

TimeLine Theatre Company Strategic Plan July 2017-June 2020

Vision

To be a preeminent Chicago arts organization and nationally recognized leader by creating theatre that makes history resonate with today's diverse 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)

Everyone's History
Expanding diversity in every element of TimeLine's organization

TimeLine Culture and Environment
Fostering a collaborative environment where innovation and great work can happen

The TimeLine Experience
Creating immersive, impactful experiences that engage the curiosity of expanding and diversifying audiences

Audience Growth and Retention
Expanding TimeLine's community and ensuring everyone feels invited to engage with TimeLine's mission.

Financial and Organizational Capacity
Expanding our capacity to support the growth of TimeLine

New Home Development
Establishing a new home to better fulfill TimeLine's mission and foster more robust programming

STRATEGIES

- Prioritize diversity when recruiting people to TimeLine (Staff, Board, Artists, Volunteers, and others who advance our mission)
- Deliver a diversity of perspectives in all programs (plays, education, events)
- Increase the inclusiveness & accessibility of TimeLine facilities, productions & other initiatives

- Provide a clean, safe and comfortable workplace
- Further develop & formalize HR systems and processes
- Invest in professional development
- Establish on-boarding process for all new staff, board, company etc.
- Foster open dialogue & communal spirit as TimeLine's team grows
- Commit to and champion sustainable and green practices

- Proactively push outside of comfort zones, take risks & resist complacency
- Strike a balance between creating and producing newer works and reimagining familiar works
- Deliver transformational education experiences to a growing range of students
- Invest in artistic infrastructure and intentionally allocate production and design resources to expand our ability to deliver great art
- Experiment with season structure, complementary programs and events
- Address glaring deficiencies of Wellington home
- Extend TimeLine experiences before, at, and outside of shows by better synthesizing the plays, their dramaturgy, and communication channels

- Target expanded marketing resources toward engaging new & diverse audiences
- Learn from our community about ways to meaningfully expand community engagement, dialog and inclusion
- Nurture conversations between long-time and newer audiences
- Communicate with long-time audiences about new and expanded programming to ensure they feel included in TimeLine's future

- Develop additional revenue sources & ensure staff infrastructure to support it
- Grow our board with people who can help TimeLine achieve its goals
- Commit to a fiscally responsible plan for operational growth and development
- Expand and cultivate donors to the annual fund & other fundraising initiatives

- Execute a capital campaign
- Develop a plan for financing acquisition, construction and initial operations
- Develop a new facility for TimeLine