

January 14, 2019

TO: Board of Directors
FROM: Lisa Gaffney
RE: Strategic Planning Process

As we prepare for the May 6, 2019 Strategic Planning Retreat, please plan for a brief discussion at the board meeting.

- 1) In reviewing our goals for FY17-19 and thinking about how these might change for FY20-22, are there areas where we would like more information from a topic expert or peer organization as we consider new priorities or changes in the community?

Priority #1 - Improving and Expanding Programs (60%)

Priority #2 – Community Building (14%)

Priority #3 – Growth (14%)

Priority #4 – Strengthen our Organization (12%)

- 2) The survey questions on this list were used to inform the FY17-FY19 strategic planning process. Are there additional questions or types of information we would like to collect for the FY20-22 process?
- 3) Do we want to expand our survey process to include key stakeholders, peer organizations, or others outside the ArtStream community?
- 4) Do we want to invite key stakeholders or people outside the ArtStream community to be part of the Retreat?

ArtStream
Strategic Planning Survey Questions
January 14, 2019

Online Surveys can be sent to:

1. Families/participants
2. Teaching Artists
3. Board member/Staff
4. Partner organizations?
5. Key stakeholders?

All surveys will start with basic demographic information.

- a. How long have you been affiliated with ArtStream?
- b. Families/Participants will be asked to “check all that apply” to describe their relationship to ArtStream (participant, parent, grandparent, guardian/counselor, sibling, other -please specify...)
- c. Board/staff members will be asked how long they served on the board/been involved with ArtStream. Additional organizational questions will be included.
- d. Partner Organizations will be asked the title of the respondent
- e. Key stakeholders will be asked about their areas of expertise

1. Families/Participants survey questions

1. How long have you been involved with ArtStream? Please describe your relationship to ArtStream (check all that apply: (participant, parent, grandparent, guardian/counselor, sibling, other -please specify...)
2. Is there something that ArtStream provides that no other organization provides?
3. When you think about ArtStream as an organization, what words or phrases come to mind?
4. As an organization, what are ArtStream’s top three strengths?
5. As an organization, what are ArtStream’s top three weaknesses?
6. In your opinion, what should ArtStream absolutely continue doing as we grow?
7. In your opinion, what should ArtStream change or modify as we grow?
8. In your opinion, what should ArtStream stop doing as we grow?
9. What would you change or do differently if you were in charge of ArtStream?
10. What do you see as the top three priorities for ArtStream in the next 12-18 months?
11. What class topics would you like to see added?
12. Comments

NOTE: ArtStreamers also participate in the pre/post outcomes research.

2. Teaching Artists survey questions

1. How long have you been involved with ArtStream?
2. Is there something that ArtStream provides that no other organization provides?

3. When you think about ArtStream as an organization, what words or phrases come to mind?
4. Who do you see as the primary customers of ArtStream, those most changed by the work of ArtStream or those whom ArtStream exists to serve?
5. As an organization, what are ArtStream's top three strengths?
6. As an organization, what are ArtStream's top three weaknesses?
7. In your opinion, what should ArtStream absolutely continue doing as we grow?
8. In your opinion, what should ArtStream change or modify as we grow?
9. In your opinion, what should ArtStream stop doing as we grow?
10. What do you see as the untapped opportunities ArtStream should consider pursuing?
11. What would you change or do differently if you were in charge of ArtStream?
12. What do you see as the top three priorities for ArtStream in the next 12-18 months?
13. Which organizations do you think ArtStream should partner with?
14. Where could ArtStream advertise to reach more participants?
15. What class topics would you like to see added?
16. Comments

3. Board members/staff survey questions

1. How long have you been involved with ArtStream?
2. How long have you served on the Board?
3. When you think about ArtStream as an organization, what words or phrases come to mind?
4. Who do you see as the primary customers of ArtStream, those most changed by the work of ArtStream or those whom ArtStream exists to serve?
5. What are ArtStream's top three INTERNAL strengths?
6. What are ArtStream's top three INTERNAL weaknesses?
7. What are the three greatest EXTERNAL opportunities that will support the future success and stability of ArtStream?
8. What are the three biggest EXTERNAL threats to the ongoing success and stability of ArtStream?
9. In your opinion, what should ArtStream absolutely continue doing as we grow?
10. In your opinion, what should ArtStream change or modify as we grow?
11. In your opinion, what should ArtStream stop doing as we grow?
12. What do you see as the untapped opportunities ArtStream should consider pursuing?
13. What do you see as the top three priorities for ArtStream in the next 12-18 months?
14. How would you describe ArtStream's health in the following areas? (in crisis, struggling, just OK, performing well, thriving, don't know)
 - a. Organization as a whole
 - b. Relationships with families
 - c. Relationships with donors
 - d. Relationships with participants
 - e. Communications-website

- f. Communications-social media
- g. Communications-re classes/performances
- h. Financial health
- i. The board
- j. The staff
- k. Methods of producing revenue and raising funds
- l. Financial systems and level of accountability

4. Audience comment card questions

1. How often do you attend an ArtStream performance?
2. How did you hear about us?
3. How satisfied are you with the performance?