

2014 - 2017 STRATEGIC PLAN

VISION, VALUES, MISSION

Vision

To be a preeminent Chicago arts organization and nationally recognized leader by creating theatre that makes history resonate with today's society, sparking reflection and dialogue

Mission

Timeline Theatre Company presents stories inspired by history that connect with today's social and political issues. Our collaborative artistic team produces provocative theater and educational programs that engage, entertain and enlighten.

Values

TimeLine Theatre is:

Collaborative – Valuing teamwork as a creative force

Exceptional – Demanding excellence and innovation in everything we do

Fiscally Responsible – Managing resources effectively and appropriately

Inclusive – Embracing diversity in all its forms

Intimate – Creating a close connection between art and audience

Respectful – Listening and being open to everyone's perspective

PRIMARY EXCELLENCE GOALS (PEGs)

TimeLine Culture and Environment

An inclusive culture and work environment that embodies professionalism, supports innovation and that facilitates great work

The TimeLine Experience

Diverse, immersive (impactful) theatre going experiences that engage the curiosity of expanding audiences

A Bridge to the Future TimeLine

Expanded and enhanced infrastructure to support more robust production and educational programming

STRATEGIES

- Create and implement comprehensive HR systems and processes (including pay equity)
 - Invest in professional development to attract, retain and develop best talent to support organizational growth
 - Foster an open environment where innovation, collaboration and great work can happen
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- Drive deeper partnerships with schools and communities
 - Improve audience experiences at our off site productions
 - Provide avenues of access to our programs for audiences new to TimeLine
 - Deliver transformational educational programs for adult learners
 - Experiment with season structure and scale in ways that stretch us operationally, artistically and collaboratively
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- Occupy the next TimeLine facility in this strategy cycle
 - Expand our marketing, development, artistic, and operational infrastructure and staff
 - Create and use a dynamic model to evaluate trade-offs among alternative spaces, run lengths, season designs, and cost structures
 - Maximize the effectiveness of our Board
 - Weave TimeLine deeply into the fabric of Chicago
 - Build relationships in the artistic community locally, regionally and nationally
 - Upgrade technology to support our staff, programs and operations