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.
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 finding 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.
**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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