

California Presenters Strategic Plan

2017 - 2019

OVERVIEW California Presenters (CP), founded in 1985, is a statewide organization committed to advancing presenting in the performing arts. Its membership includes organizations of higher learning and nonprofit and civic organizations such as performing arts centers, museums, arts councils, city departments, and outside venues. California Presenters nurtures organizational leadership, professional development, and knowledge exchange in the performing arts and welcomes membership from neighboring states.

CONTEXT In August 2016, the California Presenters Board of Directors met to review and assess the progress on its 2012 Strategic Plan. With almost all of the strategic initiatives realized, they endeavored to set about a new plan, less formal in nature, to set priorities and a workplan for 2017-2019.

Upon the recommendation of Grand Performances' Michael Alexander, CP's longstanding **mission statement** was reviewed and revised. Additionally, the board gave special consideration to the **strategic priorities** enumerated in CP's three-year grant from the **Hewlett Foundation**. The new mission statement and Hewlett priorities are stated in this foregoing report.

The CP Board believes our state-wide service organization and member presenting organizations can help to shape a vibrant community of artists in our state. We are committed to creating strategies and opportunities that engage our membership in shaping the dialogue about important issues in the field. A renewed focus on diversity and cultural equity have been articulated as we move forward, both within our organization, as well with the artists we present and the audiences we serve, so that we better represent the people of California.

This new Strategic Plan will be voted on by the Membership on June 1, 2017 at the Annual Membership Conference.

New Mission Statement:

A statewide coalition, California Presenters connects, engages and develops professionals from non-profit performing arts organizations of all sizes and structures that have presenting programs as significant part of their work. Through its services, California Presenters' members connect students, families and arts patrons with diverse performing arts experiences in ways that strengthen California's varied communities.

STRATEGIC PRIORITIES

- Improve online resources
- Develop and maintain an online block-booking system for members
- Maintain All California Leadership mentorship programs with three mentees per year
- Maintain an active level of CP membership (approximately 30 committee members each year)
- Schedule 3 meetings with community-based cultural presenting organizations each year
- Establish long-term financial stability of the organization

MEMBERSHIP

A diverse membership is critical to CP's effectiveness; by making our membership organizational rather than by individual, we can support professionals in our field from all backgrounds and at all levels of professional experience.

- Find new ways in which to provide other members of staff attend committee meetings or participate in CP (rather than just the same members of staff).
- Encourage Executive Directors (EDs) attending the CP conference
- Develop awareness for CP as a conference/membership for non-EDs; a place where emerging leaders can grow and develop their skills through mentorship, etc.)
- Engage community based presenters from diverse regions of the state to join
- Grow CP LinkedIn Group

PROFESSIONAL DEVELOPMENT

We define successful professional development opportunities that meets our constituency at its place of need by serving various sized organizations; staff at appropriate career level; presenting content that is relevant and multi-disciplinary.

- Phone seminars, conference and online resources
- Open up online resources beyond membership in order to expand and encourage usage

DIVERSITY AND CULTURAL EQUITY

CP is committed to supporting diversity and equity in CP membership as well as the artists we present and the audiences we serve through:

- Facilitating dialogue with presenters on successes and challenges of fostering cultural equity and inclusion
- Expanding resources focused on diversity and equity for CP members
- Continuing to diversify the CP board
- Continuing to support diversity conference options
- Engaging presenters from underserved communities in dialogue
- Sharing successes and failures amongst CP members at the conference

LEADERSHIP DEVELOPMENT AND MENTORSHIP

The goal of our All California Leadership Program is to maximize the wealth of experience within our membership and connect senior leadership with emerging professionals for long term impact

- Actively recruit mentees from organizations in underserved communities
- Work to retention mentees as members after the year of mentorship
- Engage mentees to participate in a conference committee
- Follow through with past mentee classes to assess long term impact of program
- Provide a platform on which emerging professionals can take advantage of life-long mentor/mentee relationships

BOARD OF DIRECTORS, NOVEMBER 2016

Lenore Naxon, Naxon Consulting, San Francisco (President)

Heather Silva, Arts & Lectures, UCSB, Santa Barbara (Vice President)

Mitch Gershenfeld, McCallum Theatre, Palm Desert (Secretary/Treasurer)

Rebecca Carson, Lisa Smith Wengler Center for the Arts, Pepperdine University, Malibu,

Bea Barnett, City of Temecula, Temecula

Stephen Cummins, Chico Performances, CSU, Chico, Chico

Heather Rigby, John Anson Ford Theatres, Los Angeles County Arts Commission, Los Angeles

Michele Roberge, Independent Presenter, Huntington Beach

Leah Rosenthal, La Jolla Music Society, La Jolla

Melaine Weir, Luther Burbank Center for the Arts, Santa Rosa

NOTE TAKER

Jennifer Fukutomi-Jones, Ford Theaters, Los Angeles County Arts Commission &
2015-16 All California Leadership Program mentee

STAFF

Ruth Rosenberg, Administrative Coordinator