



Strategic Plan 2020-2023

Mission: To foster appreciation and participation in theatre.

Vision Statement: A Mississippi where art is valued through the power of theatre.

Values: ACE (Advocate, Communicate, Educate)

- **Advocate** – To publicly support or recommend a particular cause or policy.
- **Communicate** – Share or exchange information, news, or ideas.
- **Educate** – To train by formal instruction, and supervised practice especially in trade, skill, or profession.

Overall Goals:

- Act as an advocate to government agencies, businesses, and the public
- Sponsor festivals, workshops, and networking opportunities
- Communicate with members and the public
- Recognize excellence in performance and production
- Sanction representatives to regional festivals

In 2018, MTA completed an updated long-range plan. The focus of this process was to review what was left to be accomplished from the earlier plan, to identify the most critical goals for the future, and to create a new plan for accomplishing those goals. In an extended planning retreat, the MTA Board analyzed the current strengths and challenges to the organization. The retreat was facilitated by Turry Flucker, Strategic Planning Consultant. Keeping the overall values: (A) Advocate, (C) Communicate, and

(E) Educate in mind, each goal was divided into ACE in an effort to effectively keep these values as the primary goals of the organization.

I. Overall / Organizational Goals:

Goal: Host the statewide theatre festival/conference in different towns each year and attract theatres from all over the state from each division to attend and participate in the festival.

- **Advocate** – Theatres participating in the annual festival will be asked to communicate their experiences with their local, state, and national legislators.
- **Communicate** – Theatre teachers and professionals from around the state will have a variety of opportunities to share their experiences, knowledge, and will participate in a variety of networking opportunities in an effort to strengthen theatre arts in Mississippi.
- **Educate** – Workshops will be provided at the annual festival for students and adults alike.

Strategy: MTA will partner with local theatres who will serve as local hosts to sponsor the annual festival. The festival will typically be held on Dr. Martin Luther King, Jr. weekend in a different region of the state.

- **Lead Individual:** Executive Director, Officers
- **Deadline:** January (Annually)
- **Status:** Oxford, MS (2020), Gulfport, MS (2021) – Became Virtual due to COVID-19, Meridian (2022) – Planning Stages, Gulfport, MS (2023) – Planning Stages

Strategy: The statewide theatre festival will include the following events throughout the weekend: Secondary Festival, Community Theatre Festival, 10-Minute Festival, Theatre for Youth Festival, College/University Auditions, Individual Events Festival- youth and adult, Playwriting Competitions – youth and adult

- **Lead Individual:** Entire Board will be responsible for this project.
- **Deadline:** January (Annually)
- **Status:** Planning Currently Underway. 2021 - Adapted festivals as needed to adhere to virtual needs.

Strategy: MTA will bring at least one speaker to the festival to introduce to the audience

members to a reputable, known figure from the theatre area.

- **Deadline:** January (Annually)
- **Status:** Levi Kreis (2020), Celebrity Cameo Inspiration for Virtual Festival (2021), Celebrity Cameos / State of Theatre (2022) – Planning Stages

Goal: Increase the number of constituents who are exposed to theatre in Mississippi

- **Advocate** – The board will notify state and national officials on the growth of the theatre festival and the theatres involved.
- **Communicate** – Division Chairs will reach out to their divisions to encourage veteran theatres to continue to participate and to encourage new theatres and individuals to participate as well.
- **Educate** – Through the process of increasing those exposed to theatre in Mississippi, there will be an increase in the knowledge and theatre skills across the state.

Strategy: MTA will expand the regional theatre festivals to include a central district to allow more schools to participate in the MTA experience.

- **Lead Individual:** Tim Matheny, Past President / Stacy Howell, Executive Director / Juniper Wallace, President
- **Deadline:** December 2017 – Updated to December 2018. **Need will be reviewed annually.**
- **Status:** Conversations were had with Jackson State University to host this festival in 2017. Due to budget constraints, Jackson State was unable to host. Discussions were then had with Belhaven University and Jackson Preparatory School to host this regional festival in 2018. Upon further discussion, the board decided to table this discussion. Numbers will be looked at annually, and further discussions with participating host schools will be held to evaluate this need.

