

WDI's Strategic Work Plan for July 1, 2009 to June 30, 2010.

Strategic Initiative 1: Financial stability.

Tasks:

1. Refinance the mortgage.
2. Control expenses.
3. Reduce dependence on ticket sales.
4. Increase grant money.
5. Increase fundraising.

Strategic Initiative 2: Create a season that is balanced artistically and commercially.

Tasks:

1. Improve season selection process.
2. Establish general guidelines for show selection.
3. Identify and create an outlet for opportunities that fall outside the guidelines.

Strategic Initiative 3: Expand active members.

Tasks:

1. Mentor members for new skills.
2. Mentor new members.
3. Add personal touch and improve communication.
4. Establish an audition database.
5. Publish mentor interests in the directory.
6. Establish auditions as membership recruitment opportunities.
7. Improve first impressions.
8. Recruit actors.
9. Establish visiting artists program.

Thank you to the board members who worked hard to create this plan for WDI.

Board members included: Steve Blount, Cindy Bolds, Bruce Ebner, Mary Engle, Barb Giblin, Jackie Haiser, Dee Hicks, Polly Ludena, Becky Poole, Jim Quan, Harry Reece, and Debbie Trueblood.