

**Mississippi Theatre Association
Strategic Plan**

2016-2019

In 2009, the MTA completed an updated long range plan. The focus of this process was to review what was left to be accomplished from the earlier plan, to identify the most critical goals for the future, and to create a plan for accomplishing those goals. In an extended planning retreat, the MTA Board analyzed the current strengths and challenges to the organization. The retreat was facilitated by Holly Wagner, a fundraising consultant in Mississippi, because we wanted to expand our fundraising capabilities as part of this organizational planning. We had three specific goals for the future: 1.) increasing the visibility of theatre by creating quality theatre productions for MPB; 2.) enhancing playwriting competitions and initiatives; and 3.) continuing our advocacy role. We worked hard to discuss the current environment as it relates to our mission statement, develop specific goals and strategies to meet those goals and a detailed implementation plan for “what, who and when” various tasks will be completed. The purpose of these discussions was focused on preparing a detailed long range plan and building organizational, human, and financial capital. In short, we want to tell, share and fund our vision more effectively.

In 2013, the MTA Board of Directors reviewed and revised the strategic plan. Careful attention was taken to review each goal and strategy to ensure that those projects that were completed were removed and those that were ongoing were updated. New strategies and goals were discussed and planned out.

In 2016, the MTA Board of Directors reviewed and revised the strategic plan again. Continued work on fundraising and publicity were looked at, and a larger role in advocacy was planned out. This was in addition to identifying new goals and strategies that would assist in promoting and developing theatre arts in Mississippi, and to stand out as the State Arts Organization for Theatre in Mississippi.

I. Overall / Organizational Goals:

Goal: Host the statewide theatre festival/conference in different towns each year and attract theatres from all over the state from each division to attend and participate in the festival.

Strategy: MTA will partner with local theatres who will serve as local hosts to sponsor the annual festival. The festival will typically be held on Martin Luther King Weekend in a different region of the state.

Lead Individual: Executive Director, Officers

Deadline: January (Annually)

Status: Columbus, MS (2013); Vicksburg, MS (2014); Oxford, MS (2015); Meridian, MS (2016); Hattiesburg (2017); Columbus, MS (2018) (planning stages); Meridian, MS (2019) (planning stages)

Strategy: The statewide theatre festival will include the following events throughout the weekend: Secondary Festival, Community Theatre Festival, 10-Minute Festival, Theatre for Youth Festival, College/University Auditions, Individual Events Festival- youth and adult, Playwriting Competitions – youth and adult

Lead Individual: Entire Board will be responsible for this project.

Deadline: January (Annually)

Status: Each of these were held during 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016 festival.

Strategy: MTA will bring at least one speaker to the festival to introduce to the audience members to a reputable, known figure from the theatre area.

Deadline: January (Annually)

Status:

- Sela Ward (2019) (Is being considered)
- Second City (2018) (Is being considered)
- Jess Phillmore, Phillmore, Creatively Independent (2017)
- Nira Pullin (2015)
- Billy Brasfield (2013)
- Mackenzie Westmoreland (2011)
- George M. Calhoun (2010)
- Mark Dunn, Scott Burkell, Paul Loesel (2009)

Goal: To increase the number of constituents who are exposed to theatre in Mississippi

Strategy: To expand the regional theatre festivals to include a central district to allow more schools to participate in the MTA experience.

Lead Individual: Tim Matheny, President / Stacy Howell, Executive Director

Deadline: December 2017

Status: An ongoing conversation is being had with Jackson State University to host this festival in 2017. Discussions are also being had with Belhaven University and Jackson Preparatory School.

Strategy: To expand the Theatre for Youth Festival into the evening to allow more schools to participate in this festival, and to allow families to attend

Lead Individual: Division Chairs / Stacy Howell, Executive Director
Deadline: January 2018
Status: Ongoing - This will be included in the planning for MTA 2018.

Strategy: To create a middle school festival.

Lead Individual(s): Executive Director, President, Suz Allmon (Middle School Chair)

Deadline: April 2017

Status: This program has been held as a pilot program at Oak Grove High School for 2 years, MTA has decided to oversee this festival for the next 2 years, with an ad hoc committee, and if successful, it will become a division in January 2020.

Goal: Serve as a resource for theatres throughout the state regardless of their type.

Strategy: Division chairs will be responsible for their divisions and will reach out to theatres throughout the state in an effort to provide a sense of community and to better understand their needs and challenges and to offer ways that MTA can assist them in achieving their goals.

