



**FY 2023 -2025 Strategic Plan**

*Final - Board Approved 4.15.22*

<p><b>I. Center WIT’s value proposition on the individual and community benefits of improv – connection, joy, and creative expression</b></p>		
<p><b>Center these three qualities and impacts in program delivery.</b></p>	<p><b>Root program messaging in these life and work benefits.</b></p>	<p><b>Connect improv and WIT to larger conversations around these benefits and shared human needs.</b></p>
<p><b>Ideas for how to measure (<i>NOT part of the Plan – just illustrative guidance</i>)</b></p>		
<p>Survey participants (students, performers) for these specific impact areas.</p>	<p>Curate stories and facilitate story-sharing that highlights these impacts</p>	<p>Track mentions, placements, and number of participants in any such events/campaigns</p>



# WASHINGTON IMPROV THEATER

<p><b>II. Create inclusive and welcoming experiences that expand and diversify WIT's community of engaged participants</b></p>		
<p><b>Ensure that WIT's core values are consistently reflected across the organization in the culture, policies and practices.</b></p>	<p><b>Work to create a consistently welcoming and inclusive experience for everyone, reflective of our values.</b></p>	<p><b>Build upon the excitement of WIT and the benefits of improv in a way that brings more people into WIT's work.</b></p>
<p><b>Ideas for how to measure (<i>NOT part of the Plan – just illustrative guidance</i>)</b></p>		
<p>Survey internal groups over time around feelings of belonging and inclusion (teachers, players, staff, board members)</p>	<p>Survey external groups around feelings of belonging and inclusion (students, audience members), with specific attention to participants from non-dominant groups</p>	<p>Track number of community organizations within the D.C. region that WIT is reaching.</p>
<p>Surveying internal groups over time around their understanding of WIT's anti-racist and anti-oppression approach and its reasons (students, players, staff, board members)</p>	<p>Track number of performances, and performers, of non-dominant identities</p>	<p>Track number of entry point engagement activities and number of participants.</p>



# WASHINGTON IMPROV THEATER

<b>III. Build stronger connections between WIT's programming and the life of the DMV</b>		
<b>Produce performances and events that reflect and explore a broad range of perspectives and lived experiences across the DMV.</b>	<b>Build exploratory and deeper partnerships in DMV communities where improv can have a meaningful impact.</b>	<b>Encourage WIT's community members to promote WIT offerings across their networks and facilitate word of mouth referrals.</b>
<b>Ideas for how to measure (<i>NOT part of the Plan – just illustrative guidance</i>)</b>		
Track number of WIT's total, retained, deepened and new community partners, (like we track donors) and partnership participants, within DMV. Track number of new partner exploration conversations	Survey partner orgs and participants for impact and assessment of results v. goals	Track referrals and second connection engagements



<b>IV. Strengthen WIT's sustainability regarding our finances, physical venues, and staff capacity</b>		
<b>Manage finances responsibly to foster sustainable security and also allow for opportunity and experimentation</b>	<b>Pursue creative space/venue solutions that affordably accommodate quality programming and align with WIT's values</b>	<b>Nurture a healthy staff culture and team effectiveness</b>
<b>Ideas for how to measure (<i>NOT part of the Plan – just illustrative guidance</i>)</b>		
Track no. of donors, avg. donation amount & retention, no. of grant solicitations/awards, diversity of funder types	Do cost/benefit assessment of short-term space rentals & outreach experiments	Periodically survey staff on key characteristics of work environment
Assess financial position and reserves, and space/venue conditions and agreements regularly		

**NOTE:**

This additional information is provided as supporting material and is not an embedded part of the board-approved Strategic Plan. WIT's Core Values – developed in the summer of 2021 – are referenced in the Strategic Plan's second pillar. So they are provided below.

**WIT Core Values are comprised of the following:**

**Facilitating Creative Joy and Self-Discovery**

WIT is dedicated to using longform improv to bring joy into people's lives and using it to help people learn about and express themselves.

**Centering Humanity**

WIT prioritizes people, including their health, safety, and mental well-being. Levity, shared laughter, and joy are vital to human well-being, and WIT creates spaces where these are possible for all. [does financial sustainability connect here? E.g. caring for staff]

**Building Community**

WIT recognizes improv's ability to counteract the isolating factors of modern life and to form bonds between people and facilitates the creation of multiple intersecting communities within its reach.



## **WASHINGTON IMPROV THEATER**

### **Creating a Welcoming and Inclusive Environment**

WIT creates a friendly atmosphere where everyone feels like they belong and can be their preferred self. WIT embraces its continued evolution in cultivating an organization that is anti-oppressive in every form.

### **Building and Fostering Diversity at All Levels**

WIT believes that improv can offer something to everyone and everyone can bring their own voice to improv. As an extension of our inclusive environment, WIT values serving a diverse spectrum of patrons, students, and artists.

### **Valuing Openness and Transparency**

WIT proactively shares information about our actions and our decision-making. We are responsive to community input.