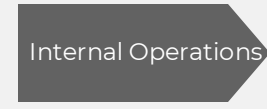
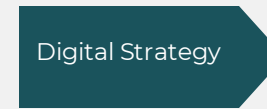
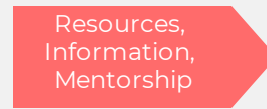
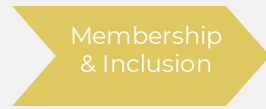






# OPENING DOORS: STRATEGIC PLAN 2019-2024

## Strategic Priorities



## ACTION ITEMS 2020/21

Analyze Subsidies  
Regional Outreach  
Assemble Task Forces  
as needed (Indigenous  
Programming, Deaf  
Community, "gig  
economy" etc)

Deliver workshops in

AB, SK and MB

Pursue Sector

Innovation Funds to

work with CADA-ON

Build on defunct Dance

Response program in

other provinces

Build online tool library

for diverse practices

Activate board, staff and

volunteers as mentors.

NFP Board Workshops

(Health and Safety,

Copyright)

Pursue resources to build

Digital Strategy as needed

Seek investment

opportunities

Assess board committees

Plan digital fundraiser

Renew BC Arts Council

## Responsibility

Executive Director

Staff

Board of Directors

Consultant

Membership



2

3

2

1

2

## ASSUMPTIONS 2020/21

Executive Director - Jessica Wadsworth

Staff - Deanna Peters (Communications Director) and Meredith Kalaman (TSP Administrator)

Board - minimal term rotations, some on-boarding required

Workshops and Engagements - anticipate increased activity in Alberta, Saskatchewan and Manitoba. Increased workshops for NFP Boards

Subsidies - anticipate slight increase in demand on subsidy programs in keeping with growth. Assess Childcare Subsidy Pilot Program.

Membership - anticipate slight growth in membership, consistent with past regional representation

Revenue - anticipate increase in funding from Canada Council for the Arts and BC Arts Council, increased revenue from financial investments, increased membership review and increased fundraising revenue.



# OPENING DOORS: STRATEGIC PLAN 2019-2024

## Strategic Priorities



## ACTION ITEMS 2021/22

Membership & Inclusion	Relationships, Livelihood & Gathering	Resources, Information, Mentorship	Digital Strategy	Internal Operations
Maintain Subsidies Use Digital Strategy Tools to increase outreach and education initiatives	Phase 1 consultancy with CADA-ON for shared programming	Sponsorship of Safe in Dance program with HDC and ActSAFE. Board/Staff/Volunteer Skills Assessment	Phase 1 Digital Strategy Initiative to hire student for social media campaign	Review ED position Staff position in AB Plan digital fundraiser Strategic Plan mid-way review

## Responsibility

Executive Director	◆	◆	◆	◆
Staff	◆		◆	
Board of Directors				◆
Consultant		◆		
Membership				
	2	2	2	2

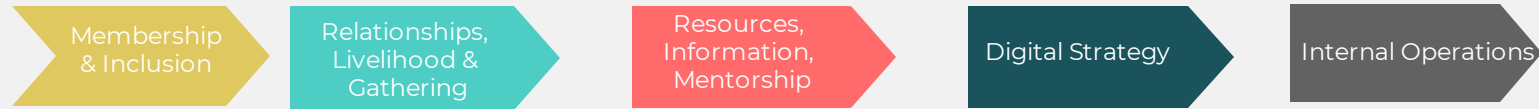
## ASSUMPTIONS 2021/22

- Executive Director - Jessica Wadsworth
- Staff - Deanna Peters (Communications Director) and Meredith Kalamán (TSP Administrator)
- Board - slight term rotations
- Workshops and Engagements - anticipate increased activity in Alberta, Saskatchewan and Manitoba
- Subsidies - anticipate slight increase in demand on subsidy programs in keeping with growth.
- Membership - anticipate slight growth in membership, consistency with past regional representation
- Revenue - maintain new funding level from Canada Council for the Arts, increased revenue from financial investments, increased membership review and increased fundraising revenue.



# OPENING DOORS: STRATEGIC PLAN 2019-2024

## Strategic Priorities



## ACTION ITEMS 2022/23

	Membership & Inclusion	Relationships, Livelihood & Gathering	Resources, Information, Mentorship	Digital Strategy	Internal Operations
Mapping	Assessment of Membership level, duration of membership, training and resources across full range of	Strategic Analysis of outreach in AB, SK and MB	Use tools from Digital Strategy to start Board/Staff/Volunteer Skills Mentorship Connection	Phase 2: Analyze date from Year 1 Digital Strategy	Board recruitment Plan online Digital Fundraiser Review student social media position through statistics

## Responsibility

Executive Director	◆	◆	◆	◆	
Staff			◆	◆	
Board of Directors		◆		◆	◆
Consultant					
Membership	1	2	2	3	1

## ASSUMPTIONS 2022/23

Executive Director - Jessica Wadsworth

Staff - Deanna Peters (Communications Director) and Meredith Kalaman (TSP Administrator)

Board - slight term rotations; board development activity planned

Workshops and Engagements - anticipate increased activity in Alberta, Saskatchewan and Manitoba.

Subsidies - anticipate slight increase in demand on subsidy programs in keeping with growth.

Membership - anticipate slight growth in membership, consistent with past regional representation

Revenue - maintain new level of funding from Canada Council for the Arts, increased revenue from financial investments, increased membership review and increased fundraising revenue.



# OPENING DOORS: STRATEGIC PLAN 2019-2024

## Strategic Priorities

Membership & Inclusion

Relationships, Livelihood & Gathering

Resources, Information, Mentorship

Digital Strategy

Internal Operations

## ACTION ITEMS 2023/24

Review of Membership procedure and policies

Publish results and implementation of recommendations for CADA-ON partnership project

Assess board, staff and volunteer mentorship initiative

Review engagement statistics from Digital Strategy implementation

Strategic Planning 2024-2029  
Plan digital fundraiser  
Board Skills Assessment

## Responsibility

Executive Director

Staff

Board of Directors

Consultant

Membership



3

1

3

1

1

## ASSUMPTIONS 2023/24

Executive Director - Jessica Wadsworth

Staff - Deanna Peters (Communications Director) and Meredith Kalaman (TSP Administrator)

Board - Skills assessment for Strategic Planning 2024-2029

Workshops and Engagements - anticipate increased activity in Alberta, Saskatchewan and Manitoba

Subsidies - anticipate slight increase in demand on subsidy programs in keeping with growth.

Membership - anticipate slight growth in membership, consistency with past regional representation

Revenue - anticipate increase in funding from Canada Council for the Arts, increased revenue from financial investments, increased membership

review and increased fundraising revenue. (New Canada Council multi-year; New BC Arts Council multi-year)

Resources: increase number of resources accessed through Digital Strategy Analysis