

ArtStream
Strategic Plan FY20-22
PROGRESS REPORT As of 9/21/20

Changes since 6/29/20

Priority # 1 – Strengthen and Expand Existing Programs 60%

1. Virtual auditions and performances scheduled for all performing companies.
2. Conducted 4 “Take Five! Summer Intensives,” 5 online classes, 33 Super Social Saturday workshops
3. Presented to the Arc Prince George’s County, invited into Prince George’s Community Partners
4. Designed new Master Teacher model to incorporate multiple skill areas
5. Weekly Teaching Artist virtual coaching/sharing sessions launched 4/20
6. Submitting grants to design new outcome surveys for virtual and in-person use
7. New virtual tech training and sharing sessions conducted starting 4/20
8. Teaching Artist Town hall 8/24/20
9. FY21 started 20% stipend increase for Performing Company Teaching Artists and \$1/hour fee increase for class Teaching Artists.

Priority #2 – Build capacity, develop resources and strengthen resiliency 20%

1. *Salute to ArtStream* 15th Anniversary Appeal brought in 56 new donors.
2. \$65,000 raised through 15th Anniversary Gala and Dance Party Sponsorships as of 9/5/20
3. 15th Birthday Celebration with Blue Apple in Winchester, UK 8/26/20
4. “Sweet 16” Gala and Dance Party scheduled for 9/26/20

5. Invited to submit to Mid-Atlantic Regional Resilience Fund, submitted to MD Nonprofit Recovery Initiative Grant (NORI), Greater Washington Community Foundation Arts Forward Fund, Chaney, Enterline, NEA Musical Theatre
6. New website and registration software launched 8/17/20
7. Third survey to all users developed for emailing 9/10/20
8. Communications Plan proposed 9/21/20

Priority #3 –Build relationships 20%

1. Post-*Salute to ArtStream* survey conducted
2. Outreach Committee formed, first meeting held 8/31/20
3. 24 ArtStream Artful Moments created
4. ArtStream Connection launched 8/26/20
5. WDVM25 TV news feature on ArtStream 9/5/20

**ArtStream
Strategic Plan FY20-22
Approved June 17, 2019**

Strategic Plan	Strategies	Completion Date
<p>Priority # 1 – Strengthen and Expand Existing Programs 60%</p>	<p>Maintain Inclusive Theater Companies (ITC), Maintain Cabaret Companies, Traveling Troupe, Classes and workshops</p> <p>Expand classes and workshops: Direct (ArtStream coordinates), Contracted (community partner coordinates)</p> <p>Develop programs in new locations through current growth model: 1. contract classes, 2. direct classes, 3. Cabaret Company, 4. Inclusive Theatre Company</p> <p>Sustain and improve program quality through training and curriculum development for teaching artists</p>	
	<p>Maintain 6 ITCs in MD and VA Talk Backs – make them more effective by increasing the audience (in theatre/online) Salute to ArtStream virtual performance showcase 6/19-20/2020, Virtual auditions and performances scheduled for all companies</p>	<p>Ongoing</p>
	<p>Maintain 4 Cabarets (2 in MD, 2 in VA) Develop new Cabarets as existing Cabarets fill and waitlist warrants Pilot summer Cabaret Pilot daytime Cabaret Company Virtual auditions and performances scheduled for all Cabarets</p>	<p>Ongoing Summer 2021 Spring 2021</p>
	<p>Explore new types of classes, such as: Daytime classes for adults - Met with L'Arche, VA 11/6/19, CHI, MD 2/3/20, conducted 4 “Take Five! Summer Intensives,” 5 online classes, 33 online Super Social Saturdays Improv for Business using ArtStreamers as co-teachers ArtStream training for special ed teachers (assess/make contacts in FY20) Leverage existing partnerships with community partners to find opportunities for mutual growth (e.g TLC Teen Employment training grant-renewed for FY21) Master classes – mentors and actors – conducted classes for all 6 ITCs</p>	<p>Ongoing Ongoing February 2021 Ongoing Ongoing</p>