Lead Individual: Division Chairs

Deadline: Annual

Status:

- Conducted Theatre Workshop 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017 will be in Columbus (planning stages), 2018 will be in Meridian (planning stages)
- Conducted Community Theatre Summit 2010, 2011, 2012, 2013, 2018 (Columbus, planning stages)
- Playwriting Competition held 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017 (planning stages)

Strategy: MTA will hold a minimum of 2 and a maximum of 4 Town Hall meetings over the course of each year to bring together theatre and community professionals to discuss ways of working together.

Lead Individual: Officers, Executive Director, Division Chairs

Deadline: Completion prior to MTA each year

Status: May 2017 (Jackson) (planning stages), July 2017 (Columbus) (planning stages), September 2017 (MS Gulf Coast) (planning stages)

Strategy: To create a roster of all state theatres, including websites and contact information.

Lead Individual: Executive Director, Officers, Division Chairs
Deadline: Ongoing
Status: A list of theatres has been posted and is updated regularly. An increased effort will be taken in 2017 to reach out to additional theatres to include a minimum of 10 new theatres.

Strategy: MTA will create a Theatre Roster that will include members and their areas of expertise. Members will be able to indicate that they are interested in acting, directing, workshop presentations, adjudicating, technical, etc.

Lead Individual: Division Chairs, Executive Director
Deadline: May 2018
Status: Ongoing

Goal: Increase the overall visibility of MTA as an organization and identify ways of fostering the development of other theatres in the State (school and community)

Strategy: Attend one MS Arts Hour (MPR) annually.

Lead Individual(s): Executive Director , President
Deadline: MTA Festival Each Year
Status: July 2016 (completed), Ongoing

Strategy: Increase the number of Public Services Announcements and placed (paid) ads distributed annually.

Lead Individual(s): Executive Director
Deadline: MTA Festival Each Year
Status: Ongoing – Ongoing Press Releases are sent out regarding the festivals, SETC advancing shows, Award Winners, and advocacy issues. Planning stages – Partnering with member theatres to assist them in their marketing efforts and state wide theatre press releases, paid advertising with MPB for the 2018 festival

Strategy: Develop an online calendar that incorporates member theatres events and MTA events. This will assist in promoting theatre events all over the state.

Lead Individual(s): Executive Director, Division Chairs
Deadline: Spring 2017
Status: The online calendar implemented in 2014 was beneficial yet difficult to utilize for our patrons. A new website is being

developed to be more user friendly for our patrons to be able to utilize the calendar functions.

Strategy: Use online and Web 2.0 technologies to spread the word about the MTA events and Mississippi theatre activities.

Lead Individual(s): Executive Director, Intern

Deadline: Ongoing

Status: Ongoing. We have increased our engagement on facebook since 2015 by 75%. The goal is to increase engagement by another 25% in 2017. A new, more user friendly, website will be released in spring 2017.

Goal: Increase the outreach to underserved groups and theatres across the state in order to make them aware of our services and to identify ways that we as an organization can assist these organizations.

Strategy: Send renewal letters and personal invitations to membership drops/non-renewals.

Timeframe/Deadline: December (Annually) & July (Annually)

Lead Individual(s): Stacy Howell

Status: Letters sent annually.

Strategy: Continue to invite and send personal invitations to community theatres to get more participation by this community.

Timeframe/Deadline: September – December (Annually)

Lead Individual(s): President, Executive Director, Community Theatre Chairs/Vice Chairs

Status: Ongoing.

Goal: To expand private and public support of MTA over long term with a 10% increase each year.

<u>What</u>	<u>Who</u>	<u>When</u>
- Revise direct mail letter	Executive Director/	Spring/Summer Annually
- Revise and expand proposals to select prospects	Executive Director/ President	Spring/Summer Annually
- Investor letter to donors	Executive Director/ President	Spring/Summer Annually

- Develop list of 5-10 major donors	Executive Director/ Officers	Spring/Summer Annually
-Research additional grant opportunities	Executive Director	Rolling Deadlines Annually

