

STRATEGIC GOALS FROM BOARD OF DIRECTORS RETREAT

June, 13 2020

2020-2021 Season

This year's focus will be on adapting to the new pandemic climate due to COVID-19 while staying true to our mission to promote dance in West Michigan.

1. Ensure safety within the studio environment while maximizing dancer enrollment through frequent review of our COVID-19 policy related to social distancing, masking, and disinfection.
2. Marketing: Coordinate and automate Facebook, CARE Website and Constant Contact
 - a. Create a 12 month campaign calendar
 - b. Grow the list of people who know about CARE Ballet
3. Generate new ideas to reach at risk students through ballet performances if in-person shows are not an option due to the ongoing pandemic
 - a. Consider creating video ballets to distribute to area schools
 - b. Offer "teach to the camera" opportunities for enrolled dancers