



JODIE RANDOLPH DANCE

Strategic Plan | Current as of July 1, 2020

VISION STATEMENT

To cultivate curiosity and courage through dance.

MISSION STATEMENT

To construct movement experiences that emphasize the creative process as a tool for connectivity.

GOALS + STRATEGIES

1. Sustainable Income
 - a. **Recurring Donors.** Simplicity and ease to support and sustain.
 - b. **YDI revenue growth.** Partnerships with universities, studios, corporations, and nonprofit charities.
 - c. **Agent readiness for performance bookings.** Build relationships with presenters and agents for future touring purposes. Improve necessary materials that will allow JRD to be ready for an agent, including stronger video presentations.
 - d. **Commissions.** Master classes and choreography for outside organizations and collaborators.
2. Diverse Funding
 - a. **Fundraisers.** We are developing new and creative ways to fundraise.
 - b. **Grants.** Apply for more grant funding
 - c. **Sponsorships.** Networking to improve business partnerships
3. Board of Directors
 - a. **Grow and Diversify Board.** Build our board of directors with a focus on diversity.
4. Filling Key Positions
 - a. **YDI Ann Arbor Director** by January 2021
 - b. **Booking agent** by the end of 2025
5. Community Engagement
 - a. **Community partnerships.** We are working with an Arts Ambassador program to help build community relationships.