Goal: Increase advocacy for theatre in Mississippi

- Strategy: Identify key legislators, Arrange visits with key legislators, write letters / make phone calls in support of the arts and art legislation, and against non-art friendly legislation.
- Lead Individual(s): Executive Director, Officers, Division Chairs
- Timeframe/Deadline: Spring Legislative Session / Ongoing Deadlines
- Status: Ongoing. Attended Arts on the Capitol Day and met with key legislators 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017 (planning process). Theatre constituents wrote numerous letters and made calls in 2016 on: thanking legislators for their arts support, against HB1523, against HB1325, against SB2611, in support of the NEA. In 2017 MTA will be attending the Arts on the Capitol Day in Washington, DC and meeting with national key leadership.
- Strategy: To make all MTA members, members of the Americans for the Arts, to increase advocacy knowledge and to have a larger voice on the national level.
- Lead Individual(s): Executive Director, President
- Timeframe / Deadline: Spring each year after MTA
- Status: Ongoing. The 2016 Membership roster was given to Americans for the Arts and all 2016 MTA participants are members. The 2017 Membership roster is being compiled to be sent for those participants to become members.
- Strategy: MTA will hold a minimum of 2 and a maximum of 4 Town Hall meetings over the course of each year to bring together theatre and community

professionals to discuss ways of working together, and to bring theatre awareness into all communities of MS.

Lead Individual(s): Officers, Executive Director, Division Chairs
Deadline: Completion prior to MTA each year
Status: May 2017 (Jackson) (planning stages), July 2017 (Columbus) (planning stages), September 2017 (MS Gulf Coast) (planning stages)

Strategy: MTA will partner with member theatres to produce statewide theatre press releases and will distribute Mississippi Theatre Association window stickers to all member theatres to show support of statewide theatre efforts.

Lead Individual(s): Executive Director, Officers, Division Chairs
Status: Online calendar will be up in the spring of 2017. Statewide press releases will be compiled from this calendar and will begin in the summer of 2017. Stickers are being designed and will begin being distributed no later than MTA 2018.

Strategy: MTA will partner with other state arts agencies to promote all arts in Mississippi.

Lead Individuals: Executive Director, Officers
Deadline: Ongoing
Status: MTA sits as an Ex-Officio position on the Mississippi Alliance for Arts Education Board of Directors since 2009. A representative of MTA attends the quarterly meetings put on by the MAAE and reports back to the MTA Board. We joined MAAE in meeting key leadership in 2016, and discussed ways that we can work together. We will be joining MAAE in Washington, DC in March 2017 for the National Arts on the Capitol Day.

Strategy: Work directly with the Mississippi Department of Education to update the Mississippi Visual and Performing Arts Framework (2010) (2016)

Strategy: The Secondary Division Chair will serve as an official representative from MTA.

Timeframe: Deadline: 2010 – date set by MDE
Lead Individual (s): Secondary Division Chair
Status: Completed.

Timeframe: Deadline: 2016 – date set by MDE

Lead Individual(s): Juniper Wallace (chair), Stacy Howell, Charlotte Tabereaux, William “Peppy” Bidy, Suz Allmon, Kenneth McDade, Emily Wright, Heather Rowland

Status: In process

Strategy: Work with all theatres to understand and apply their role in theatre advocacy.

Lead Individual(s): Executive Director, Officers, Division Chairs

Deadline: Ongoing

Status: At the 2016 Coast Town Hall Meeting and at MTA 2017, advocacy was discussed specifically in how and why all theatres should participate. Information on legislation, and legislators is distributed to theatres and they are encouraged to build relationships with their local representatives. In 2017 we will challenge all theatres to have a local / state / or national representative at at least 2 of their productions in the year, and to start, or continue, a dialogue with their representatives.

Strategy: To create a board position dedicated to advocacy

Lead Individual(s): Executive Committee, Executive Director

Deadline: January 2018

Status: To propose the change to the bylaws at the summer 2017 board meeting to include in the general membership meeting in January 2018.

II. Goals by Division:

Community Theatre

Goal: Increase the artistic quality and the management of community theatres through continuing education opportunities for leaders and volunteers

Strategy: Host a minimum of one, preferably two, community theatre workshops annually (This is not in conjunction with the state festival.)

Timeframe: Annually – Summer

Lead Individual (s): Community Theatre Division Chair and Vice Chair

Status: Ongoing. Workshop held 2009, 2010, 2011, 2012. Due to lack of interest this project has been put on hold. A community theatre workshop is being planned for 2017.

