

ACADEMY OF PUPPETRY AND ALLIED ARTS 2012 – 2013 ACTIONS SUPPORTING STRATEGIES

Strategy 1: Academy of Puppetry and Allied Arts will establish and promote itself as a training center for students of all ages interested in puppet arts and the allied arts of music, dance, literature, sculpture, visual design and display, performance, film, video, and theater and production crafts.

Strategy 2: Academy of Puppetry and Allied Arts will establish and promote itself as a resource center for people interested in puppet arts and allied arts.

Strategy 3: Academy of Puppetry and Allied Arts will develop and sustain a position of fiscal solvency.

Operations Committee

3a. Recruit Volunteers at the Board level and Program level to assist with operations and programs. Volunteers are needed to support the Academy as Board members, Advisory Board members, fund-raisers, events planners and coordinators, public relations and marketing staff, and support staff (mailing lists, membership coordination, etc.). To utilize financial resources most efficiently, to increase outreach and to diversify fundraising sources, an active and effective volunteer recruitment, orientation and placement system is to be put in place by the Academy.

Program Committee

1a. Develop Strategic Relationships with entertainment industry professionals. Entertainment industry professionals, including performers and management, will be recruited as technical advisors, instructors, guest lecturers, financial contributors, and potential employers of Academy students. The entertainment industry will be encouraged to view the Academy as an incubator for new talent and, therefore, a resource for its projects and productions.

1c. Develop Curriculum and Recruit Instructors for Academy school. A master curriculum and schedule of courses is to be developed that covers the following arts and crafts:

- Puppetry
- Acting/Voices
- Mime
- Set Design/ Costume Design
- Movement
- Lighting
- Sound
- Directing/ Producing/Writing
- Animation
- Video Production

Resource Development Committee

1d. Implement Public Relations and Marketing Campaigns to promote the Academy school to adults, teens, and children. A public relations campaign and a marketing campaign designed to promote the Academy's educational offerings will be developed and implemented. A marketing research effort will be undertaken beforehand to ensure the campaigns are targeted appropriately and effectively.

3b. Expand and Diversify Funding Sources for programs and activities. The Academy thus far has relied on individual donations and grants. In order to expand its programs and outreach, the Academy needs to expand and diversify its funding sources. It needs to have a development plan in place and implemented by the Board and staff.

The development plan includes:

- Membership Program and Campaigns
- Special Events
- Grants from Foundations and Corporations
- Capital Endowments