<p>Priority # 1 – Strengthen and Expand Programs 60% (continued)</p>	<p>Develop partnerships to open classes in Prince George’s County Super Social Saturday starts in Prince George’s County 10/19/19 – Partnership with PGCRC, Met with Prince George’s Director of Strategic Partnerships 10/10/19, Prince George’s Memorial Library staff 12/18/19, Prince George’s Brunch Bunch 4/23/20, presented to the Arc Prince George’s, invited into Prince George’s Community Partners</p> <p>Met with Friendship Circle, College Learning Experience (CLE), CityCenter NOVA/Gilliam Place, Fairfax Therapeutic Rec, City of Alexandria</p> <p>Develop partnerships to open classes in DC: Drama and Storytelling class started in DC 10/6/19-Partnership with Edlavitch DCJCC, Met with DC Peers, DDS/RSA DC 4/29/20, DC Quality Trust 6/3/20</p>	<p>Spring 2020 Spring 2021</p>
	<p>Expand Master Teacher program (observation of Teaching Artists at least once/year, coaching of new Directors, Teaching Artists) designing new model to incorporate multiple skill areas, weekly virtual coaching/sharing sessions launched 4/20</p>	<p>Ongoing</p>
	<p>Traveling Troupe: Develop process for determining performance opportunities, develop fee schedule - Performances at The Kennedy Center Page-to-Stage Festival, 9/2/19, Shared Horizons Dinner Dance 12/8/19 Pilot music ensemble/dance troupe performing companies</p>	<p>December 2019 April 2020</p>
	<p>Seek accessible and affordable theatre space with choice of dates Find new stage for MD Cabaret for FY21 season- Roundhouse Theatre confirmed when they re-open</p>	<p>Ongoing</p>
	<p>Interview new students/families at start and end of first class - as of 10/19 this is resulting in increased class sign ups</p>	<p>Ongoing</p>
	<p>Outcome evaluations Complete for all classes and Performing companies Audience surveys Annual online survey Constant contact surveys/polls to engage and gain info Submitting grants to design new outcome surveys for virtual and in-person use</p>	<p>September 2019 Ongoing Spring 2020 Ongoing</p>
	<p>Tri-annual teaching artist training programs and curriculum development (Sept, Feb, June) “Fill the toolbox” with exercises/skills Develop training for new teaching artists (Sept 2021 and Feb 2022) Develop new teaching artist FAQs Scriptwriting training 9/25/19 Directors/Assistant Directors training</p>	<p>Ongoing Sept. 2021 Feb. 2020 October 2019 October 2019</p>

Priority # 1 – Strengthen and Expand Programs 60% (continued)	Offer CPR and safety management training (annually) New virtual tech training and sharing sessions conducted starting 4/20 Teaching Artist Town Hall 8/24/20 Teaching Artist stipend bonuses paid for Salute. FY21 started 20% stipend increase for Performing Company Teaching Artists, \$1/hour fee increase for class Teaching Artists	Ongoing Ongoing September 2020
	Mentor training on first night of ITC rehearsals held 9/26, 10/22/19, 12/10/19	September 2019

<p>Priority #2 – Build capacity, develop resources and strengthen resiliency 20%</p>	<p>Increase/expand:</p> <ul style="list-style-type: none"> • opportunities for current and new donor engagement with ArtStream • participation of Board in donor cultivation activities • revenue generating activities (e.g., grant applications, fundraising events) • website capabilities • the number of trained volunteers participating in programs and augmenting staff capacity • support staff development and competitive compensation • strengthen organizational best practices 	
	<p>Build relationships with individual donors and families to engage and increase gifts (effective prospecting, multi-touch cultivation, staff/board calls, events) Promote monthly donor giving program (4 monthly donors as of 9/20) Promote online “friend-to-friend” events (Facebook birthdays, etc.) Events to engage donors: in-home salon, look-ins, pre/post performance receptions, etc. Donor Look-in held 10/22/19 List donors in show programs Develop cultivation strategy to connect with donors year-round, contacting donors to check-in, share new activities Provide opportunity for scholarship donors to be thanked by recipients</p>	<p>Ongoing</p>
	<p>15th Anniversary Celebration – develop year-long plan monthly enews feature Sweet 16 Gala scheduled for 2021 Fundraising Appeals Salute to ArtStream/15th anniversary appeal 6/20 brought in 56 new donors; \$65,000 raised through 15th Anniversary Gala and Dance Party Sponsorships as of 9/5/20 Telling our story through key participants - Taped interviews with 4/5 founders Establish annual recognition awards (Mary Martin award? Deborah Jean Woolsey mentor award) 15th Birthday Celebration with Blue Apple in Winchester, UK 8/26/20</p>	<p>Jan 2020 Sept./Oct 2021 Ongoing Quarterly in 2020 Gala 2020</p>
	<p>Annual Gala and Dance Party scheduled - virtual dance party 9/13/20 Sweet 16 Gala and Dance Party scheduled for 9/26/20</p>	<p>September 2021</p>

<p>Priority #2 – Build capacity, develop resources and strengthen resiliency 20% (continued)</p>	<p>Continue applying for new and current grants Current grant applications to: MSAC, Paul Angell LOI approved for \$20,000 (\$5,000 increase), Cafritz, AHCMC, Dominion Guild, Paul Angell, MESH, PPP CARES Act, MoCO Public Health Emergency Grant funding received, NEA CARES Act proposal submitted, invited to submit to Mid-Atlantic Regional Resilience Fund, submitted to MD Nonprofit Recovery Initiative Grant (NORI), Greater Washington Community Foundation Arts Forward Fund, Chaney, Enterline, NEA Musical Theatre</p>	<p>Ongoing</p>
	<p>Create and promote sponsorship opportunities Sponsorship Opportunities brochure completed; \$10,000 Strada Education Network sponsorship received 2/20</p>	<p>Completed</p>
	<p>Develop future staffing needs plan – Hired Database and Outreach Coordinators Work toward competitive salary ranges Provide training and growth opportunities</p>	<p>Ongoing</p>
	<p>Website: Work with focus group to improve navigation Meet accessibility requirements Improve access to information for new/current families Identify and implement improved registration and ticket sales processes Updated website with improved navigation and current student information online 8/19/19 Proposal submitted 7/19 to Philip L. Graham Foundation to develop new website and obtain registration software, \$25,000 received from Philip L. Graham, Website designer selected, Focus Group reviewed website design and navigation menu Website and registration software launched 8/17/20; third survey to all users developed for emailing 9/10/20</p>	<p>November 2019 August 2019 August 2020</p>
	<p>Continue to build database effectiveness Conduct wealth screen</p>	<p>Ongoing FY21</p>
	<p>Recruit and train program volunteers/intergenerational volunteers. New mentor training developed and scheduled prior to first rehearsals</p>	<p>Ongoing</p>
	<p>Develop volunteer/employee opportunities for people with IDD ArtStreamers doing Curtain Talks at all performances, emcees for Salute to ArtStream</p>	<p>Ongoing</p>

