

# Association of Performing Arts Presenters

Strategic Framework At-a-Glance • December 2009

## VISION FOR THE FUTURE

The Association envisions a world where all the people experience the transformative power of live performance and the performing arts presenting field is strong and vibrant—a world where performing artists are integral to all communities, where ideas circulate vigorously and freely, and where people from all cultures affirm and understand themselves and each other through the arts.

### VALUES: The Foundation for a New Era

**ARTISTIC EXPRESSION:** Promote an appreciation for the performing arts among members and audiences.

**KNOWLEDGE:** Foster opportunities for members to share with and learn from one another, drawing upon the 50-plus years of collective wisdom.

**CULTURAL INCLUSIVITY:** Evangelize the principle that performing arts bridge differences among individuals, communities and cultures and to flourish we must have cultural diversity in our membership, our presentations and our audiences

**LOCAL TO GLOBAL PERSPECTIVE:** Champion the sharing of the stories and perspectives that fuel new opportunities for global exchanges in the arts.

**EXCELLENCE, INTEGRITY, CURIOSITY:** Deliver best-in-class service, with the needs of members, the state of the field and best practices invigorating all efforts.

## MISSION STATEMENT

The Association develops and supports a robust performing arts presenting field and the professionals who work within it.



## **ORGANIZATIONAL GOALS: What goals does Arts Presenters' work support?**

**NETWORKING:** Deliver face-to-face and virtual platforms for networking with and among our members and throughout the field.

**KNOWLEDGE AND LEARNING:** Amplify wisdom from within the membership through the ongoing collection and exchange of information, stories, and ideas. Bring the members relevant thought leadership from outside the field.

**ADVOCACY:** Serve as a unified voice for the field, so members can make the case for the performing arts in their communities.

**ENGAGEMENT:** Identify and promote innovative practice, changes within organizations, the membership, and field.

## **DELIVERING VALUE TO MEMBERS: What services put the framework into action?**

**STRENGTHEN NETWORKS AND RELATIONSHIPS:** Members have meaningful, focused communication, sharing and business relationships with their peers.

**DEEPEN AND EXPAND CAPACITY IN INDIVIDUALS AND ORGANIZATIONS:** Members have the resources they need – knowledge, opportunities, funding, audiences – to build effective organizations.

**PROMOTE THE VALUE OF THE PRESENTING FIELD:** The performing arts presenting field is placed within the arena of public discourse.

## **CORE STRATEGIES: How will Arts Presenters achieve these goals?**

### **PEER KNOWLEDGE EXCHANGE:**

- Establish communities of practice and interest within the membership – both in-person and virtual, through the EXPO Hall at the APAP Conference, webinars, and the APAP365 peer networking platform.
- APAP365 - a peer-driven, multi-channel platform that promotes the easy exchange of ideas and stories plus mentoring, coaching services, technical assistance and referrals.

### **RESEARCH AND DISCOVERY:**

- Financial support through grants and travel subsidies, to discover practices and innovative solutions to the challenges we face as a field.
- Research, information and forums on to develop practices and build capacities to address field challenges. Recognize and promote best and promising practice through awards and other member recognition.

### **PUBLIC AFFAIRS AND ADVOCACY:**

- Identify and advocate positions on issues of concern to the field at the national and international level.
- Direct advocacy tools to help members “make the case” in their communities.
- Establish relationships with opinion leaders and decision makers at the national and international level, in order to best advocate for the presenting field.

### **SPREADING THE WORD, RESPONDING AND ADAPTING:**

- Amplify and distribute information and knowledge about the field, through Inside Arts, case studies and other publications.
- Evoking dialog about current field issues and challenges through interactive dialogue online and in person.
- Sharing information through affiliated networks, sister organizations, and partners.