

# Wellspring/Cori Terry & Dancers

## Strategic Priorities Framework

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Wellspring/Cori Terry and Dancers' longevity and impact are the outcome of a dedicated group of individuals. Collectively, this group represents something much more than a roster of volunteers, donors, staff, and board members. Rather, they represent a social movement that is passionate about dance, education, our community and, of course, the Wellspring Dancers.

Not unlike the art form of modern dance, Wellspring is constantly evolving, changing, and responding to the needs and interests of our community, patrons, dancers, partners, volunteers, and donors. With only 1.5 administrative staff in the Wellspring office, effective coordination of volunteers, board, and committee members is essential. In 36 years, "routine" and "stagnation" are qualities that have never been associated with Wellspring's culture.

Strategically, Wellspring's focus is clear. Over the longer term time horizon, Wellspring will have impact in the following key areas:

- Artistic Impact
  - Collaboration
  - Cultivating company leadership
  - Presenting and supporting choreographers and dancers
- Education and Community Impact
  - Leveraging dance as a tool for education and community advancement
  - Offering exceptional dance instruction that accommodates all students from pre-professional to hobbyists
  - Enhanced participation on key organization committees and
- Organizational Impact
  - Revenue diversification through enhanced strategies for earned income
  - Board recruitment, education, and leadership development, past member engagement.
  - Inclusion and Equity
  - Staff and Dancer professional development
  - Brand development

Wellspring recognizes that organizational culture dictates whether these strategic priorities remain ideas or whether they become activity areas with measurable results. Therefore, Wellspring works to cultivate a culture of strategic thinking and

doing. This includes:

- Board and staff strategy sessions every six months to set “doable” goals within each of the three areas of the framework.
- Reserve time in monthly board meetings for either member education or strategic conversations about an issue relevant to the strategic framework
- By setting doable strategic goals every six months, a culture of success and accountability emerges while remaining responsive to important unanticipated opportunities or challenges

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