

Strategic Goal Action Plan Form

Our Strategic Goal:	Developing new revenue sources
Members of our Team	Amy Santiago, Christie Cook, Laura Hicken, Scott Rieker

Step No.	Steps to Achieve the Goal	Time Needed to Complete This Step	Resources Needed to Complete This Step	Specific People Who will lead this step for the team
1	Discussion to gain understanding of the current revenue streams	1 meeting	Data - list or spreadsheet of current revenue; JJ's knowledge	Budget Committee Chair (TBD)
2	Develop criteria for assessing revenue streams (include alignment with mission and values)	1 meeting	Data; notes from meeting about understanding current revenue; MMEA mission and vision statements	Budget Committee (TBD)
3	Apply criteria to current revenue streams to determine what is effective and what needs to change	Independently (a few weeks after the previous meeting)	Rubric/Criteria for evaluation; revenue data; Google Forms	Budget Committee (Chair compiles results before next meeting)
4	Based on rubric results, make a list of what is and isn't working with remaining revenue streams	2 meetings (with time in between for reflection)	Rubric results; revenue data	Budget Committee
5	Solicit ideas/feedback from additional stakeholders	3-4 months (survey and town hall meetings)	Survey	Budget Committee
6	Canvas other state MEA's,, and other arts organizations to identify other revenue streams	3-4 months (simultaneous with step 2)	Contact information from other arts organizations, other MEA's	Budget Committee
7	Assess how to improve the revenue streams and the steps needed to make those improvements (individual mini-action-plans for each revenue stream)	2-4 meetings (depending on the feedback and number of revenue streams)	Contact information from other arts organizations, other MEA's	Budget Committee

8	Report plans to executive members and determine next steps/needs	1 meeting	Report Findings	Budget Committee
9	Put revenue initiatives into action	Year 2		
10	Re-evaluate current revenue streams using rubric	Year 3		