Strategy: MTA will expand the Theatre for Youth Festival into the evening to allow more schools to participate in this festival, and to allow families to attend

- **Lead Individual:** Division Chairs / Stacy Howell, Executive Director
- **Deadline:** Ongoing
- **Status:** 2021 led to the Theatre for Youth Festival going virtual which allowed for a more diverse group of participants. Current planning includes the creation of a year-long theatre for youth program with a focus on underserved communities. Goal is to create the plan in 2021 and carry it out in 2022.

Strategy: MTA will promote opportunities for middle school students.

- **Lead Individual(s):** Executive Director, President, Middle School Committee Chair
- **Deadline:** Ongoing
- **Status:** Ongoing

Strategy: MTA will create a partnership with The Whole Schools Institute.

- **Lead Individuals(s):** Executive Director, President, Secondary Chair
- **Deadline:** Ongoing
- **Status:** Ongoing

Goal: Serve as a resource for theatres throughout the state regardless of their type.

- **Advocate** – The Executive Director will notify state and national legislators annually of MTA’s calendar of events.
- **Communicate** – Division Chairs will communicate with each of their divisions and serve as a resource for all theatres across the state.
- **Educate** – Through workshops, conference calls, printed materials, social media, and more, state theatre personnel, and the general public will become more aware of theatre events and will increase their knowledge base of theatre and the arts as a whole.

Strategy: Division chairs will be responsible for their divisions and will reach out to theatres throughout the state in an effort to provide a sense of community and to better understand their needs and challenges and to offer ways that MTA can assist them in achieving their goals.

- **Lead Individual:** Division Chairs
- **Deadline:** Annual
- **Status:**
 - Theatre Workshop – Starkville, MS (2019), Gulfport, MS (2020) – Was virtual due to COVID-19, Meridian, MS (2021) – Planning Stages
 - Community Theatre Quarterly Conference Calls. Topics discussed will range from volunteer recruitment, to publicity, to play selection and more. – Public Relations, Grant Opportunities, Fundraising, COVID Assistance (2020), Roundtable, Fundraising, Community Support, Networking Event –

- planning stages (2021)
- Playwriting Competition was held in 2020.. 2021, 2022, and 2023 – Planning Stages

Strategy: MTA will create a roster of all state theatres, including websites and contact information.

- **Lead Individual:** Executive Director, Officers, Division Chairs / Vice Chairs
- **Deadline:** Ongoing
- **Status:** A list of theatres has been posted and is updated regularly. In addition to this a new website allows MTA to post calendar event information for theatres of all levels around the state. The calendar is maintained by the Division Chairs. Additional recruitment will take place each year to reach out to an additional 10 theatres over the course of the year.

Strategy: MTA will create a Theatre Roster that will include members and their areas of expertise. Members will be able to indicate that they are interested in acting, directing, workshop presentations, adjudicating, technical, etc.

- Lead Individual: Division Chairs, Executive Director
- Deadline: May 2022
- Status: Ongoing

Goal: Increase the overall visibility of MTA as an organization and identify ways of fostering the development of other theatres in the State (school and community)

- **Advocate** – To share the power of the arts and theatre events with a variety of audiences.
- **Communicate** – To share upcoming events with theatre and theatre personnel around the state.
- **Educate** – To educate and inform the general public of the benefits of the arts and to educate them on opportunities that are available.

Strategy: MTA will create a Speaker's Bureau to speak at Community Service Organizations (Ex. Rotary, Kiwanis, Jaycees, Lions Clubs, etc..) to educate the audience on the power of the arts and theatre happenings in their communities.

- **Lead Individual(s):** Executive Director, President
- **Deadline:** Ongoing

- **Status:** Ongoing

Strategy: Increase the number of Public Services Announcements and placed (paid) ads distributed annually.

- **Lead Individual(s):** Executive Director
- **Deadline:** MTA Festival Each Year
- **Status:** Ongoing – Ongoing Press Releases are sent out regarding the festivals, SETC advancing shows, Award Winners, and advocacy issues. Planning stages – Partnering with member theatres to assist them in their marketing efforts and statewide theatre press releases

Strategy: Have an online calendar that incorporates member theatres events and MTA events. This will assist in promoting theatre events all over the state.

