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.
STRATEGIC PRIORITIES

- DISCOVER VALUES
- COMMUNITY/GLOBAL ENGAGEMENT
- FINANCIAL STABILITY
- INFRASTRUCTURE & POLICY
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.

v. Revised organization’s VISION

vi. Standardize BOARD REVIEWS & BOOTCAMP for transition in board service and provide training for incoming board members.

vii. Revise STAFF BENEFITS with support of Advisory Board Members and Compensation Committee

viii. Developed a taskforce dedicated to creating a LEADERSHIP PIPELINE
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
- iii. Developed an ENDOWMENT WORK GROUP to coordinate fundraising efforts

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.
- iv. Increasing GLOBAL VISIBILITY & CONNECTIONS at meetings and event around the world
- v. Developing and piloting NEW PROGRAMS in professional development and benchmarking, including College Chapters, International Benchmarking for Dance for Health, and Recognized Professional programs.

**IN PROGRESS**

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

**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 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

1. Review and revise IADMS BYLAWS.
2. Host membership TOWN HALLS for the discussion on the bylaws.
3. Updated ethical and member/participant CODE OF CONDUCT.
4. Reviewed the OPERATIONAL COMMITTEE STRUCTURE and proposals for new organizational chart.
5. Optimized internal ORGANIZATIONAL COMMUNICATIONS.
6. Updated COMMITTEE HANDBOOK and roles and responsibilities.
7. Developed a BOARD COMPOSITION MATRIX; including defining advisory board member service.
8. Increased STAFFING and updated staff handbook.
9. Streamlined WEBSITE UPDATES and communications.
10. Keep MOMENTUM with the strategic plan.

### IN PROGRESS

Develop a leadership pipeline: WILD Work Group formed to meet this goal.
The IADMS Strategic Plan has been supported in part by