

Strategic Plan – Wyoming Educators of Secondary Theatre
FY – 2014 – 2017

Mission:

To support and enhance quality theatre education in Wyoming Schools.

Vision:

W.E.S.T looks forward to the future when Wyoming has the best comprehensive High School theatre programming in the United States. In addition, every Wyoming student will have access to a comprehensive theatre education and after school programs with graduates who are talented and well-prepared. In the future, State Drama performances will be anticipated and attended by students, teachers and the general public resulting in larger audiences.

Values:

W.E.S.T. is committed to the following core values:

- The arts are necessary to Wyoming's social and cultural longevity
- We encourage all students with interest in theatre and the arts to participate
- Theatre is a force of social change that allows participants and audiences the opportunity to consider alternate points of view.
- Arts education is paramount to a well rounded, productive student
- Collaboration is necessary in order to produce, present and provide quality experiences for ourselves and Wyoming students.
- Professionalism and decorum should be modeled for all students at all times.

Primary Goals & Outcomes for 2014 – 2017

Goal 1:

Recruit and maintain effective board members that will enable our organization to grow both financially and artistically while adhering to our mission of promoting and providing opportunities for Wyoming students and audiences to engage in exceptional quality theatre experiences while developing and supporting sustainable statewide theatre programs through collaboration, skills development and promotion

Strategies:

- Identify and engage prominent and like-minded community members with the end result of recruiting them to the W.E.S.T. board with the intention of adding one per year for the next three years.
- Revise and strengthen board bylaws, rules and policies
- Educate the W.E.S.T. board about best practices in non-profit board development
- Continue to recruit Wyoming schools that are not currently members of W.E.S.T.

Goal 2:

Build the scholarship program to make it more competitive.

Strategies:

- Increase Scholarship amount.

- Formalize the scholarship award.
- Create a marketing campaign to better communicate scholarship to both students and coaches

Goal 3:

Develop a Professional Learning Community to provide more educational opportunities for students, teachers, coaches, and administrators.

Strategies:

- Create a PLC
- Develop a system of support for new and current members and foster a culture of collaboration within the general membership

Goal 4:

Promote and market the Wyoming State Drama Competition as the premier theatrical arts competition and exhibition in the Rocky Mountain West.

Strategies:

- Recruit marketing committee from the W.E.S.T. membership and regional experts to develop realistic plan.
- Develop a marketing plan for W.E.S.T.

Goal 5:

Pursue expertise in educational theatre from national and international sources.

- Send W.E.S.T. member annually to theatre or nonprofit management convention or symposium.
- Offer financial support for members interested in obtaining certification. Recipients are to report back to Membership at fall conference.
- Host theatre professionals to lead skill workshops for W.E.S.T. coaches and students.

Goal 6:

Actively advocate for quality theatre in the State of Wyoming.

- Create and develop a W.E.S.T. advocacy focus