



## **Strategic Plan 2015-18**

### **Adopted June, 2015, Revised November 21, 2015**

#### **1. Increase Member Engagement:**

AACT realizes that the path to increased membership is to invigorate the existing membership by raising awareness, visibility and use of benefits, and by engaging members through expanded programming and education opportunities.

- Enrich education and programming offerings
  - Addition of online and expanded onsite training
  - Enhancing video conferencing, library content, and resources
  - Consider expanding festivals to include multiple theatre formats (e.g. youth, senior, musical, fringe), focusing first on youth
  - Continue to research and communicate theatre trends
- Mentoring program for theatres
  - Experienced theatres mentoring less experienced theatres on an ongoing basis
  - Explore developing roving experts that travel to or give video conferencing time to community theatres
- Explore funding scholarships to AACT events
- Active solicitation of membership feedback in face-to-face meetings: at state and regional festivals, state and regional conventions, and individual theatres

#### **2. Increase AACT's Relevancy Today and for Future Generations:**

AACT recognizes the need for national credibility and per-member-relevancy to sustain and grow community theatre.

- Identify the changing cultural and demographic trends
- Market AACT to other regional and national theatre groups and increase visibility to a larger audience: Thespian Fest, ACTF, TCG, USITT, etc.
- Explore Youth audience and member opportunities through proposed Youth Festival, national recognition outside public school system, youth theatres to attend conferences, etc.