

BLACK HILLS PLAYHOUSE ALUMNI ASSOCIATION

Strategic Plan 2016 - 2018

VISION

The vision of the Black Hills Playhouse Alumni Association is to maintain a highly engaged alumni network to support, sustain and enrich the Black Hills Playhouse and to grow substantial communication with and among new and seasoned alums.

MISSION

The mission of the Black Hills Playhouse Alumni Association (BHPAA) is to foster and facilitate loyalty, fellowship and communication among past and present company and board members of the Black Hills Playhouse (BHP), for the purpose of supporting and sustaining the BHP mission of "enhancing and inspiring lives through professional theatre productions and learning experiences based in the unique environment of the Black Hills," while keeping with the purpose and ideals of its founder, Dr. Warren M. Lee, which were to 1) bring to its audiences the best performances possible, and 2) serve as a training center for talented young theatre people.

VALUES

STEWARDSHIP: *To be the STEWARD of alumni involvement for the perpetuity of the BHP as a great cultural institution in South Dakota.*

COMMUNICATION: *To create and/or facilitate inclusive COMMUNICATION and strong positive culture between members of the BHP alumni, company and staff.*

HISTORICAL PRESERVATION: *To assure the preservation and sharing of the HISTORY of the BHP and BHP alumni experiences.*

GOALS

I. **RAISE FUNDS** to sustain and strengthen the BHPAA and find opportunities to support BHP initiatives

Objectives/Tasks

- A. Raising funds for the ongoing operation of the BHPAA
- B. Raising funds to support alumni events
- C. Selecting and raising funds for special BHPAA projects
- D. Encouraging alums and patrons to fund scholarships for BHP company members
- E. Encouraging alums and others to fund "lasting legacies" for the BHP through estate plans
- F. Reviewing, on an annual basis, the role the BHPAA should play in BHP fundraising initiatives
- G. Exploring, with BHP staff, the Univ of South Dakota's capital fundraising efforts to benefit the BHP

II. **ENGAGE AND SUPPORT NEW AND SEASONED ALUMS** through Regular and Meaningful Communication

Objectives/Tasks

- A. Regularly report activities of the BHPAA (and the BHP as appropriate)
 - *Maintain a current mailing list of all the alums as stewards of the association*
 - *Produce newsletters, e-blasts, and social media outlets as to support and inform alumni*

VISION <----> MISSION <----> VALUES <----> GOALS <----> OBJECTIVES<----> TASKS

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- *Creating and maintaining a BHPAA web site*
- B. Having a BHPAA representative on the BHP Board to act as the voice of the alumni
- C. Taking public stances on behalf of the BHP where and when appropriate
- D. Presenting scholarships at an annual summer event to connect history with the present and encourage new alumni participation in the association

III. COMMUNICATE AND PRESERVE THE STORIES, CULTURE AND HISTORY of the Black Hills Playhouse and the BHP Alumni Association

Objectives/Tasks

- A. Collecting, sharing and preserving alumni stories and history
- B. Facilitating, making provisions for, and/or assisting with the storage and maintenance of the photographs, papers and/or other historical objects of the BHP and BHPAA
- C. Creating, maintaining, and/or updating a written and/or digital history of the BHP

IV. ACTIVELY ENGAGE ALUMNI WITH THE BLACK HILLS PLAYHOUSE AND EACH OTHER FOR BUSINESS AND FRIENDSHIPS

Objectives/Tasks

- A. Sponsoring, co---sponsoring and/or encouraging others to hold local, state, regional and/or national events where BHP alums can gather and network
- B. Sponsoring BHP reunions on important anniversary dates, partnering with BHP/BHP Board of Directors
- C. Exploring possible partnerships with the University of South Dakota for alumni events at the BHP

STRENGTHS AND WEAKNESSES, OPPORTUNITIES AND CHALLENGES

Strengths

- Comprised of individuals who can influence decision makers
- Diversity of demographics
- Love of our BHP experience
- Able to raise money
- Maintenance of the BHP alumni mailing list
- Passion in support of the arts

Challenges

- Volunteer time is limited
- No BHPAA staff
- Alumni influence is limited
- Changes in Political Climate
- Aging of BHP Supporters/Patrons
- Many groups raising money from the same patrons and arts supporters

Opportunities

- BHPAA has regional and national reach
- Can explore partnerships with organizations that support the BHPAA Mission and Values

NOTE ABOUT THE FLOW OF THE PLAN:

As we move from BHPAA's Vision to Tasks --- each step should tell us HOW we are going to accomplish the preceding area. As we move Tasks to Vision --- each step should tell us WHY we are doing what we are doing.

VISION <---> MISSION <---> VALUES <---> GOALS <---> OBJECTIVES<---> TASKS

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