- **Lead Individual(s):** Executive Director, Division Chairs
- **Deadline:** Ongoing
- **Status:** The Executive Director and Division Chairs reach out to state theatres to request their seasons, and the Division Chairs are now taking the responsibility of updating the online calendar. With the calendar becoming more populated, MTA can begin to work on creating statewide theatre press releases

Strategy: Use online and Web 2.0 technologies to spread the word about the MTA events and Mississippi theatre activities.

- **Lead Individual(s):** Executive Director
- **Deadline:** Ongoing
- **Status:** Ongoing.

Goal: Increase inclusion of all theatres across the state in order to make them aware of our services and to identify ways that we as an organization can assist these organizations.

- **Advocate** – Share stories of inclusion through MTA's opportunities with local, state, and national legislators.
- **Communicate** – Connect with minority theatres and theatre personnel across the state by creating new opportunities for outreach, and making it a priority to let these individuals and organizations know of MTA's ongoing offerings.
- **Educate** – To educate minorities of MTA's offerings, and to educate MTA's general audience to the needs and desires of minority groups through ongoing

programming.

Strategy: MTA will send renewal letters and personal invitations to membership drops/non-renewals.

- **Lead Individual(s):** Stacy Howell
- **Timeframe/Deadline:** December (Annually) & July (Annually)
- **Status:** Letters sent annually

Strategy: MTA will continue to invite and send personal invitations to community theatres to get more participation by this community.

- **Lead Individual(s):** President, Executive Director, Community Theatre Chairs/ Vice Chairs
- **Timeframe/Deadline:** September – December (Annually)
- **Status:** Ongoing

Strategy: MTA will create a diversity committee and charge the committee to create a plan for a new diversity division of MTA. Once the plan has been created, a new Executive Committee position for the chair of this committee will be created in an effort to allow all voices to be heard.

- **Lead Individuals:** Past President / President
- **Timeframe/Deadline:** Ongoing
- **Status:** Currently being planned

Goal: To explore private and public support of MTA over the long term.

- **Advocate** – Share successes of theatre groups and individuals as a part of ask packages.
- **Communicate** – To collect the stories of theatres / theatre personnel from around the state and share with one another.
- **Educate** – To educate the general public of MTA member successes and benefits.

What Who When - Revise direct email letter Executive Director/ Spring/Summer Annually

- Revise and expand proposals Executive Director/ Spring/Summer Annually to select prospects President

- Investor letter to donors Executive Director/ Spring/Summer Annually President
- Develop list of 5-10 Executive Director/ Spring/Summer Annually major donors Officers
- Research additional grant Executive Director Rolling Deadlines Annually opportunities
- Sell automobile tags Vice President Ongoing

II. Goals by Division:

Community Theatre Division

Goal: Increase the artistic quality and the management of community theatres through continuing education opportunities for leaders and volunteers

- **Advocate** – Advocacy will be one of the areas of focus through the educational and training opportunities.
- **Communicate** – Statewide opportunities will allow for more communication with theatre personnel across the state.
- **Educate** – The workshops, conference calls, training opportunities will all involve education of the participants.

Strategy: MTA Community Theatre Division will provide educational and training opportunities for statewide community theatres and will host statewide conference calls to focus on statewide theatre issues.

- **Lead Individual(s):** Community Theatre Division Chair and Vice Chair
- **Timeframe:** Ongoing
- **Status:** Ongoing. Statewide theatre issue conference calls are being planned. Workshops are being planned.

Goal: Provide MTA leaders with educational and professional development opportunities to increase their understanding of and participation at the regional and national level

- **Advocate** – Advocacy workshops are offered at regional and national levels. Legislators will receive notification of MTA members who participate in regional and national theatre events.
- **Communicate** – The regional and national events promote communication of MTA members and other regional and national theatre professionals.
- **Educate** – Regional and national conferences/festivals all provide educational

opportunities for all participants.

