

# 2016 - 2019 STRATEGIC PLAN

## TOWARDS GREATER IMPACT

Led by business strategist and nonprofit consultant Cathi Cox, DAC conducted in-depth assessments and financial analysis of each of its programs, followed by an informed visioning process. Our synopsis details the goals and objectives, supported by implementation and assessment tools to advance the plan. The 2016-'19 plan defines DAC's priorities designed toward greater impact and sustainability.

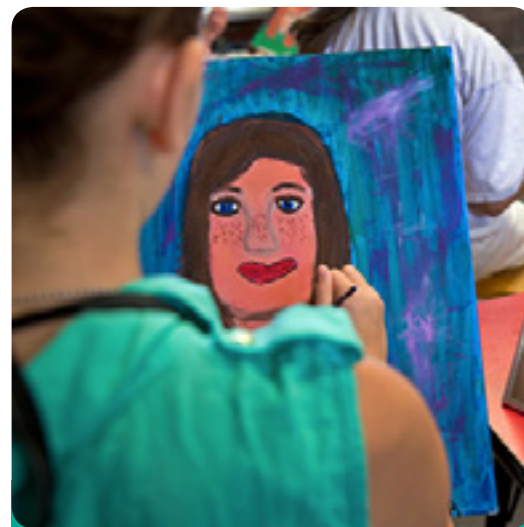
### WE VALUE:

• Artistic Excellence • Creative Innovation • Community Engagement • Professional Operations • Sustainable Programs



#### GOAL 1 IMPROVE INTERNAL PROCESSES TO ENHANCE THE PATRON EXPERIENCE

Explore options for an enhanced customer relations management (CRM) software to better serve patrons. Optimize the facility in support of mission and programs. Strengthen recruitment and training of volunteers.



#### GOAL 2 IMPLEMENT INSTRUMENTS OF ASSESSMENT AND EVALUATION ACROSS ALL LEVELS OF DAC

Utilize tools for assessing program performance and potential for success. Develop a Cost Allocation Plan for refined tracking and reporting of DAC programs. Create a process to integrate feedback into all programs.



#### GOAL 3 OPERATE WITH A COMPREHENSIVE DEVELOPMENT STRATEGY TO MAXIMIZE FUNDRAISING SUCCESS

Advance coordinated development activities with Board Members & staff. Enhance membership program. Innovate mix of annual fundraising events.



#### GOAL 4 DETERMINE OPTIMUM STAFF NEEDS

Foster a quality work environment for staff. Determine appropriate mix of programs for current staff roles and facility.



#### GOAL 5 CREATE MARKETING PROGRAMS THAT BUILD AWARENESS AND PROMOTE PARTICIPATION

Develop a Marketing & Communications Plan to engage target audiences. Update DAC's visual identity and brand standards