

ArtStream
Strategic Plan FY17-19
PROGRESS REPORT As of 9/6/17

Strategic Plan TOTAL COST: \$644,575	Strategies	Completion Date
Priority # 1 – Improving and Expanding Programs 60%	Maintain 6 Inclusive Theater Companies (ITC), Develop cabaret class and performance, expand classes and workshops: Direct (ArtStream coordinates), Contracted (community partner coordinates) Improve program quality through training and curriculum development for teaching artists	
	Maintain 6 ITCs in MD and VA	ongoing
	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)	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
	Seek accessible and affordable theatre space with choice of dates Confirmed Virginia theatre space-Lee Center in Alexandria	Completed July 2017

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) Town Hall meeting 8/28/17 to encourage applicants	Completed August 2017
	Develop interview process for new students	Sept 2017
	Add Super Social Saturday in VA	Completed July 2017
	Standardize Direct class semester length and timing for year- round programming with exceptions as needed-Completed * Consider a “recital” with multiple classes performing, in addition to the end of class sharing	Completed June 2017
	Bi-annual teaching artist training programs and curriculum development (fall and winter) “fill the toolbox” with exercises/skills Develop training for new teaching artists (fall and winter) Offer CPR and safety management training (annually) Pilot Quarterly sharing meetings	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	March 2018
	Summer camp for high schoolers?	Summer 2018?
	Pilot traveling troupes/speaker’s bureau (Cabaret future activity)	Sept 2019

<p>Priority #2 – Community Building 14%</p>	<p>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.</p>	
	<p>Identify high schools, associations, organizations and programs that are likely prospects for current and future ArtStream participants and volunteers.</p>	<p>Ongoing</p>
	<p>Website management and updating Class flyers/brochures Facebook/twitter/Instagram/LinkedIn strategy Growth hacking-converting visitors to members</p>	<p>Ongoing</p>
	<p>Quarterly newsletter to families and donors (Feb, May, Aug, Nov)</p>	<p>Ongoing</p>
	<p>Listserve for teaching artists</p>	<p>Completed July 2017</p>
	<p>Coordinate groups to attend ArtStream performances.</p>	<p>March-June 2018</p>
	<p>Parent “meet and greet” ArtStream info sessions (1 per semester during class time) * listserve for parents/caregivers?</p>	<p>Oct 2017</p>
	<p>Develop regular group volunteer/mentor orientation process based on program needs * Volunteer handbook Completed 4/17, Powerpoint in development * Volunteer training scheduled for fall 2017</p>	<p>August 2017</p>

Priority #2 – Community Building 14% (continued)		
	Identify local teacher training programs that could serve as a resource for interns and teaching artists. (Partnering with Arts for the Aging to share training resources.) <ul style="list-style-type: none"> * Develop internship/apprentice opportunities * Coordinate intern opportunities (job description completed) * Offer teaching artists more teaching opportunities Identify and recruit experienced teaching artists	ongoing
	“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.) Partnering with SEEC.	Spring 2018

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 March 2017
	Tote bag design/sales	Completed March 2017
	Develop and promote online “friend-to-friend” events First event created 7/17	Completed June 2017
	Develop note cards for sale	Completed June 2017
	Plan to store costumes at 8401 Connecticut	September 2017

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-healthcare, 401K, Short term disability, Life insurance as of 9/17 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, two new board members identified and elected	Ongoing Completed July 2017
	Create Dashboard	Completed June 2017
	Determine new audit firm	Completed April 2017
	Determine new investment advisor for reserve funds Develop reserve policy	Completed July 2017 Nov 2017

Priority #4 – Strengthen our Organization 12% (continued)		
	Develop Executive and Finance committees	Nov 2017
	Update Bylaws (lawyer reviewing 9/17)	Nov 2017
	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