Strategy: MTA will identify funding to send the community theatre division chair (and/or vice-chair) to the Southeastern Theatre Conference and the Association of Community Theatre Annual Festival (only held every other year). {This is contingent on funding.}

- **Lead Individual(s):** Executive Committee / Executive Director (make appropriate and add to budget)
- **Timeframe:** Annually
- **Status:** Ongoing in monitoring the funding

Goal: Enhance the “community” outreach to community theatres and provide a means for sharing of resources, ideas and information

- **Advocate** – To inform legislators of statewide events
- **Communicate** – Increase knowledge and understanding of what is happening with theatres statewide
- **Educate** – By sharing events, theatre personnel will visit other theatre events and will learn by observing others.

Strategy: MTA will continue the development of the community theatre website by adding links to relevant resources for community theatres

- **Lead Individual(s):** Community Theatre Chair / Vice Chair
- **Timeframe:** Ongoing
- **Status:** Ongoing.

Strategy: MTA Community Theatre Division will utilize various social media, such as Facebook, to reach out to and promote community theatre activities.

- **Lead Individual(s):** Community Theatre Chair / Vice Chair
- **Timeframe:** Periodic posts to encourage discussion
- **Status:** These are frequent during the preparation for the convention and afterward.

Strategy: MTA will utilize the MTA and Community Theatre listserv as a means of making a “community” that shares information, asks questions, creates a “community” for other theatres, etc.

- **Lead Individual(s):** Community Theatre Chair/Vice Chair
- **Timeframe:** Periodic posts to encourage discussion
- **Status:** These are frequent during the preparation for the convention and afterwards.

Strategy: MTA will create a Social Media Coordinator Position

- **Lead Individual(s):** Executive Committee
- **Timeframe:** June 2020
- **Status:** This position has been tabled. Other positions, such as a Business Manager position, are being researched.

Secondary Division

Goal: Work directly with the Mississippi Department of Education on training and updating the Mississippi Visual and Performing Arts Framework.

- **Advocate** – By partnering with MDE, this is advocating for theatre in K-12.
- **Communicate** – Working with the theatre standards committee, communication is fostered throughout the state.
- **Educate** – Work on this guide is educational and provides training and continuing education opportunities.

Strategy: The Theatre Standards Committee (selected by the MTA Board of Directors) will work with MDE on providing teacher trainings and continuing to update the MS Visual and Performing Arts Framework Guide.

- **Lead Individual(s):** Juniper Wallace – Curriculum Co-Chair / Stacy Howell – Co-Chair
- **Timeframe:** Ongoing
- **Status:** The Resource Guide was completed November 2020 and submitted to MDE for editing and final review. The committee will continue working with MDE to produce lesson plans and to be a part of the arts and arts integration committees. Ongoing.

Goal: Develop a mentoring program that links new teachers with experienced teachers throughout the state. This will create a connection between teachers and schools. This can be cross district lines. This will enhance the understanding of and the need for theatre education.

- **Advocate** – This showcases the need for quality networking and educating throughout the state.
- **Communicate** – This increases communication between theatre teachers around the state.
- **Educate** – By learning from a mentor, new teachers will have a greater opportunity to succeed.

Strategy: The Secondary Chair, or someone they appoint, will email all directors throughout the state to find out the status of the position at the school (if a teacher has left a position, new teacher, or seasoned teacher) and will create a list of seasoned teachers who would be willing to mentor a new or newer theatre teacher. As new teachers are hired, the Secondary chair will ask a seasoned teacher, from the pool of names they have gathered, if they would contact the new teacher to see if they would like a mentor. The seasoned teacher will make contact with the new teacher.

- **Lead Individual(s):** Secondary Division Chair / Vice Chair
- **Time frame:** Annually
- **Status:** Ongoing

Goal: Work with Colleges and Universities to find out what they expect of incoming Freshmen.

- **Advocate** – By creating videos, secondary teachers and students will understand the importance of a strong secondary theatre foundation to prepare them for college.
- **Communicate** – Enhances communication between high schools and colleges and helps the students to be better prepared.
- **Educate** – The videos will be educational in nature.

Strategy: MTA Secondary Division will have a college/university instructor speak at the teacher meeting each year on this topic.

- **Lead Individual(s):** Secondary Division Chair & Vice Chair
- **Time frame:** Annually
- **Status:** Ongoing

Strategy: MTA Secondary Division will create videos with this information for teachers to show to their students.

