



Prime Stage Strategic Goals for 2024-2027

Growth and Sustainability:

Continue to reevaluate, adjust and adapt.

- Collaborate with professionals and partners to evaluate and provide ongoing feedback with our mission and outreach programs.
- Expand our accessibility programs which includes sensory inclusive, live captioning and audio description for selected performances and workshops:
 - ✓ Public performances and student matinees
 - ✓ Deaf or hard of hearing
 - ✓ Blind and visually impaired
 - ✓ Maintain our ADA compliance website, newsletters and social media post with alt-text for use of screen readers
- Employ qualified staff that can fulfill the need for longevity and the success of Prime Stage:
 - ✓ Managing Director
 - ✓ Development Director
 - ✓ Accessibility Coordinator
 - ✓ Information Technology Manager
- Recruit board members to help strengthen our diversity and development.
- Continue our search to locate a studio with adequate rehearsal area, office space and parking that will enhance our outreach into the community and our partnerships.

Fundraising and Development:

Diversify and increase our funding stream.

- Increase income from all sources:
 - ✓ Earned revenue from growing audiences.
 - ✓ Corporate Sponsorships
 - ✓ Identify higher donors
 - ✓ Partnerships and reaching new audiences
- Identifying operating support through grants, foundations, and corporations.
- Adding information for small fundraising for outreach of individual shows.
- Reaching out for more individual donors.
- Fee for service opportunities:
 - ✓ Act 48 Workshops
 - ✓ Education Workshops
 - ✓ Theatre Based Workshops

Artistic Development:

Helping the audience define what literature means to them as we bring literature and history to life

- Continue to sustain the artist integrity of the production and programs in an ever-changing climate.
- Implement online audience surveys after productions and events with MailChimp
- Strengthen our programs to engage various ages and socioeconomic factors.
- Continue to explore outside resources and consultants to enhance the theatre experience:
 - ✓ Special Guest for Opening Night Post-Show Discussions
 - ✓ Teen and College Panel Discussions
- Continue to strengthen Prime Stage's brand.

Prime Stage Strategic Goals for 2024-2027

Educational Outreach:

Our education programs continue to support applicable state and national educational standards.

- Connect with more institutions worldwide through our Global Classroom program.
- Enrich our educational programs to expand and nurture our schools, students, and parents
- Reach more schools with our Literacy in ACTION teacher support system.
 - ✓ Provide local title one school students more opportunities to experience live theatre
 - ✓ Will strengthen reading, comprehension and vocabulary skills with students in elementary and middle high schools.
 - ✓ Improve students' socialization and speaking skills
 - ✓ Work with at-risk students to help them voice their concerns and achieve success.

Equity and Diversity:

Continue to address Equity and Diversity in our board, staff, programs, and audiences.

- Follow our Diversity and Equity Policy
- Reach, serve, engage and build a diverse audience base of students, educators, and adults
- Employ and contract qualified board, staff and artists who represent a range of race, and ethnicity, gender, language, age, sexual orientation, religion, socio-economic status, experience, and education where appropriate
- Present enhancements, such as post-show discussions, by guests from diverse cultures to celebrate and address equity and relevant topics
- Present quality professional productions and experiences that are fully accessible to those with physical and cognitive challenges
- Involve partners, such as The Lions Club and LAMP/Library of Accessible Media, to assist audiences who attend the Accessibility programs each season