



## **2020-23 STRATEGIC PLAN**

### **Goals and Objectives**

The Board identified area to improve:

#### **Sustainability**

- Current Policies and Procedures
- Diversified Revenue Streams
- Long-term Staffing Plan.

#### **Fund Development**

- Endowment
- Cumulative Giving
- Expand geographic boundaries

#### **Inclusion Diversity Equity Access (IDEA)**

- Commitment to DEI Mission

#### **Innovation**

- Maximize space - Studio Theater Renovations
- Provide technical support
- Capital Budget

# SUSTAINABILITY

## Strategic Goal: Craft and organize all necessary policies and procedures



**Incremental step:** Locate all current policies and procedures and identify any critical missing items. Disseminate to appropriate committees.

Lead champion: Kathy & Garrett

Supporting champions: Committee Chairs

Deadline: December 31, 2020

**Incremental step:** Each committee reviews current policies and procedures relative to their area of responsibility. Revise and/or

create new as needed

Lead champions: Committee Chairs

Supporting champion:

Deadline: January 2021-April 2021

**Incremental step:** Make policies and procedures accessible, in print and digitally

Lead champion: Administration

Supporting champion: N/A

Deadline: June 2021

## Strategic Goal: Diversify Revenue Streams (Operations)

**Incremental step:** Identify and review percentage of revenue from existing sources (membership, fundraising, productions). Adjust benchmark for future sustainability.

Lead champion: Kathy

Supporting champion: Finance

Deadline: April 2021 (with next budget)

**Incremental step:** Identify new funding sources (corporations, grants, new businesses, partnerships).

Lead champion: Finance

Supporting champion: Fund Development

Deadline: Ongoing



**Incremental step:** Identify steps to be taken if various income sources cease

Lead champion: Executive Committee

Supporting champion: Board

Deadline: February 2021

**Strategic Goal: Develop a long-term Staffing plan.**

**Incremental step:** Identify current needs for staffing/paid positions (Box Office staff, technicians)

Lead champion: Kathy, Garrett

Supporting champion: Executive Committee

Deadline: December 2020

**Incremental step:** Identify long-term needs.

Lead champion: Executive Comm.

Supporting champion: Committee Chairs

Deadline: May 2022

**Incremental step:** Create a financial strategy to support our staffing needs.

Lead champion: Finance

Supporting champion: Fund Development

Deadline: January 2021

**FUND DEVELOPMENT**

**Strategic Goal: Establish an endowment, identify goals and objectives.**



**Incremental step:** Invite professionals to educate the board on endowments. Exp. Community Foundation Rep, Financial Advisors etc.

Lead champion: Board

Supporting champion: Finance Chair

Deadline: September 2021

**Incremental step:** Establish best endowment plan for LCPA

Lead champion: Finance

Supporting champion: Board

Deadline: November 2021

**Incremental step:** Identify funding sources and creating marketing materials. Fund the Endowment

Lead champion: Finance/Fund Development

Supporting champion: Marketing

Deadline: May 2021

**Strategic Goal: Implement donor recognition levels and program.**

**Strategic objective:** Complete Cumulative Giving Program Details

**Incremental step:** Donor Data Summary and Notification

Incremental step: Annual review of donors for moves management

Lead champion: Fund Development

Supporting champion: Board

Deadline: May 2021

**Strategic objective:** Recognition Wall

Incremental Step: Approve RFP for recognition wall

Incremental Step: Execute

Lead champion: Fund Development

Supporting champion: Marketing

Deadline:

**Strategic objective:** Marketing Material

Incremental step: Create marketing material for cumulative giving program.

Lead champion: Fund Development

Supporting champion: Marketing

Deadline:

**Strategic objective:** Donor Recognition

Incremental step: Continue and enhance donor recognition Annual event in May.

Lead champion: Fund Development

Supporting champion: House Management

Deadline:

**Strategic Goal: Diversify/expand donor base beyond Owosso**

**Incremental step:** When looking for new board members consider recruiting from outside of the Owosso area

Lead champion: Nominating Committee

Supporting champion:

Deadline:

**Incremental step:** Identify key corporate sponsors/donors outside of the region.

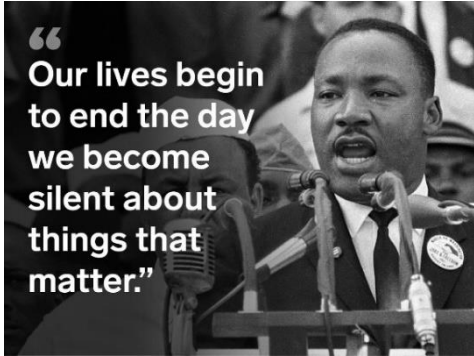
Lead champion: Fund Development

Supporting champion: Marketing

Deadline

# INCLUSION DIVERSITY EQUITY ACCESS (IDEA)

## Strategic Goal: Board, staff and volunteers exhibit the IDEA mission.



**Incremental step:** Establish a committee to define the organization's commitment to IDEA's purpose, vision and value. The committee would identify the measurements to evaluate outcomes and progress.

Lead champion: IDEA Sub Committee

Supporting champion: Board

Deadline:

**Incremental step:** Define leadership roles and expectations, empower leaders as diversity champions and change agents

Lead champion: Exec Team

Supporting champion: Exec Team

Deadline:

**Incremental step:** Promote with website, marketing and other communications the organizations commitment to IDEA.

Lead champion: Marketing

Supporting champion: Production

Deadline:

**Incremental step:** Select programming that reflects diversity and inclusion; followed with audience-performers discussions.

Lead champion: Production

Supporting champion: Garrett & Kathy

Deadline:

## INNOVATION

**Strategic Goal: Maximize our space; make it cohesive to meet our needs.**

**Incremental step:** Complete Studio Theater Renovations

Lead champion: Garrett

Supporting champion:

Deadline:

**Incremental step:** Establish a renovation task force to: Identify specific function needs (review past plans), assess need for outside assistance, make recommendation to the board

Lead champion: Exec Team

Supporting champion: Renovation Task Force

Deadline:

**Incremental step:** Prioritize and identify funding sources

Lead champion: Exec

Supporting champion: Finance

Deadline:

**Strategic Goal: Provide adequate technical support to enhance productions**

**Incremental step:** Analysis: What do we need? What do we have? What costs are involved?

Create a tech wish list.

Lead champion: Garrett

Supporting champion: Production

Deadline:



**Incremental step:** Invest in state of the art technical equipment.

Lead champion: Production

Supporting champion: Finance/Fund Development

Deadline:

**Incremental step:** Identify and solicit specifically skilled technical volunteers. Such as builders, artists, etc.

Lead champion: Production

Supporting champion: Garrett

Deadline:

**Strategic Goal: Establish a capital budget process.**

**Incremental step:** Establish a percentage of the budget to be ear marked for future capital needs/projects

Lead champion: Finance

Supporting champion: Board

Deadline: