



STRATEGIC PLAN

JUNE 2021 ADDENDUM

2017-2022



MISSION

To inspire and strengthen individuals and communities through the transformative power of the arts by providing English professional theatrical productions and other community programs that celebrate and explore Jewish cultural identity and the diversity of voices and perspectives in society.

OUR STRATEGIC PRIORITIES

- 1** Create, present, and produce high quality English theatre
- 2** Celebrate and explore Jewish cultural identity through the performing arts
- 3** Promote the cultural diversity of our community via our artists, staff, content, and other programming
- 4** Reach more people with our work by expanding and growing our audience



1. CREATE, PRESENT, AND PRODUCE HIGH QUALITY ENGLISH THEATRE

- i Continue to produce new musicals/plays and support the development of existing ones towards further success
- ii Maintain artistic excellence by investing in our local community and engaging top artists and collaborators from Montreal and abroad
- iii Produce and present works that celebrate our common humanity, and embrace diversity and inclusion
- iv Provide artists with an environment that is inclusive and supports their authentic self so the work is fearless and collaborative





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2. CELEBRATE AND EXPLORE JEWISH CULTURAL IDENTITY THROUGH THE PERFORMING ARTS

- i** Preserve and honour the tradition of the Dora Wasserman Yiddish Theatre
- ii** Collaborate and work with Jewish organizations and artists both locally and abroad
- iii** Produce works that both honour our past and reflect our society today
- iv** Recognize that our Jewish community is diverse in thought, cultural heritage, and language; and celebrate, promote, and welcome that diversity



3. PROMOTE THE CULTURAL DIVERSITY OF OUR COMMUNITY VIA OUR ARTISTS, STAFF, CONTENT, AND OTHER PROGRAMMING

- i** Champion educational experiences that complement our programming promoting societal growth and change
- ii** Provide mentorship, learning opportunities, and experiences with increased opportunities for marginalized voices and talent
- iii** Engage artists and staff who reflect the broad society of Montreal and its cultural diversity
- iv** Foster collaboration opportunities with individuals and organizations

4. REACH MORE PEOPLE WITH OUR WORK BY EXPANDING AND GROWING OUR AUDIENCE

- i Grow and cultivate an audience with a love for the performing arts, especially the next generation of supporters
- ii Create a strong communication strategy to let people know who we are, what we're doing, and why
- iii Provide experiences that are accessible and inclusive
- iv Continue to improve our online footprint, and use our digital resources to further engage with a wider community







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