Arts in Motion Studio West Michigan holds an annual strategic planning meeting that includes board, staff, parents and other community stakeholders. At the meeting, we discuss the current status of the organization and highlight areas we need to work on. Our organization is small and we have been focused on the year to year with attending to our needs and growth.

At this time our growth has shown us that we can look to develop a three-year plan. We plan on looking at the three-year plan on August 20, 2023. After we have had an opportunity to address our growth we will share a simplified plan on our website.

It is an exciting time for our organization and we work to ensure a long and successful future while intimately addressing the needs and talents of an artist with differing abilities. As we grow, we want to ensure to keep the environment that has made us a community that feels like a place of celebration.
Strategic planning: Arts in Motion Studio West Michigan

**Goal One:** Implement Long term methods of sustainability  
**Objective one:** Improve fundraising  
**Tasks:** Have people attend meetings of engagement committee  
**Board:** Each board member requested to find one sponsor  
Create yearly sponsorship opportunities sent out in fall, new year  
Create new events, engage parents  
Created materials to gain third party support  
**Board:** attend one chair affair meeting, and take on one basket creation  
**Directors:** Inform and update parents request support

**Objective two:** Review tuition pricing  
**Tasks:** Delight will write up proposed ideas  
Discussion over art fee, costume and how to assess it  
**Delight:** Come up with specific ways parents can volunteer for discounted classes that they can choose and hold this list in the office  
Create monthly tuition  
increase invoicing and billing practices  
**Interns and staff:** Have all policies available with new registration.  
Increase enrollment fee to 20 and reinforce getting it, increase communication with staff to be able to engage in this process

**Objective three:** Review corporate sponsors  
**Tasks:** Have finance committee select target corporations, make sure we have match list for companies  
**Board:** Each member select one corporation to speak to  
**Directors:** Send quarterly notes or information  
**Staff:** survey parents on potential corporations revisit relationships quarterly

**Objective four:** Establish, implement board development plan  
**Tasks:** Have development committee meet: objective decide type of member  
**Delight:** Find out about remote board members  
Call targeted corporations to inquire about required board membership  
Fill out matrix maintain  
Interview prospective members/create better questions  
Look at board development measures /programs/workshops  
Attend board retreats and share information
Goal two: Outreach
Objective one: Relationships with key organization
Tasks: Executive director check in DSA/DAKC/ARC/IKUS bi monthly

Objective two: Promotion Arts in Motion Studio to broader community
Tasks: Transformation stories, create through staff interactions
Connect with schools or director of special education
Begin to share chair art to showcase in community stores
increase exhibits and performances

Goal three: Staffing and transition
Target looking for staff that would fit organization
Founding director to become artistic director
transition with part time director

Objective One: Office staff increase support
Tasks: Delight will be monitoring time and noting when spent doing things someone else could accomplish. This will enable to design and designate roles
Tasks: Program director will refine duties.
Long term look at development or advancement manager

Objective Two: Staff diversity
Tasks: Make current staff aware / seek areas to promote
Keep opportunities on website and facebook

Objective Three: Transition
Task: Smooth ED transition
Delight: Timelines for important paperwork
Timeline for events reviewed and updated
Files reviewed
Board: Review policies and update including job descriptions
Review Standard operating procedures