

GOALS

Area of focus	2013/14	2014/15	2015/16	Overall Goal
Professional Standards for Dance (PSD)	Make the PSD accessible online via CADA-ON website	Update CADA-ON website with further PSD edits Incorporate recommendations from initial community consultations Develop case studies to address specific 'real world' situations Hire a consultant to begin research and development for PSD V4 Conduct membership consultations for further development	Update CADA-ON website with further PSD edits Incorporate recommendations from subsequent community consultations Upload case studies to the CADA-ON website Continue consultant work to develop and write PSD V4 Incorporate recommendations from consultations Consult with other ASOs (Associated Designers of Canada, SOCAN, etc.)	Publish PSD V4, and disseminate widely (online/print)
Training Subsidy Program (TSP)	Raise cap to \$325	Raise cap to \$350 Evaluate program to allow project-specific training subsidy	Raise cap to \$375 Develop/implement project-specific training subsidy	Raise cap to \$400

Professional Discounts

20+ professional discounts

Continue to search and secure new discounts (focus on dance-related businesses)	Continue to search and secure new discounts (focus on support services for dance) Evaluate current discounts and renew these relationships	Continue to search and secure new discounts (focus on businesses-at-large) Evaluate current discounts and renew these relationships
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Community Consultations

4 consultations with final reports

Complete final consultations with urban and African diaspora dance communities		Consultation with flamenco and South Asian dance community
Disseminate final report and upload to the CADA-ON website	Update CADA-ON website with findings	Update CADA-ON website with findings
Evaluate findings and make plans for intergration and implementations	Evaluate and integrate findings	Evaluate and integrate findings

Partnerships

Strengthen partnerships with: Canadian Dance Assembly, Dance Umbrella of Ontario, Dancer Transition Resource Centre, and Dance Ontario	Continue to strengthen partnerships with: Canadian Dance Assembly, Dance Umbrella of Ontario, Dancer Transition Resource Centre, and Dance Ontario	Continue to strengthen partnerships with: Canadian Dance Assembly, Dance Umbrella of Ontario, Dancer Transition Resource Centre, and Dance Ontario
Explore partnership with Actor's Equity, Toronto Alliance for the Performing Arts, and Toronto Community Love-In		

Explore partnership with Dance
Current; Associated Designers
of Canada, Composers, and
IATSE in preparation for PSD V4

Explore partnership with
Business for the Arts,
CAPACOA, Candance Network,
and arts service organizations
from other provinces

Education/Outreach & Public
Engagement

Develop list of resources to
upload to CADA-ON website
Collect relevant data from
research studies, surveys, and
reports
Organize and conduct a public
talkback on a membership-
initiated topic
Hire a consultant to uncover
the 'core truth' of the
organization

Develop partnerships with
dance festivals (dance: made in
Canada, Canada Dance Festival,
Dusk Dances, etc.)

Continue to develop and
reevaluate resources list
Continue to collect relevant
data from research studies,
surveys, and reports
Organize and conduct a public
talkback on a membership-
initiated topic
Publish final report for the
project; integrate findings into
outward message
Edit video footage for four
educational videos
Continue to develop
partnerships with dance
festivals (dance: made in
Canada, Canada Dance Festival,
Dusk Dances, etc.)

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reevaluate resources list
Continue to collect relevant
data from research studies,
surveys, and reports
Organize and conduct a public
talkback on a membership-
initiated topic
Complete and disseminate four
educational videos
Continue to develop
partnerships with dance
festivals (dance: made in
Canada, Canada Dance Festival,
Dusk Dances, etc.)

Membership Recruitment & Retention

Conduct school visits Increase membership (focus on dance community members)	Conduct school visits Increase membership (focus on associate members and regional membership)	Conduct school visits Increase membership (focus on membership retention and further regional membership)
Develop membership recruitment timeline and retention strategies	Implement membership recruitment and retention strategies Evaluate membership categories and criteria Rewrite and redesign membership application	Continue to implement and evaluate recruitment and retention strategies

Communications

Launch new redesign of website Redesign and launch new logo Complete new promotional video and upload to CADA-ON website	Develop marketing plan, including social media strategy Deliver monthly newsletter and continue Facebook page	Implement marketing plan, including social media strategy Continue to deliver monthly newsletter and continue Facebook page Initiate Twitter account	Implement marketing plan, including social media strategy Continue to deliver monthly newsletter and continue Facebook page Continue Twitter account, evaluate further social media
Begin Google Analytics	Continue Google Analytics	Continue Google Analytics	Continue Google Analytics

Administration & Board of Directors

Establish new staff position (membership coordinator) - 6 hr/wk	Rename membership coordinator as program coordinator, increase hours - 8 hr/wk	Increase program coordinator hours - 10 hr/wk
Adjust hours for Administrative Director - 24 to 20 hr/wk	Increase hours - 20 to 24 hr/wk	Increase hours - 24 to 30 hr/wk
	Increase hourly wage for both positions: Admin Dir - \$15 to \$17/hr; Prog Coord - \$12 to \$13/hr	Increase hourly wage for both positions: Admin Dir - \$17 to \$20/hr; Prog Coord - \$13 to \$15/hr
Reevaluate and improve bookkeeping relationship	Continue with contracted bookkeeper	Continue with contracted bookkeeper
Update administrative manual	Update administrative manual	Update administrative manual
Develop critical path document with deadlines	Update critical path document with deadlines	Update critical path document with deadlines
Continue to diversify board of directors	Maintain diversity of board of directors; add one associate member to the board	Maintain diversity of board of directors
Research and develop regional board committees, outside of Toronto	Implement regional board committees	Implement regional board committees
Develop board succession plan and executive committee documents	Implement board succession plan and executive committee documents	Implement board succession plan and executive committee documents
Quantify board of directors volunteer hours contribution	Quantify board of directors volunteer hours contribution	Quantify board of directors volunteer hours contribution
Maintain liability insurance	Maintain liability insurance	Maintain liability insurance
	Divert board of director tasks to administrative staff	Continue to divert board of director tasks to administrative staff

Conduct all-funders meeting
Research additional funding options

Apply to Compass for research on 'core truth'

Conduct all-funders meeting
Research additional funding options

Apply to Arts Service Projects for PSD V4; CreatiVenture for organizational development

Conduct all-funders meeting
Research additional funding options

Apply to Arts Service Projects for community consultations; Ontario Trillium for regional dance support