

AACTMAD Organizational Goals for 2007

Marketing and Communications - (Marge Cramton)

Marketing and Communications - understanding what our audiences want from us and telling our story.

- **Committee Communication.** Continue strategic two-way communication with all AACTMAD committees through 2007- 08. Work with each committee to communicate strategic goals, identify committee needs, agree on marketing goals, identify a designated marketing contact, and find out how each committee would like to participate in supporting AACTMAD's strategic goal areas.
- **Marketing support for committees.** Continue to provide help to committees with materials, marketing, and public relations on request.
- **Membership.** Grow the membership by 10% per year.

Operations - (Mark Hillegonds and Abby Liskow)

Operations - ensuring the reliable functioning of the organization to enable a secure future.

- **Volunteer Recognition.** We will hold a volunteer recognition event at least yearly, starting in calendar 2007.
- **Financial.** Our scrip program generates \$1500 in calendar 2007. We will create an emergency backup plan for AACTMAD financial systems in calendar 2008.
- **Facility.** We will have a dance facility in operation by Fall 2008 which meets multiple needs of the dance community and is under the control and ownership of AACTMAD and its partners.

Outreach - (Nawal Motawi)

Outreach: expanding the number of people touched by our mission.

General public:

- Dancing in the Streets will expose 2000 people to participative dancing and acoustic music
- Fourth Saturday Contra dance will offer caller and musician workshops and attract at least six new people to each event
- At least two "flashdance" events will be held per year

School age students and families:

- "Let's Dance!" program will be communicated to 100 public and private schools, nonprofit groups, and churches.
- Let's Dance! will facilitate six events per year, with participation by at least 200 new or non-dancers
- 100 additional previous attendees will participate in an event

AACTMAD Programming or "Inreach" (Kay Brown and Edith Burney)

Making our local dance community a great place to participate in traditional music and dance. Note that maintaining and improving the quality and quantity of dancing, calling, singing, and musicians has a lot to do with teaching, as well as with having adequate facilities.

- **Program Diversity:** Establish an English/Contra Family Dance that meets at least six times per year and involves new musicians and new groups of dancers.
- **Event Quality:** Quality of AACTMAD-sponsored events will be evaluated regularly using a measure that is determined by each committee. Each event committee will tell us their quality measure in their ARRR form submitted by May 31 2007.

Teaching (Brad Battey, Neil Epstein, and David Orlin)

Teaching - encouraging ongoing development of dancers, musicians, singers, and leaders

- **Instructor List:** Create a list of traditional music and dance teachers by specialty, beginning with Ann Arbor and growing to include SE Michigan; make the list available on the AACTMAD website in calendar 2007.
- **Musician Learning Opportunities:** Emerging dance musicians receive regular opportunities for instruction and chances to play with an experienced core band.
- **Caller Learning Opportunities:** emerging callers are mentored, given calling opportunities, and encouraged to attend the guest caller workshops which are offered more than once per year.
- **Community Jam:** Create a regular event that allows anybody to drop in and call or play traditional music by ear. This open band will be anchored by one or two excellent dance musicians and will welcome many levels of musicians. An open mic for callers will allow people to dance, if desired.