



## Planning Committee Meeting

Tuesday, November 1, 2016 – 10:00 a.m.  
YA Conference Room OR Via Conference Call  
Dial-in #: 605-562-3140  
Access Code:313508

### MEMBERS

Andrea Colby (Chair)	Richard Goldman	James Burke
Luz Cardenas	Marilyn Grounds	Eleanor Horne
Michael Metz Topodas	Amy McHugh	Willa Spicer
Donald Strum	Belinda Roll	

### STAFF

Ann Betterton	Denyce Mylson	Michele Russo
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### AGENDA

1. Roles and Responsibilities of the Planning Committee

**Planning Committee** - *There shall be a Planning and Institutional Advancement committee that shall be responsible for guiding the organization's mission including but not limited to developing and monitoring the strategic plan, public relations, organizational advocacy, and branding and marketing initiatives. The committee will engage the Board of Trustees and staff in all planning processes.*

2. Review and prioritize plan objectives
  - a. Oversee [and help the various committees coordinate their work so that everything is prioritized and staff can carry this out] implementation of the Strategic Plan #1
  - b. Position YA as an expert in arts education in the region #4 (advocacy team also)
  - c. Further the development of regional work #3
  - d. Support the planning of YA's 45<sup>th</sup> Anniversary #2 (VIS-À-VIS TIMEFRAME)

*(See attached Planning Committee Strategic Plan Objectives FY17)*

3. Schedule future meetings
4. New Business / Other

Each staff member is following Eleanor's guide for meetings, reviewing objectives, prioritizing the work, then discussing how to carry out the work – every committee is doing that: how do we coordinate in the best way? Through the EC? We cover pretty much all the other committees and we need to listen to conversations in the other committees to feed back to the planning committee. We can be liaisons to those committees. Michele: as we move in the direction – we can recalibrate in 6-8 months how we have done overall – provide the bigger overview to determine where we are. How do we figure out how things are going all along the way? Check-in's as we go.

It's going to take a while to get things done – this is a rolling plan – the same things may keep “not getting done” – deadlines can be a motivator. What's not getting done and how can we get that done? Good role for this team. Review of the state of the SP at the year end meeting should be done.

We need to make sure we don't lose out on creative ideas – don't get bogged down in details and deadlines – take advantage of opportunities as they come up. If someone has a great idea, talk it through and decide if it fits into the SP.

Let's keep track of what each committee is doing along the way—use EC meetings to get basic concept – if we have questions between then and our meeting, we can pursue

Regionalization – has already come up in other committees – we need to capture that.

RE: editorials – we need to hire a writer and figure out where to place it. NJ is probably easier and PA a little more challenging

45<sup>th</sup> Anniversary Planning – how do we approach this?

- Looked at what we do throughout the year and determine how we celebrate in the events we do, etc. – launched arts champion awards; took every opportunity we could to celebrate 40<sup>th</sup> at all events (gala, going public with the campaign); social media; ad journal for gala (included timeline of YA – reached out to former trustees); benefits: people give more money during anniversary campaign; development has been talking about giving vis-à-vis the 45<sup>th</sup>. Good opportunity to carry out SP.
- We can do more for the 45<sup>th</sup> than we did for the 40<sup>th</sup>.
- Last time, started really big and then pulled back to make sure it was executable
- Gala: still in flux; thinking about many ideas – keeping the things that worked with Dazzle, but keeping it fun and mission-driven and making it more “active”. Rough timeline: this April 22<sup>nd</sup>, we would announce a big new gala for the 45<sup>th</sup>

anniversary. Prep over the summer – we will ask to make a new logo; would launch in September with new activities. Big new gala in the spring. Honoring people with awards. Can start a little later to go along with calendar year, depending upon how we feel.

- Give a program away every month – it should have something to do with the schools. There will be a lot of creative ways to bring in our customers and work with our artists. We gave out four awards per month for 10 months. At the end of the year, we have an event for the Arts Champions for the year. We went to school board meetings to make presentations of awards. Board members could participate in that. But it's important to have the presence of the CEO of YA—it has a level of significance that adds value to the award.
- We could ask artists what they think we should be doing or what they'll be willing to do on our behalf.
- (1) a major recognition that we are where we are because of the support of Dodge—recognize Dodge in ways that are important to Dodge; (2) more involvement by teaching artists – not just performances, but all the value they bring to schools (beyond performance, to the work they do with teachers and school systems)—highlight using the arts as a vehicle for achieving goals in school (relationship between arts and higher performance in math, for example)
- What would we want to have different after we celebrate our 45<sup>th</sup> anniversary? Look from inside and from outside.
- Throughout anniversary year, having a specific amount to fund raise and keep everyone posted – how many students do we want to reach? Keep people posted on how they play a role in how the goal is achieved and how they're contributing. We care about reaching kids – how do we do that?
- Some of the regional committees could be established
- A few years ago, we called it a “birthday” rather than an anniversary – more kid-oriented
- Opera singers coming to the lunchroom and surprising the kids – short performance, making it exciting (e.g. a flash mob) –
- 45 ways to advocate, to support, things to do with your kid in the arts world, 45 days of giving
- Digital media – can add humor – can brainstorm about how we're serious about arts education and not taking ourselves too seriously.
- Goal, endgame: means to an end – Amy would feel more comfortable understanding the endpoint. What does “serving more schools” mean? Focus, targeting, volume? (Amy) – articulate our goals – we can also add to the endowment (our ultimate goal is to reach every kid every year) – we need to know how many schools there are and how many schools we are in in NJ
- Non-traditional partnerships – staff is always on the lookout and making connections (different organizations and potential partners) – could we do something about speaking to board members about their connections to facilitate this goal? We need to understand what information we need to get

out of that effort before deciding what we need to do. Example: Carol Belt's Children's Home Society re: early childhood programming – usually hinges on funds and nontraditional partners have no money. We try to collaborate and get funds that way. State museum as well.

Regionalization:

- Devote a meeting to brainstorming but we need to gather information before then: what are the lessons learned from our previous efforts; what other organizations have regionalized (Planned Parenthood)?
- PA needs a staff person, but other regions may just need a committee with volunteers
- Are there other models for this? Other non-profits with regional offices? Planned Parenthood – they started with two affiliates in NJ, now they have two, but it's a model around the country—each affiliate had its own board, but some of them have joined up
- We may be in a better position to move north than to PA – We have some people (Belinda, Amy, M'Lou, Anita Siegel, etc.) who are in the area and know who we are. If we can figure out what the model is, we are poised to go there, but we should talk to people who have done this before. It needs to be connected to the main board so as not to destroy the staff. We may want to regionalize the staff
- Fundraising: Michele will look into other organizations who can do this. Chris Wenger became chair of one of the offices of the Komen Foundation.
- These days, businesses are consolidating administration to save costs, but we're talking more about getting board members to volunteer. Needs better technology for remote participation. At some point, we will need to look at a map and find donors, schools, volunteer (Mapme.com). Denyce will look into this
- How far into EP do we want to go? Area staff thinks there is a good potential in Bucks County and Main Line and Philly (they have the need). Possibly, also Camden (7 eastern-most counties, but doesn't limit us – we do work in Wilkes-Barre). If we have artists who will go there, we can serve that place. There's no other affiliate down there. Inner city plus wealthy communities to support.

“Not getting done”:

- Regionalization
- Editorials

December: Tasks for regionalization and brainstorm 45<sup>th</sup>

January: Updates from committees, regionalization

Adjourned at 11:17 AM

