

# Ballet Folklórico Ritmo Alegre

## OVERVIEW: 2018-2020 STRATEGIC PLAN

### MISSION STATEMENT

Our mission is to empower youth through dance, and educate youth who serve as cultural ambassadors in our diverse community.

### VALUES

► Culture ► Education ► Discipline

### VISION STATEMENT

#### The Student

Children in our community know their self-worth, and the strength of their culture. They will be more successful in life as a result of the physical and artistic expression of dance.

#### The Culture

Ritmo Alegre broadens cross-cultural understanding for students of dance and the community by blending together the rich history, music, and dance of traditional Mexico. Tradition and values are preserved for future generations and keep vital cultural threads alive.

#### Family Engagement

Parents are committed and invested in the organization as evidenced by participation, dedication, volunteerism, educational growth, and personal development.

#### Collaboration

Ritmo Alegre develops partnerships within the wider community and explores educational avenues for enrichment programs.



photo by Brad Kemp

#### Financial Capacity

Financial stability is a strength of the organization. Increased student participation and diverse funding sources have created financial sustainability.

#### Organization and Communication

Families of Ritmo Alegre receive timely communication and information to effectively support involvement. The board embraces change and understands the needs of the organization as well as the community ensuring meaningful planning and implementation.

#### WHO WE ARE

Ballet Folklórico Ritmo Alegre offers education in traditional regional Mexican folkdance and culture for students aged six to adult in classes for beginner to advanced dancers.

### GOALS

The focus of this strategic plan is to establish a solid foundation on which to grow the organization. While the plan is extensive, the initial priorities are specific:

► Program Strength ► Financial Stability ► Board Development.

#### Programs

##### Dancers / Classes

We will recruit, motivate and retain dancers through quality instruction and performance opportunities that build cultural identity and self-esteem.

##### Performances

We will select performance opportunities that are a valuable return on investment and further our mission. We will deliver professional performances that are well-planned, organized, and run smoothly.

##### Family Engagement

We will engage dancer families through clear communication, and volunteer and social opportunities that preserve traditional Mexican culture, build community, strengthen relationships and develop skills.

##### Artistic Instructional Staff

We will recruit, hire and train staff to be proficient in ballet folklórico instruction and Mexican culture, as well as classroom management and the support of dancer personal development.

#### Community Connection

##### Partnerships and community engagement

We will collaborate with partners who offer opportunities for educational enrichment and engagement, and access to audiences that reach into the wider community.

##### Public Relations and Marketing

We will deliver timely, effective marketing and publicity that furthers our mission by increasing audience size and diversity, and prospective dancer recruitment.

#### Organizational Effectiveness

##### Board

We will develop our board into an effective, knowledgeable, and diverse team. We will continue to grow our Board's skills to lead the organization in governance and development activities.

##### Financial Stability

We will operate from a solid financial plan that includes reliable income across the six funding streams: tuition, performances, fundraising, corporate sponsors, individual donors, and grants.

##### Administration, Organization, Communication

We will implement effective communication, organization and administrative systems supporting increased family engagement, eased performance delivery and organizational stability.

##### Data Measurement

We will collect, manage and analyze data to direct organizational development, support funding requests and prospective partnerships, and demonstrate the value of our programs.

##### Succession Plan

We will implement a succession plan for all staff positions that builds on the strong history established by the founder, and fulfills the vision.