

Updated: 06/23/21

**Strategic Plan –
Studio Theatre at CCPA**
Fiscal Year 2021 – 2026

Mission:

Studio Theatre at CCPA creates and presents dramatic works that highlight significant historical and social issues, empowers women and fosters creativity in all ages.

Vision:

Studio Theatre at CCPA looks forward to a future when Cody, Wyoming is known not only for its historical significance, visual arts and Western culture but also for live theatre. Studio Theatre at CCPA has been and will continue to be at the forefront of this transformation.

Values:

Studio Theatre at CCPA believes in these core values:

- Produce and present quality theatrical productions with a historical or social significance
- Foster discussion about issues that affect our society
- Offer engaging performing arts education for all ages
- Compensate all of our theatre artists and educators
- Actively contribute to a more robust arts community in Cody and the State

Primary Goals & Outcomes for 2021 – 2026

Goal 1:

Recruit and maintain effective board members that will enable our organization to grow both financially and artistically. (2021-2022)

Strategies:

- Add two new Board members to round out officers and member-at-large participation
- Brainstorm possible Board members with values and interests that align with ST@CCPA
- Look for diversity in prospective Board members

Action Steps:

- Identify up to five candidates to approach about joining the Board
- Appoint current Board members to approach prospects
- Send letter of inquiry to prospects detailing roles and responsibilities
- Vote and add new members to the Board

Goal 2:

Reimagine the Cody Monologues in order to present a new experience that is more engaging for both local and tourist audiences. (2022)

Strategies:

- Create an updated version of the award-winning CODY MONOLOGUES in order to bring local audiences back to the show
- Engage audiences more effectively by offering a more traditional play format

- Continue to tell the history of Cody through the women who helped shape it

Action Steps:

- Rewrite adaptation of the show to reintroduce a “new” version of the show
- Develop marketing timeline/plan highlighting the change to entice local audiences
- Schedule performances
- Promote show as early as January 2022 to elicit excitement about the retelling.
- Explore performing venue options in addition to ST@CCPA home space

Goal 3:

Increase the number of arts education opportunities for youth. (2021-2026)

Strategies:

- Increase opportunities for after school or homeschool theatre arts education
- Continue to develop & offer summer camps and classes that engage and entertain
- Identify community needs for programming
- Contact arts educators to develop programming that aligns with State education standards

Action Steps:

- Coordinate with CCPA for available times/spaces to offer classes
- Connect with local homeschool groups to create programming specific to their needs
- Develop new classes that offer education in a variety of theatre arts, including stagecraft, playwriting, acting, design and others.
- Contact public and private schools to identify needs of arts programming and to promote
- Market broadly for all programming via social media, print, and in person

Goal 4:

Enlist a variety of theatre professionals from across the country to work with and help train Wyoming theatre artists. (2023-2026)

Strategies:

- Develop skills with professionals in the field to hone skills as actors and artists in Wyoming
- Increase attendance at productions and in classes by introducing artists from other locations
- Explore possibility of hiring Equity actor(s) for local performances increasing the value of ST@CCPA's programming
- Reaffirm ST@CCPA's status as a “professional” theatre company

Action Steps:

- Building from relationships already established, contact artists to serve as guests artist/educators for upcoming productions.
- Collaborate with contacts to develop a production plan that benefits both the artist and ST@CCPA
- Seek grant funding to bring in guest artists.

**Goal 5:
Create and produce an annual children’s playwriting festival. (2022-2026)**

Strategies:

- Create the premier opportunity in the State for youth to submit original plays to be adjudicated and presented
- Produce “winning” plays as part of an annual playwriting festival
- Offer workshops and assistance as part of the project to increase confidence in the process.
- Provide prizes and award recognition for participants
- Entertain audiences with original productions written by children
- Collaborate with Park County Library “Young Authors” program

Action Steps:

- Develop timeline for annual festival
- Announce festival via social media, print advertising, and in person to schools, clubs, and community organizations in the Big Horn Basin
- Hold up to two workshops (live and/or virtual) to answer questions and assist with the playwriting process
- Continue to offer a playwriting class for youth at St@CCPA
- Enlist readers to evaluate and adjudicate scripts
- Announce “winners” and promote upcoming presentation of plays
- Produce playwriting festival in which selected plays are performed by local actors
- Recognize children playwrights for their efforts at a culminating awards ceremony