Goal: Provide MTA leaders with educational and professional development opportunities to increase their understanding of and participation at the regional and national level

Strategy: Identify funding to send the community theatre division chair (and/or vice chair) to the Southeastern Theatre Conference and the Association of Community Theatre Annual Festival (only held every other year). {This is contingent on funding.}

Timeframe: June 2019

Lead Individual (s): Executive Committee / Executive Director (make appropriate and add to budget)

Status: Ongoing in monitoring the funding

Goal: Enhance the “community” outreach to community theatres and provide a means for sharing of resources, ideas and information

Strategies: Continue the development of the community theatre website by adding links to relevant resources for community theatres

Timeframe: Ongoing

Lead Individual (s): Community Theatre Chair / Vice Chair

Status: Ongoing.

Strategy: Utilize various social media, such as Facebook, to reach out to and promote community theatre activities.

Timeframe: Periodic posts to encourage discussion

Lead Individual (s): Community Theatre Chair / Vice Chair

Status: These are frequent during the preparation for the convention and afterwards.

Strategy: Utilize the MTA and the Community Theatre listserv as a means of making a “community” that shares information, asks questions, creates a “community” for other theatres, etc.

Timeframe: Periodic posts to encourage discussion

Lead Individual (s): Community Theatre Chair/Vice Chair

Status: These are frequent during the preparation for the convention and afterwards.

Secondary

Goal: Work directly with the Mississippi Department of Education to update the Mississippi Visual and Performing Arts Framework (2010) (2016)

Strategy: The Secondary Division Chair will serve as an official representative from MTA.

Timeframe: Deadline: 2010 – date set by MDE

Lead Individual (s): Secondary Division Chair

Status: Completed.

Timeframe: Deadline: 2016 – date set by MDE

Lead Individual(s): Juniper Wallace (chair), Stacy Howell, Charlotte Tabereaux, William “Peppy” Bidy, Suz Allmon, Kenneth McDade, Emily Wright, Heather Rowland

Status: In process

Goal: Develop a mentoring program that links new teachers with experienced teachers throughout the state. This will create a connection between teachers and schools. This can be cross district lines. This will enhance the understanding of and the need for theatre education.

Strategy: Secondary Chair, or someone they appoint, will email all directors throughout the state to find out the status of the position at the school (if a teacher has left a position, new teacher, or seasoned teacher) and will create a list of seasoned teachers who would be willing to mentor a new or newer theatre teacher. As new teachers are hired, the Secondary chair will ask a seasoned teacher, from the pool of names they have gathered, if they

would contact the new teacher to see if they would like a mentor. The seasoned teacher will make contact with the new teacher.

Time frame: Annually
Lead Individual (s): Secondary Division Chair / Vice Chairs
Status: Ongoing

Goal: Work with Colleges and Universities to find out what they expect of incoming Freshmen.

Strategy: Communicate with professors to find out things such as, letter of recommendation content, what their season is, and college workshop sessions for Continuing Education credits.

Time Frame: Completed June 2014.

Strategy: Have a college / university instructor speak at the teacher meeting each year on this topic.

Time frame: Annually

Lead Individual(s): Secondary Division Chair / Vice Chair

Status: Ongoing

Strategy: Create videos with this information for teachers to show to their students.

Lead Individual(s): College / University Chair / Secondary Chair

Deadline: October 2015. October 2017.

Status: The first video was completed. A second video will be completed by October 2017.

College/University

Goal: Host the annual Mississippi Kennedy Center / American College Theatre Festival

Strategy: Working with the colleges/universities, identify a location and time for the festival. Host the festival in order to provide opportunities for sharing and seeing each other's works.

Timeframe/Deadline: November – Annual Event

Lead Individual (s): College / University Chair / Vice Chair

Status: This was put on hold due to the financial constraints of the Universities and Colleges. Until enough participation is viable we will continue to promote the idea to keep it on the forefront of the faculty's minds.

Goal: Host the College/University Auditions at the Statewide Theatre Festival

Strategy: Continue to promote the Auditions to the colleges/university theatre faculty and encourage them to attend the auditions.

Timeframe/Deadline: September – January (Annual Event)

Lead Individual (s): College / University Chair / Vice Chair

Status: This is done annually. This program has continued to grow each year. Starting with 10 students the first year, the largest year was in 2017 with 93 students to audition.

Goal: Work with colleges/universities to develop theatre educator’s continuing education workshop opportunities. This should develop into a program whereby a handful of workshops are offered throughout the state. (Directed towards Secondary as well as Junior/Community College faculty)

Strategy: This is not to compete with the MTA workshops but rather to provide more opportunities for the Secondary and Jr./Com. Faculty to receive needed training and CEUs. The workshops should be a collaborative effort among colleges/universities and house at various venues throughout the state.

