

**ArtStream
DRAFT Strategic Plan FY17-19**

| Strategic Plan TOTAL COST: \$XX | Strategies | Completion Date |
|--|---|------------------------|
| Priority # 1 – Improving and Expanding Programs XX% | | |
| Inclusive Theatre Companies (ITC) | Maintain 6 ITCs Seek flexible theatre space with choice of dates Assess use of video projection to replace sets Develop a volunteer program for people with IDD to serve as mentors and/or work backstage | |
| Cabaret | Develop class that will result in a cabaret performance every 4-6 months Investigate AMP at Strathmore and other venues Possibly seek professional performers to kick off the shows Pilot traveling troupes | |
| Classes and workshops | | |
| Direct (ArtStream coordinates) | Standardize semester length and timing for year- round programming Consider a “recital” with multiple classes performing, in addition to the end of class sharing Continue to explore new types of classes Add SSS in VA? Summer camp for high schoolers? | |
| Contracted (community partners coordinate) | Leverage existing partnerships with community partners to find opportunities for mutual growth Identify and market to new partners, esp. day programs Seek opportunities to develop classes and workshops that serve multiple partners | |

| | | |
|--|---|----------------------------|
| Priority # 1 – Improving and Expanding Programs XX% continued | | |
| Arts in Healthcare | Continue as an ArtStream program? | |
| Allies in the Arts | Obtain grant funding, coordinate artist payment | |
| You are a Work of Art | Obtain grant funding, coordinate artist payment | |
| Improve program quality through training and curriculum development for teaching artists | Publish “ArtStream for Life” Develop Master Teacher program (observations, coaching) Bi-annual training programs and curriculum development “fill the toolbox” with exercises/skills Offer CPR and safety management training | Sept 2017 February 2018 |

| | | |
|---|---|--|
| Priority #2 – Community Building XX% | | |
| Identify high schools, associations, organizations and programs that are likely prospects for current and future ArtStream participants and volunteers. | Target students in high school, and adults 18-22. | |
| Develop an outreach strategy to cultivate current and future ArtStream participants | Coordinate groups to attend ArtStream performances | |
| Identify local teacher training programs that could serve as a resource for interns and teaching artists. | Develop internship/apprentice opportunities | |
| Develop an outreach strategy to cultivate potential interns and teaching artists. | Coordinate internship opportunities Offer teaching artists more teaching opportunities Identify and recruit experienced teaching artists Speed up the training period for new trainees | |

| | | |
|---|---|--|
| Priority #2 – Community Building XX% continued | | |
| Recruit and train program volunteers | Recruit intergenerational volunteers Develop regular group orientation process based on program needs Develop volunteer handbook and training program Include qualified people with IDD in volunteer opportunities | |
| Develop networking and sharing programs for targeted groups: Parents Teaching Artists | Quarterly newsletter Parent meetings (1 per semester during class time) Listserve for parents? Listserve for teaching artists | |
| Develop marketing materials (print, social media, web) to reach targeted groups | Quarterly newsletter to families Website management and updating Class flyers/brochures Facebook/twitter/Instagram strategy “ArtStream for Life” sales/distribution strategy | |
| Gala | Continue dress up dance party opportunity | |

| | | |
|--|---|--|
| Priority #3 – Growth XX% | | |
| Strengthen and grow the ArtStream donor base | Expand donor base through relationship building. Develop online “friend-to-friend” events Develop monthly donor giving program Create and promote sponsorship opportunities Gala outreach | |
| Develop grant opportunities | Seek larger grants, limit number of <\$5,000 grants Develop opportunities with disability funders | |
| Merchandising | Program ads T-shirt design contest Group ticket sales Outsource concessions Explore other products | |
| Find costume/set storage solution | Partner with theatres to create collaborative storage location? | |

| | | |
|--|--|--|
| Priority #4 – Strengthen our Organization XX% | | |
| Strengthen staff team Move to accessible office space | Develop systems and structures Create personnel manual Implement benefits package Network computers Assess database Develop staffing plan for the future Complete items needed for Standards of Excellence accreditation | |
| Develop Board of Directors, provide pre-Board leadership opportunities | Utilize Leadership Montgomery and Board Match networks Develop Executive and Finance committees Update Bylaws Create Dashboard Develop finance policy, reserve policy | |
| | | |