<p>Priority #2 – Build capacity, develop resources and strengthen resiliency 20% (continued)</p>	<p>Complete items needed for Standards of Excellence accreditation:</p> <ul style="list-style-type: none"> Board-approved fundraising policy including gift acceptance policy Policy and schedule outlining document destruction and retention Evaluation methods measure outcomes related to efficiency and organizational effort Due diligence completed on potential partners Board plan for succession and transition of the executive Board reviews compensation structure for organization All employees receive an annual written evaluation Schedule of internal compliance reviews Leadership adopts a clear set of ethical principles, such as a code of conduct or values statement Board-approved policies addressing: crisis and disaster planning, information technology, social media, Communications Plan proposed 9/21/20 Board-approved advocacy policy outlining process for determining organization’s position on specific issues relevant to their constituents 144/155 standards met as of 3/20 	<p>May 2020</p> <p>Completed Completed</p> <p>Completed</p> <p>Completed</p>
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<p>Priority #3 –Build relationships 20%</p>	<p>Develop targeted outreach and communications strategies to</p> <ul style="list-style-type: none"> • cultivate current and future ArtStream participants (Target high school students and adults 16-26) • cultivate current and future donors and partners • build the ArtStream brand and convey impact 	
	<p>Advertise Student Ticket offer - Free ticket flyer distributed to transition counselors and partner organizations 8/19, 2/20 to VA contacts</p> <p>Assess conversion rate (ticket users to students), post-show interviews</p> <p>Continue to develop advertising materials and identify advertising locations</p>	<p>Completed</p> <p>Ongoing</p>
	<p>Resource Fairs with family ambassadors, CHI Challenge event, DSNMC Snow Ball</p>	<p>Ongoing</p>
	<p>Promote group ticket sales for ITCs, Fairfax County Therapeutic Rec, Northern VA Community College</p>	<p>Ongoing</p>

<p>Priority #3 –Build relationships 20% (continued)</p>	<p>Expand audience communication pre/post performance (e.g. surveys, welcome/post-show messages) Post Salute to ArtStream survey conducted</p>	<p>Ongoing June 2020</p>
	<p>Outreach to new places to tell our story through Look-ins, Open house/open end of class sharing sessions, brief performances for: Churches/synagogues we rehearse in Group homes, day programs Schools Neighborhoods around performance venues</p> <p>Current partner organizations – share student ticket flyers, enews, show flyers, Spectrogram feedback; meet annually</p> <p>Group Homes/Day programs - student ticket flyers, show flyers, class brochures</p> <p>Establish outreach plan and identify parents/Teaching artists/students to assist- Outreach Committee formed, first meeting held 8/31/20</p>	<p>Ongoing May 2020</p>
	<p>Increase family support and engagement: Parent/sibling “Town Hall” ArtStream info sessions (twice/year) VA held 10/17/19, virtual held 3/31/20, 8/12/20 Enhance newsletters (Feb, May, Aug, Nov) to share stories and demonstrate impact Monthly e-newsletters to inform and share stories, recognition Improve communication methods (email, handouts, mail?) Parent impact talks/interviews Sibling group: Develop annual activity for siblings with/without ArtStreamer siblings NOVA Reelabilities Film Fest, Teen Relaxed Performance, monthly Zoom Sibling Happy Hours started 4/10/20; 24 ArtStream Artful Moments created; ArtStream Connection launched 8/26/20</p>	<p>Ongoing Ongoing Ongoing Ongoing Ongoing Ongoing</p>
	<p>Promote videos and YouTube channel, use photos/video in enews/social media and website WDVM25 TV news feature on ArtStream 9/5/20</p>	<p>Ongoing</p>
	<p>Develop and distribute press kits</p>	<p>October 2020</p>

What ArtStream needs:

How the Board can help:

Continue financial support

Assist with board development- AHCMC requires 40% of Board live or work in Montgomery County

New trends/directions for the future:

Virtual programming

Virtual office?

Lease/own rehearsal/class space?

Obstacles to overcome:

Aligning staff/staff skills with current strategic goals

Competitive compensation for Teaching Artists, staff

Managing virtual office processes