- **Lead Individual(s):** College / University Chair / Secondary Chair
- **Deadline:** Fall Annually
- **Status:** Ongoing

College/University Division

Goal: Host the College/University Auditions at the Statewide Theatre Festival

- **Advocate** – Invite legislators to these auditions. Inform them of the number of students (from each region) that participates and the scholarship winner, etc...
- **Communicate** – Have videos of what the auditions should look like and a dialogue among the teachers of the expectations of the auditions.
- **Educate** – At the conclusion of the auditions, college/university personnel give feedback on what worked and did not work during the audition process.

Strategy: MTA College/University Division will promote the Auditions to the colleges/university theatre faculty and encourage them to attend the auditions.

- **Lead Individual(s):** College / University Chair / Vice Chair
- **Timeframe/Deadline:** September – January (Annual Event)
- **Status:** Ongoing

Goal: Work with colleges/universities to develop theatre educator's continuing education workshop opportunities. This should develop into a program whereby a handful of workshops are offered throughout the state. (Directed towards Secondary as well as Junior/Community College faculty)

- **Advocate** – Stories of what teachers learn, take back to the classroom will be shared with legislators.
- **Communicate** – Networking of theatre professionals across the state.
- **Educate** – The workshops will be educational in nature.

Strategy: This is not to compete with the MTA workshops but rather to provide more

opportunities for the Secondary and Jr./Com. Faculty to receive needed training and CEUs. The workshops should be a collaborative effort among colleges/universities and housed at various venues throughout the state.

- **Lead Individual(s):** College / University Chair / Vice Chair / Executive Director
- **Timeframe/Deadline:**
 - **Phase I** – Contact each college/university to determine what interest and workshops could be presented.
 - **Phase II** – Determine locations where the workshops can be held. There should be some consideration to distribute the workshops throughout the state.
- **Status:** Ongoing

Goal: Have festival opportunities for college/university students at the state festival to make the MTA festival desirable for students to attend.

- **Advocate** – The benefits/testimonies of the college students will be recorded and shared.
- **Communicate** – This creates networking of up-and-coming theatre professionals with the theatre community.
- **Educate** – The feedback of festival respondents, and experiences will be of educational value to the students.

Strategy: MTA Colleges/University division will recruit Colleges / Universities to participate in Theatre for Youth.

- **Lead Individual(s):** College / University Chair / Vice Chair / Theatre for Youth Chair / Vice Chair
- **Timeframe/Deadline:** January (annually)
- **Status:** Ongoing

Strategy: MTA Colleges/University division will continue to develop the Dream Team of College / University students.

- **Lead Individual(s):** College / University Chair / Vice Chair / Secondary Chair / Vice Chair / Executive Director
- **Timeframe/Deadline:** Ongoing
- **Status:** Ongoing

Goal: Encourage more College / University faculty to attend MTA.

- **Advocate** – By creating more KACTF adjudicators from MTA, they will be able to have leadership positions to share the power of theatre.
- **Communicate** – Creates networking opportunities between state/regional/national theatre professionals.
- **Educate** – Workshops to educate theatre professionals to share their skills with others.

Strategy: MTA College/University Division will have direct tie-ins with KACTF. A) Be a resource for KACTF when they are looking for adjudicators. B) Host a KACTF adjudicator training session at MTA each AACT year.

- **Lead Individual(s):** College / University Division Chair / Vice Chair / President
- **Timeline / Deadline:** Every AACT year (odd numbered years) / Ongoing
- **Status:** Ongoing

Goal: Develop an online instructional video series. This will be molded after other sites like Expert Village or Lynda.com whereby the lessons are compartmentalized into short blocks of information (10 minute maximum for each session). The videos will be categorized under the following four major umbrellas – Performance, Design/Technology, and a special category preparing students specifically for events found at the MTA festival (design competition, auditions, individual events, etc)

- **Advocate** – The videos will assist in showcasing the talent of theatre professionals around the state.
- **Communicate** – This creates conversations around the state as to what theatre arts standards are.
- **Educate** – The videos will educate teachers and students in theatre arts.

Strategy: MTA College/University division will inform the faculty at various colleges/universities about the opportunity. Video submissions will be closed to Mississippi schools only. Develop guidelines for the videos as well as a generic MTA-based opening and closing sequence. It will also be important to determine how we handle submissions that duplicate one another.

