



Arts In Motion Strategic Plan 2023

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.



Arts In Motion Strategic Plan 2023

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



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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