Timeframe/Deadline:

Phase I Contact each college/university to determine what interest and workshops could be presented.

Phase II Determine locations where the workshops can be held. There should be some consideration to distribute the workshops throughout the state. It would be best to have one in the north, south, and middle of the state each year.

2017 – The Mary C will partner with MTA to host a summer theatre teacher CEU workshop.

2018 – 2 CEU workshops will be offered during the summer (1 north, 1 south)

2019 – 3 CEU workshops will be offered during the summer (1 north, 1 central, 1 south)

Lead Individual (s): College / University Chair / Vice Chair / Executive Director

Status: Due to these conversations one University is now making plans to request approval from Institutions of Higher Learning to provide an emphasis in theater

education. This is a direct result of the MTA and its ongoing discussions about enhancing professional development opportunities for secondary teachers. (2015) Accomplished (2016). Other deadlines are ongoing.

Goal: Develop workshops for students at the state festival to make the MTA festival desirable for students to attend.

Strategy: The college and university students have a number of options to consider for festival/conference attendance. They have limited resources so they often chose those options that provide the best opportunities. (USITT, ACTF, SETC, URTA, etc.) Currently there are no draws for college/university students to attend the MTA state festival. Work with faculty to offer workshops that are significantly appealing to the college/university student and promote the festival.

Timeframe/Deadline:

Lead Individual (s): College / University Chair / Vice Chair

Status: Ongoing.

Goal: Create a Dream Team of College / University students to make the festival desirable for students to attend.

Strategy: The college and university students have a number of options to consider for festival/conference attendance. They have limited resources so they often chose those options that provide the best opportunities. (USITT, ACTF, SETC, URTA, etc.) Currently there limited draws for college/university students to attend the MTA state festival. Work with faculty and division chairs to find students who would like to work at MTA for a minimum of 10 hours in exchange for a weekend festival pass.

Timeframe/Deadline: MTA 2018

Lead Individual (s): College / University Chair / Vice Chair / Secondary Chair / Vice Chair / Executive Director

Status: Ongoing. MTA 2017 had 3 students participate in this program. MTA 2018 will have 6 students to participate, and MTA 2019 will have 9 students to participate.

Goal: Develop an online instructional video series. This will be molded after other sites like Expert Village or Lynda.com whereby the lessons are compartmentalized into short blocks of information (10 minute maximum for each session). The videos will be categorized under the following four major umbrellas – Performance, Design/Technology, and a special category preparing students specifically for events found at the MTA festival (design competition, auditions, individual events, etc)

Strategy: To inform the faculty at various colleges/universities about the opportunity. Video submissions will be closed to Mississippi schools only. Develop guidelines for the videos as well as a generic MTA based opening and closing sequence. It will also be important to determine how we handle submissions that duplicate one another.

Timeframe/Deadline: May 1, 2018

Lead Individual (s): College / University Chair / Vice Chair

Status: In process.

Professional Division

Goal: Explore opportunities and avenues to provide internships for high school or college students.

Strategies: Facilitate discussion with the professional theatre and the presenting theatres in the state to identify possibilities and needs.

Timeframe/Deadline:

Phase I Discussions with professional/arts centers.

Phase II Develop plan for implementation

Lead Individual (s): Professional Division Chair / Vice Chair

Status: Professional theatres have interns built into their program. Focus will be placed on presenting theatres. Deadline June 2018.

Goal: Develop a roster of theatre educators and practioners in the state that are available to serve as resources to other theatres (i.e. need assistance with understanding rigging or how to renovate a theatre), serve as workshop presenters, adjudicators, lighting designers, scenic designers, directors, actors, etc.

Timeframe/Deadline: June 1, 2018

Lead Individual (s): Lee Crouse, Tim Matheny, Stacy Howell,
Professional Division Chair / Vice Chair

Status: Ongoing

Goal: Recruit professional members to MTA

Strategy: Plan an activity for leaders of theatres, presenting groups and other performing arts organization to occur at the annual conference. Create an affinity group and meet at conferences

Timeframe / Deadline: January 2017

Lead Individuals: Professional Division Chair / Vice Chair

Status: Ongoing

Strategy: Research the possibility of creating an event / workshop for professionals to occur outside the time of annual conference.