- **Lead Individual(s):** College / University Chair / Vice Chair

- **Timeframe/Deadline:** Ongoing
- **Status:** In process

Professional Division

Goal: Explore opportunities and avenues to provide internships for high school or college students.

- **Advocate** – The importance of theatre will be shared by the introduction of internships in a variety of professional theatres.
- **Communicate** – Theatres across the state will be in discussions of how to create new opportunities for up and coming theatre artists.
- **Educate** – The internships will teach students the skills needed in the professional world of theatre.

Strategy: MTA Professional Division will facilitate discussion with the professional theatres and the presenting theatres in the state to identify possibilities and needs.

- **Lead Individual(s):** Professional Division Chair / Vice Chair
- **Timeframe/Deadline:**
 - **Phase I** – Discussions with professional/arts centers
 - **Phase II** – Develop a plan for implementation
- **Status:** Professional theatres have interns built into their programs. The focus will be placed on presenting theatres. Ongoing.

Goal: Develop a roster of theatre educators and practitioners in the state that are available to serve as resources to other theatres (i.e. need assistance with understanding rigging or how to renovate a theatre), serve as workshop presenters, adjudicators, lighting designers, scenic designers, directors, actors, etc.

- **Advocate** – This listing will give credit to many theatre professionals in the state.
- **Communicate** – Through the development and usage of this roster, communication will increase among theatre professionals in the state.
- **Educate** – Education will increase as more theatre workshop presenters are identified and showcased to the general public.

Strategy:

- **Lead Individual(s):** Tim Matheny, Stacy Howell, Professional Division Chair / Vice Chair
- **Timeframe/Deadline:** October - Updated annually
- **Status:** Ongoing

Goal: Recruit Professional Theatre Makers to MTA

- **Advocate** – The importance of being a member of a statewide arts organization will be made a priority.
- **Communicate** – By identifying and connecting more theatre professionals in the state, communication will flourish.
- **Educate** – Create educational opportunities for professionals and give them the opportunity to share their knowledge with others.

Strategy: MTA Professional Division will plan an activity for leaders of theatres, presenting groups and other performing arts organizations to occur at the annual conference. Create an affinity group and meet at conferences

- **Lead Individual(s):** Professional Division Chair / Vice Chair
- **Timeframe / Deadline:** January 2022
- **Status:** Ongoing

Strategy: MTA Professional Division will research the possibility of creating an event / workshop for professionals to occur outside the time of the annual conference.

- **Lead Individual(s):** Professional Division Chair / Vice Chair
- **Timeframe / Deadline:** June 2021
- **Status:** Ongoing

Playwriting Division

Goal: Recognize and promote unpublished and published Mississippi playwrights

- **Advocate** – Showcasing and recognizing talents of local playwrights.
- **Communicate** – Create a network of playwrights in the state.

- **Educate** – Feedback, readings, and question and answer periods provide educational opportunities to participants.

Strategy: MTA will host an annual playwriting competition; one for adults and one for youth writers.

- **Lead Individual(s):** Playwriting Committee Chair and Committee
- **Deadline:**
 - **Phase I** – Collect scripts April – November
 - **Phase II** – Evaluation/Review scripts November-December
- **Status:** Annual and ongoing. Submissions are steady each year.

Strategy: At the annual statewide theatre festival, produce the plays that were selected as the best script in each category (adult, youth) in a “workshop” setting (staged reading or reader’s theatre format) and encourage a dialogue between the audience, director, actors, playwright and the final adjudicator following the production.

- **Lead Individual(s):** Playwriting Committee Chair and Committee
- **Deadline:** January - Annually
- **Status:** Ongoing (It was decided at the May 2020 Board Meeting to narrow the window of accepting playwriting submissions to August 1 – October 1 in an effort to focus marketing efforts for the festival.)

Strategy: Develop a relationship with the Southeastern Theatre Festival to have them print winning scripts in their publication

- **Lead Individual(s):** Playwriting Committee Chair, SETC Rep
- **Deadline:** March - Annually
- **Status:** Ongoing

Strategy: Have members submit plays and artifacts for theatre history at the MSU Archives.

