

**ArtStream
Strategic Plan FY17-19
PROGRESS REPORT As of 7/25/17**

| Strategic Plan TOTAL COST: \$644,575 | Strategies | Completion Date |
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| Priority # 1 – Improving and Expanding Programs 60% | <p>Maintain 6 Inclusive Theater Companies (ITC), Develop cabaret class and performance, expand classes and workshops: Direct (ArtStream coordinates), Contracted (community partner coordinates)</p> <p>Improve program quality through training and curriculum development for teaching artists</p> | |
| | Maintain 6 ITCs in MD and VA | ongoing |
| | <p>Continue to explore new types of classes Seek opportunities to develop classes and workshops that serve multiple partners Identify and market to new partners, esp. day programs Leverage existing partnerships with community partners to find opportunities for mutual growth (NEA grant with Target, June 2018)</p> | ongoing |
| | Publish “ArtStream for Life” (Kindle, Amazon, print) | Completed June 2017 |
| | Develop Master Teacher program (observations, coaching) | Sept. 2017 |
| | Investigate AMP at Strathmore and other venues | Completed May 2017 |
| | <p>Seek accessible and affordable theatre space with choice of dates Confirm Virginia theatre space-Lee Center in Alexandria - application in process * Rejected idea to flip one of the ITC duos to perform in the fall (4/17)</p> | July 2017 |

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| Priority # 1 – Improving and Expanding Programs 59.5% (continued) | | |
| | Develop class that will result in a cabaret performance every 4-6 months (class will start Sept. 2017, performances February 12 and June 4, 2018) | June 2017 |
| | Develop interview process for new students | Aug 2017 |
| | Add Super Social Saturday in VA | Completed 7/17 |
| | Standardize Direct class semester length and timing for year- round programming-Completed * Consider a “recital” with multiple classes performing, in addition to the end of class sharing | Sept 2017 |
| | Bi-annual teaching artist training programs and curriculum development (Sept and Feb) “fill the toolbox” with exercises/skills Develop training for new teaching artists (Sept and Feb) Offer CPR and safety management training (annually) Quarterly sharing meetings (starting July 19, 2017) | Sept 2017 |
| | Arts in Healthcare (Allies in the Arts, You are a Work of Art) * Continue as an ArtStream program? Identify new home? | Dec 2017 |
| | Consider seeking professional performers to kick off the Cabaret shows | Jan 2018 |
| | Assess use of video projection to replace sets Lee Center and JCC have projectors, able to borrow one for SLS | April 2018 |
| | Summer camp for high schoolers? | Summer 2018? |
| | Pilot traveling troupes/speaker’s bureau (Cabaret future activity) | Sept 2019 |

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| Priority #2 – Community Building 14% | Develop an outreach strategy to cultivate current and future ArtStream participants Target high school students and adults 18-22. Target potential interns and teaching artists. Recruit and train program volunteers/intergenerational volunteers. Include qualified people with IDD in volunteer opportunities. Develop networking and sharing programs for targeted groups (parents, caregivers, teaching artists) Develop marketing materials (print, social media, web) to reach targeted groups. | |
| | Identify high schools, associations, organizations and programs that are likely prospects for current and future ArtStream participants and volunteers. | Ongoing |
| | Website management and updating Class flyers/brochures Facebook/twitter/Instagram/LinkedIn strategy Growth hacking-converting visitors to members | Ongoing |
| | Quarterly newsletter to families and donors (Feb, May, Aug, Nov) | Ongoing |
| | Listserve for teaching artists | June 2017 |
| | Coordinate groups to attend ArtStream performances. (weekday performances preferred) | April-June 2017 |
| | Parent “meet and greet” ArtStream info sessions (1 per semester during class time) * listserve for parents/caregivers? | Oct 2017 |
| | Develop regular group volunteer/mentor orientation process based on program needs * Volunteer handbook Completed 4/17, Powerpoint in development * Volunteer training scheduled for ____ | August 2017 |

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| Priority #2 – Community Building 14% (continued) | | |
| | Identify local teacher training programs that could serve as a resource for interns and teaching artists. * Develop internship/apprentice opportunities * Coordinate intern opportunities (Summer intern May-August 2017) * Offer teaching artists more teaching opportunities Identify and recruit experienced teaching artists | August 2017 |
| | “ArtStream for Life” sales/distribution strategy | Summer 2017 |
| | Gala: Dress-up dancing/dessert party | Oct 5, 2017 |
| | Develop a volunteer program for people with IDD to serve as mentors and/or work backstage by clearly defining skills needed. (Possibly need a paid mentor to oversee.) | Spring 2018 |

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| Priority #3 – Growth 14% | Strengthen and grow the ArtStream donor base Develop grant opportunities Merchandising Find costume/set storage solution Expand donor base through relationship building | |
| | Seek larger grants, limit number of <\$5,000 grants *Applied for NEA Creative Connections grant with Target \$44,000 | Ongoing |
| | Create and promote sponsorship opportunities | Ongoing |
| | Promote group ticket sales for ITCs | Ongoing |
| | Develop monthly donor giving program | Ongoing |
| | T-shirt design contest/increase T-shirt sales | Completed 3/17 |
| | Tote bag design/sales | Completed 3/17 |
| | Develop and promote online “friend-to-friend” events First event created 7/17 | Completed 6/17 |
| | Develop note cards for sale | Completed 6/17 |
| | Partner with theatres to create collaborative storage location? Potential partner, Damascus Theatre Company ... Plan to store costumes at 8401 Connecticut | Spring 2017? |

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| Priority #4 – Strengthen our Organization 12% | Strengthen staff team Move to accessible office space Develop Board of Directors, provide pre-Board leadership opportunities Steward Reserves | |
| | Develop systems and structures | Ongoing |
| | Network computers, develop replacement computer plan (3 computers replaced in FY17) | Ongoing |
| | Implement benefits package Create personnel manual | Fall 2017 |
| | Coordinate Strategic Planning Task Forces | March 2017+ |
| | Board development – increase board to 10-12 * Utilize Board Match networks * Board Match event 5/11/17 | Ongoing Completed 7/17 |
| | Create Dashboard | Completed 6/17 |
| | Determine new audit firm | Completed 4/17 |
| | Determine new investment advisor for reserve funds Develop reserve policy | Completed 7/17 Nov 2017 |
| | Develop Executive and Finance committees | Sept 2017 |
| | Update Bylaws | Nov 2017 |
| | Develop finance policy | Nov 2017 |
| | Complete items needed for Standards of Excellence accreditation | Dec 2017 completion |

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| Priority #4 – Strengthen our Organization 12% (continued) | | |
| | Assess database and needs by Jan 2017 * Review potential databases for FY19 implementation | Jan 2017 |
| | Develop future staffing needs plan * Work toward competitive salary ranges | May 2018 |

What ArtStream needs:

How the Board can help:

Continue financial support
Assist with board development

New trends/directions for the future:

Expansion into Virginia
Risk of reduction in NEA, other Foundation funding

Obstacles to overcome:

Demands on staff
Few teachers in NoVA