

# PROJECT BALLET'S 2022-2025 STRATEGIC PLAN

## Project Ballet Board of Directors

Steve Doepker, Linda Dumas (Treasurer), Alison Gerardot, Heather Miller (Vice Chair), Maggie Nader (Secretary), Tina Tazian (Chair), Stephany Smith, Michelle Straessle, Dan Swartz

## Strategic Plan Committee - June 2022

Craig Crook (Facilitator), Steve Doepker, Beth McLeish, Heather Miller, Tina Tazian (Chair), Dan Swartz



## 2022-2025 Strategic Priorities:

Our most recent survey overwhelmingly indicated that our current students and their families are very pleased with the Project Ballet culture/community. They find our training, education and programming to be top-notch.

For the next three years we will focus on improving the experience of two other stakeholders:

- THE PROSPECTIVE PARENT
- THE PROFESSIONAL (OUR STAFF)

## STAFF-FOCUSED STRATEGIES:

Survey results indicated how critically important our staff is to this organization. Attracting and retaining top talent must be a priority and must be viewed as critical to our brand, culture and longevity.

### • Staff Strategy #1 - "LIVE LIKE AN ARTIST":

- We will create more flexibility, freedom and support for our staff to pursue their own individual artistic pursuits outside of Project Ballet. This will also have the dual-purpose of serving as professional development.
- We will further invite our staff into branding, building and developing our organization. Together we will identify and grow the programs that have demonstrated demand. Together we will capitalize on our individual strengths to broaden our programming.

### • Staff Strategy #2 - COMPENSATION AND BENEFITS:

- We will create easy to understand compensation packages to ensure our staff is aware of all benefits available to them.
- We will add retirement benefits, improve medical benefits, and find creative ways to increase soft benefits.
- We will prioritize generous cost-of-living raises in our budget, in addition to the organic pay increases that will result through improved programming.
- We will create and use a "Portrait of a Project Ballet Professional" to compliment our student document and to better define expectations.

## PARENT-FOCUSED STRATEGIES:

Our organization's culture and communication is very strong from the perspective of families well established in our organization. Now we must improve the experience for the prospective parent.

### • Parent Strategy #1 - THE NEWBIE:

- We will overhaul the website to better establish our uniqueness, and to more clearly/quickly define our brand to prospective parents.
- We will create a stronger on-boarding process for new parents, through improved collateral materials.

### • Parent Strategy #2 - CAREER FOCUSED:

- We will create specially developed registration materials for parents of those prospective students who are already career-focused. We need to present these parents with the many ways that Project Ballet will increase their child's odds of success.
- We will formally explore academic accreditation as a tool to ensure that prospective parents can trust the quality of our education.