- **Lead Individual:** President
- **Deadline:** Ongoing
- **Status:** Past President is making announcements at events, through e-blasts, etc... to collect this information. The archival of theatre plays and archives have begun.

Individual Events Division

Goal: To recruit more adults and teachers to participate in the Adult IEF.

- **Advocate** – To showcase the importance of theatre skills not only in students, but adults.
- **Communicate** – Create a community of theatre artists through their participation in IEFs.
- **Educate** – Through written critiques, participants will grow in their theatre skills.

Strategy: The Adult IEF will be held over to allow teachers whose students are participating in the secondary festival to enter. The teacher must make the adult IEF chair aware of his or her intent to perform in the festival. This hold will only be utilized for teachers who are participating in the secondary festival and whose school is scheduled to perform in the late evening on Friday. If no such teacher registers for the adult IEF competition, this hold will not be utilized.

- **Lead Individual(s):** IEF Committee Chair
- **Deadline:** Ongoing
- **Status:** It was decided after the lack of participation in this festival at the 2021 Virtual Festival that an effort would be made to have a separate Spring 2021 Adult Individual Event Festival. After this stand-alone event the board will evaluate the event and determine if a separate event is viable or if there is a need for this festival.

Strategy: To promote this event to The Dream Team and the Colleges / Universities.

- **Lead Individual(s):** IEF Committee Chair / College/University Chair
- **Deadline:** Ongoing
- **Status:** Ongoing

Goal: To have qualified adjudicators for both the Adult and the Youth IEF.

- **Advocate** – A list of judges and their qualifications, schools, etc... will be sent to the legislators.
- **Communicate** – The judges build a community of theatre artists.
- **Educate** – Through critiques the participants gain skills, the professionals gain skills through the practice of critique.

Strategy: Schools will not be responsible for providing judges. Judges will be culled from professionals, university students and faculty, and other invited guests. The number required will be determined based on the setup of the competition.

- **Lead Individual(s):** IEF Chair
- **Deadline:** Ongoing
- **Status:** Ongoing

10-Minute Play Festival

Goal: Increase overall participation in and attendance to the 10-minute play festival at MTA each year.

- **Advocate** – Include participants and their stories in a newsletter to legislators.
- **Communicate** – Through participation in this festival, communication will connect participants.
- **Educate** – Work with professionals and an oral adjudication will lead to an increase in knowledge and skills of the participants.

Strategy: Festival chair will email all directors throughout the state to promote the festival opportunities

Strategy: Festival chair and/or an appointed individual will discuss and promote the festival at the North and South divisions of the MS High School Drama Festival

- **Lead Individual(s):** 10-minute play festival chair and vice-chair
- **Time Frame:** December - January annually
- **Status:** Ongoing. Due to conflicts with the virtual festival, this festival will be moved to a stand-alone event in 2021.

Goal: Increase the artistic qualities of the play scripts and productions through workshops for participants in the festival.

- **Advocate** – The importance of the quality of playwriting will be seen.
- **Communicate** – Colleges / Universities / Professionals will lead discussions of high school students and playwriting.
- **Educate** – Through partner relationships, students will increase their educational skills.

Strategy: Partner with colleges/universities to provide volunteers to work with participants in each artistic area of the festival (playwriting, directing, tech, and acting). Workshops will be held during the first day of the festival.

- **Lead Individual(s):** 10-minute play festival Chair and Vice-Chair
- **Time Frame:** January - Annually
- **Status:** Ongoing

Theatre for Youth

Goal: To communicate with schools to have an audience of children present for performances.

- **Advocate** – E-mails to schools will include statistics of the power of the arts in young students in an effort to encourage schools to attend.
- **Communicate** – Communication with the schools and students will create a network of theatre professionals and introduce others to the world of the theatre arts.
- **Educate** – Students who participate in the festival, as well as attend, will have an educational experience by experiencing the plays as well as the adjudication.

Strategy: Theatre for Youth will make contact with local schools before the festival in order to schedule plays so that area students may be present.

- **Lead Individual(s):** Theatre for Youth Chair / Co-Chair
- **Time Frame:** Annually
- **Status:** Ongoing

Goal: To increase the number of participants in the Theatre for Youth division.

