



ART THAT MATTERS

STRATEGIC OUTLINE

Detroit Dance Collective has impacted people through the art of dance for 42 years.

DDC's longevity stems from the belief that dance captures the essence of what it means to be human. We are "people" who communicate ideas through movement that affect others artistically, intellectually, emotionally, and physically.

DDC will continue to uphold a legacy, of supporting the modern dance tradition, and sharing inspiring stories, but will also enthusiastically reimagine the company's future.

Over the long-term period, Detroit Dance Collective will have an effect in the following areas:

Artistic

- Preserve and document DDC's Legacy
- Commission and produce choreography by next generation dancers
- Advance artistic leadership
- Offer professional development for artists

Educational

- Enrich an all-inclusive dance education
- Create activities that heighten a greater appreciation of the arts
- Increase communication through dance/arts projects with challenged population

Community

- Develop audiences
- Enhance community programs by cultivating Inclusion and equality
- Increase community partnerships

Organizational

- Develop board leadership
- Expand administrative positions
- Broaden revenue by seeking strategic financial opportunities
- Compile statistics from surveys
- Expand long-range strategic planning

DDC will conduct an annual retreat for board members and company artistic and executive administrators to determine long-range goals and objectives that meet these principles. Board members will address specific issues in response to encouraging possibilities and unpredictable challenges at regularly scheduled board meetings. The outcome of the ability of DDC members to accomplish the strategic outline over a period of time will be a measure of success and accountability.