Timeframe / Deadline: June 2017

Lead Individuals: Professional Division Chair / Vice Chair

Status: Ongoing

Playwriting Division

Goal: Recognize and promote unpublished Mississippi playwrights

Strategy: MTA will host an annual playwriting competition; one for adults and one for youth writers.

Lead Individual: Playwriting Committee Chair and Committee

Deadline: Phase I Collect scripts April – November
Phase II Evaluation/Review scripts November-December

Status: Annual and ongoing. Submissions are steady each year.

Strategy: At the annual statewide theatre festival, produce the plays that were selected as the best script in each category (adult, youth) in a “workshop” setting (staged reading or reader’s theatre format) and encourage a dialogue between the audience, director, actors, playwright and the final adjudicator following the production.

Lead Individual: Playwriting Committee Chair and Committee

Deadline: January

Status: Annually and ongoing.

Strategy: Develop relationship with the Southeastern Theatre Festival to have them print winning scripts in their publication

Lead Individual: Playwriting Committee Chair, SETC Rep

Deadline: March 2017

Status: Annual

Individual Events

Goal: The IEF will be streamlined. Students and teachers have noted that participation in other events on the Saturday of the Festival has been difficult due to the length of the IEF.

Strategy: Length of the Youth IEF cannot be predetermined, but the goal is to begin one hour earlier and end in the early afternoon. This will free up students and adults to engage in workshops and community theatre shows.

Lead Individual: IEF Committee Chair

Deadline: January 2016. Ongoing.

Status: The new format has been instated and it is an ongoing process in finding more efficient ways of running this festival. At MTA 2017 it was decided that a committee would be formed to work with the division chair in carrying out this festival.

Goal: To recruit more adults and teachers to participate in the Adult IEF.

Strategy: The Adult IEF will be held over to allow teachers whose students are participating in the secondary festival to enter. The teacher must make the adult IEF chair aware of his or her intent to perform in the festival. This hold will only be utilized for teachers who are participating in the secondary festival and whose school is scheduled to perform in the late evening on Friday. If no such teacher registers for the adult IEF competition, this hold will not be utilized.

Lead Individual: IEF Committee Chair

Deadline: January 2016. Ongoing.

Status: This was started in 2016 and in 2017 we had a record year of adult individual event entries. This is an ongoing festival.

Goal: To have qualified adjudicators for both the Adult and the Youth IEF.

Strategy: Schools will not be responsible for providing judges. Judges will culled from professionals, university students and faculty, and other invited

guests. The number required will be determined based on the setup of the competition.

Lead Individual: IEF Chair
Deadline: January 2016
Status: Ongoing

Goal: To reduce the time of the Youth IEF Festival

Strategy: Two performance rounds will be held for the larger categories, while one performance round will be held for small categories. The determination of “larger” and “smaller” will be based on registration. Traditionally, categories such as solo musical and monologue have required multiple rounds, while smaller categories such as original scene and group musical have only required the two originally allotted.

Lead Individual: IEF Committee Chair
Deadline: January 2016
Status: Ongoing

Goal: To reduce the number of needed rooms for the Youth IEF

Strategy: The festival will be held in as few rooms as possible. The structure of the event is still being determined, but the desired format will feature a round-robin style with students seated in the room during all performances. The order will predetermined, and judges will call upon students seated in the room. Students who are cross entered will placed at the end of the queue in other rooms. A small break will held to tally scores of larger events and a second round will be held for said events.

Lead Individual: IEF Committee Chair
Deadline: January 2016
Status: Ongoing

10-Minute Play Festival

Goal: Increase overall participation in and attendance to the 10-minute play festival at MTA each year

Strategy: Festival chair will email all directors throughout the state to promote the festival opportunities

Strategy: Festival chair and/or an appointed individual will discuss and promote the festival at the North and South divisions of the MS High School Drama Festival

Lead Individuals: 10 minute play festival chair and vice chair

Time Frame: December - January annually

Status: Ongoing

GOAL: Increase the artistic qualities of the play scripts and productions through workshops for participants in the festival

Strategy: Partner with colleges/universities to provide volunteers to work with participants in each artistic area of the festival (playwriting, directing, tech, and acting). Workshops will be held during the first day of the festival.

Lead Individuals: 10 minute play festival chair and vice chair

Time Frame: Fall 2015 begin partnering with college/university students

Status: Ongoing