- **Advocate** – Skills gained and statistics of those who participate in theatre will be sent to schools and after-school programs.
- **Communicate** – Discussion of the groups attending and the Chair/Vice-Chair will create a network of theatre professionals.
- **Educate** – Through the participation of, and adjudication process, students and teachers will learn to better themselves for the future.

Strategy: Theatre for Youth will consider feedback from past years in order to streamline the event. Emails will be sent to make contact with past participants informing them of registration deadlines. Emails will be sent to various schools / after-school programs in order to introduce them to the event and invite their participation.

- **Lead Individual(s):** Theatre for Youth Chair and Co-Chair
- **Time Frame:** Yearly
- **Status:** Ongoing

COMPREHENSIVE STATEWIDE ADVOCACY PLAN

- **Advocate** – To inform legislators, theatre professionals, and the general public on the power of the arts.
- **Communicate** – To provide numerous opportunities for networking of theatre professionals.
- **Educate** – To continue the education of all ages and all professional levels of arts and theatre.

Strategy: To make all MTA members, members of the Arts Action Fund, to increase advocacy knowledge and to have a larger voice on the national level.

- **Lead Individual(s):** Executive Director, President
- **Timeframe / Deadline:** Spring each year after MTA
- **Status:** Ongoing.

Strategy: Identify key legislators, Arrange visits with key legislators, write letters / make phone calls in support of the arts and art legislation, and against non-art friendly legislation.

- **Lead Individual(s):** Executive Director, Officers, Division Chairs
- **Timeframe/Deadline:** Spring Legislative Session / Ongoing Deadlines
- **Status:** Ongoing.

Strategy: MTA will partner with member theatres to produce statewide theatre press releases and will distribute Mississippi Theatre Association window stickers to all member theatres to show support of statewide theatre efforts.

- **Lead Individual(s):** Executive Director, Officers, Division Chairs

- **Timeframe/Deadline:** Ongoing
- **Status:** Ongoing

Strategy: MTA will partner with other state arts agencies to promote all arts in Mississippi.

- **Lead Individuals:** Executive Director, Officers
- **Deadline:** Ongoing
- **Status:** MTA sits as an Ex-Officio position on the Mississippi Alliance for Arts Education Board of Directors since 2009. A representative of MTA attends the quarterly meetings put on by the MAAE and reports back to the MTA Board. MTA also works directly with the International Thespian Society. MTA members are active in a variety of board positions, memberships, leadership and more with the American Association of Community Theatres, the Southeastern Theatre Conference, the International Thespian Society, etc.

Strategy: Work directly with the Mississippi Department of Education to update the Mississippi Visual and Performing Arts Framework (2010) (2016)

- **Lead Individual(s):** Juniper Wallace (chair), Stacy Howell, Charlotte Tabereaux, William “Peppy” Bidy, Suz Allmon, Kenneth McDade, Emily Wright, Heather Rowland
- **Timeframe:** Deadline: 2016 – date set by MDE
- **Status:** In Process.
- **Additional Information:** The core standards have been approved by the committee. Juniper Wallace (MTA Board Member) and Stacy Howell (Executive Director) have met with Limeul Eubanks with MDE to discuss the steps that the committee needs to take in constructing the Theatre Guide. The goal is to have the Theatre Guide into a living document form by Summer 2018. Wallace has presented 2 workshops for MDE in 2017 and is scheduled to present a minimum of 5 workshops for MDE in 2018. Upon completion of the guide, MTA will house the information on our website and will update the living document as needed and continue training on the guide, as needed. This resource guide was completed in 2020 and submitted to MDE for editing and final review. The committee will still participate with MDE in the creation of lesson plans and participation as a part of the arts and arts integration committees.

Strategy: Work with all theatres to understand and apply their role in theatre advocacy.

- **Lead Individual (s):** Executive Director, Officers, Division Chairs
- **Deadline:** Ongoing
- **Status:** Ongoing

Strategy: To have an MTA Speakers Bureau to speak statewide about the power of the arts and the theatre events across the state.

- **Lead Individuals:** President, Executive Director
- **Deadline:** Ongoing
- **Status:** Ongoing

Strategy: To create training opportunities for advocacy

- **Lead Individuals:** President, Executive Director
- **Deadline:** Ongoing
- **Status:** Board materials and advocacy talking points are being created