

IADMS

International Association
for Dance Medicine & Science

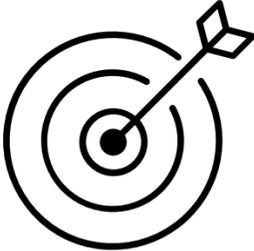
STRATEGIC PLAN
2022-2025



DISCOVER VALUES
FINANCIAL STABILITY

INFRASTRUCTURE
COMMUNITY ENGAGEMENT

STRATEGIC PRIORITIES



DISCOVER VALUES

Realize the potential that IADMS has within and for its community; members & non-members.



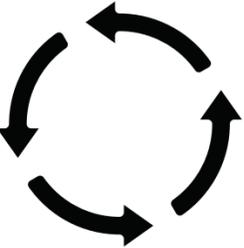
COMMUNITY/GLOBAL ENGAGEMENT

Increase outreach, accessibility, and visibility.



FINANCIAL STABILITY

Maintain and grow IADMS through managed investments and building revenue-generating opportunities.



INFRASTRUCTURE & POLICY

Define communication pathways and governance policies that contribute to internal efficiencies.



DISCOVER VALUES

Community Needs Assessment

COMPLETED GOALS

- ✓ i. Define our **LEADERSHIP VALUES** that contribute to successful board service.
- ✓ ii. Define our **PROFESSIONAL VALUES** that ensure a positive work culture and foster opportunities for professional and personal growth.
- ✓ iii. Define the **VALUE OF COMMITTEE SERVICE** to improve the volunteer experience.
- ✓ iv. Define our **VALUE TO THE DANCE MEDICINE & SCIENCE COMMUNITY**, member and non-members.

IN PROGRESS

Develop a focused vision to inform the work of IADMS & present these findings to the membership.

2023-2024

Implement a strategy to ensure the board can pass along pearls of wisdom/guidance from one board term to the next.

Identify areas where additional training would be helpful to ensure board members reach their full potential and/or can be most effective in their leadership role.

Assess what benefits staff need/want and cost associated.

Assess what benefits committees need/want and the cost associated to ensure they have the resources necessary to accomplish tasks and desired committee and professional growth.



FINANCIAL STABILITY

Cash Flow and Investments
Development/Fundraising
Membership Dues
Budgeting Process

COMPLETED GOALS

- ✓ i. Build a solid financial foundation and initiate plans for a US\$ 2 million **ENDOWMENT**.
- ✓ ii. Identify **NEW SUPPORTERS**

IN PROGRESS

Planned phased fundraising for the Endowment Fund.

Identify additional revenue streams.

2023-2024

Continue to fundraise and secure donations for the Endowment Fund.

Optimize the process for securing new donors.

Invite the community and philanthropic entities to give to project-based donations.

Consider impacts on changes to the membership fee structure as it relates to the budget and membership.

Ensure the budgeting process is optimal to support the programs that IADMS wants/needs going forward.



COMMUNITY/ GLOBAL ENGAGEMENT

Accessibility

Global Inclusion

Website/Online Presence

Professional Development

& Resources

Dancer Focus

Visibility/Development of the Field

Transparency

COMPLETED GOALS

- ✓ i. Build a **MARKETING PLAN** to improve global outreach.
- ✓ ii. Initiate content for **PROFESSIONAL DEVELOPMENT** programs and resources.
- ✓ iii. **COMMUNICATE** important work of the board to the constituency to increase transparency.

IN PROGRESS

Invite a diverse group of relevant stakeholders to serve on a task force.

Identify areas of the world underrepresented and/or not included in IADMS, and set specific membership/visibility goals for these areas.

Develop, produce, and promote new content, including professional development and benchmarking programs.

2023-2024

Develop external communications strategy and metrics for measuring success to meet targets as determined by the board for outreach needs.

Improve the accessibility of IADMS resources, programming, and website.

Increase global reach, visibility, and membership.

Ensure that IADMS is responsive to the needs of dancers.

Lead and support the research in the field.

IV

INFRASTRUCTURE & PROCESS

Governance
Administration
Communication/Culture
Policies and Pathways
Momentum
Staffing

COMPLETED GOALS

- ✓ i. Review and revise **IADMS BYLAWS**.
- ✓ ii. Inform the **BOARD STRUCTURE**.
- ✓ iii. Update ethical and member/participant **CODE OF CONDUCT**.
- ✓ iv. Update **COMMITTEE HANDBOOK** and roles and responsibilities.
- ✓ v. Optimize internal **ORGANIZATIONAL COMMUNICATIONS**.
- ✓ vi. Keep **MOMENTUM** with the strategic plan.
- ✓ vii. Increase **STAFFING**.

IN PROGRESS

Streamline the process for website updates and communications.

Host membership town halls for the discussion on the bylaws.

Review the operational committee structure.

Develop a board composition matrix; including defining advisory board member service.

2023-2024

Update staff and board handbooks.

Develop a leadership pipeline.



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