programs to bring greater awareness of and focus on business relationships between the U.S. and Korea, in order to strengthen economic relations and expand the contribution of corporations to Society’s activities and its finances.



a) Priorities

- i) Build a network of personal connections between the Society and leaders in government, business, finance and other fields having a prominence in the U.S. and Korean economic and financial relationship.
- ii) Expand programs and visibility of TKS to Atlanta and Los Angeles with an emphasis of attracting an audience from the regional business communities.
- iii) Explore and enhance understanding of major issues affecting the business partnerships between the U.S. and Korea.
- iv) Attract revenues from U.S. and Korean companies, foundations and individuals to support current and planned activities of the Korea Society.

b) Strategies

- i) Liaise and leverage activities with the Policy and Arts & Culture program areas to attract greater interest in and support from the U.S and Korean business communities
- ii) Work closely with the Development team to seek new opportunities and relationships with business leaders in U.S. and Korean firms.
- iii) Conduct high profile programmatic series and explore new areas in the future. The three areas in which we began in 2020 are:
 - (a) “Korea and Coronavirus,” presenting interviews with experts on issues related to the COVID 19 pandemic.

- (b) Women’s Leadership in the U.S. Korea Relationship,” presenting interviews with leaders in government, business and education.
- (c) “President’s Interview Series,” presenting in-depth conversations focusing on leaders in business, finance, and economics.
 - (i) Global Financial Leaders Forum (GFLF), featuring leaders in the Korean and U.S financial community and cooperating with Maekyung Media Group and Korea Finance Society to provide insight on market trends and analyze investment strategies.
 - (ii) Young Professionals’ Network (YPN): build on collaborative partnerships with like-minded organizations, cooperating with such nonprofits and the Korea Finance Society (KFS), and Korean Startups & Entrepreneurs (KSE) to provide speaking programs to mentor young professionals in the U.S financial services industry.

5) Goal 5: Strengthen and grow TKS to enable it to accomplish the Society’s mission and organizational vision.



a) Priorities

- i) Develop a better understanding of our key audiences. Prioritize and focus on audiences that are critical to the Society’s mission, vision, and goals.
- ii) Develop a process and the organizational structure to further enhance the Society’s ability to utilize digital media opportunities.

- iii) Across all Korea Society departments enhance the understanding and use of social and digital media presence in order to help better promote all of TKS goals and priorities, to reach key audiences and as appropriate, to generate revenue.
 - iv) Raise sufficient financial support (fundraising, investments, program revenue and membership dues) to fund and expand programs and staff.
 - v) Maintain a high bar on the selection of the Van Fleet Award recipients
 - vi) Grow organizational capacity thru hiring and retaining high performing leadership and staff and use of collaborative planning tools and technology.
 - vii) Maintain an effective Board of Directors and establish a Board Advisory Council to guide accomplishment of the above goals in fulfillment of the Society's mission.
- b) Strategies
- i) Work to better understand the opportunities in digital media to enhance TKS's ability to reach a broader, more influential audience and to generate revenue.
 - ii) Maintain robust engagement with traditional print and broadcast media in the U.S. and Korea.
 - iii) Develop programs to draw greater funding from existing donors, in addition to attracting new potential funders through our activities.
 - iv) Form a group with the Board to help the Development Department identify possible future Van Fleet Award recipients.
 - v) Maintain the high quality of the Van Fleet Golf Tournaments by reaching out to new participants and ensuring that the event is held at a prestigious golf club.
 - vi) Develop and formulate endowment investment and operational budget policies
 - vii) Fundraise in general, but with a focus on special events and Corporate programming.
 - viii) Seek earmarked sponsorship for particular Policy, Arts & Culture and Corporate programs.
 - ix) Develop metrics to evaluate our ability to reach and influence key audiences and accomplishment of each of the Strategic Plan Goals and Priorities.