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