

TCFOOTD Strategic Plan  
2018 – 2022

**Vision Statement:** The Tallahassee Community Friend of Old Time Dance is a sustainable, vibrant community united by the love of old time music and dance.

**Mission Statement:** Keeping the tradition of old time music and dance alive.

**Values** (also called **Guiding Principles**):

Love of contra dancing; sense of community; inclusiveness and acceptance; family-oriented and openness; love of old time music.

**Goals:**

1. Dances are well attended with a substantial number of experienced dancers present.
2. The dances support our local musicians and callers and bring in new talent.
3. The dances attract a variety of age groups, from teenagers to seniors.
4. The dance becomes well known in the community of Tallahassee.
5. TCFOOTD will put on its own dance weekend.

**Objectives:**

Objectives are *specific, measurable* items that help achieve the Goals. In the tables below, each objective is tied to the Goal that it is designed to achieve.

**Focus Area: Publicity and Marketing**

Goal	Objective	Responsible	Status
3, 4	Print 3,000 professionally designed brochures and distribute to at least 5 new locations every 6 months.	Mary A.	
4	Call the Democrat every other month to ensure dance information is submitted and accurate.	Vicki M.	Ongoing
1, 3	Print and post flyers about each dance around FSU, TCC, and FAMU campuses before each dance.	Larry T. and Haven C.	Monthly
4	Jazz up the website with current photos, eye-catching designs, and a monthly blog.	Tom G.	Monthly
1, 3	Submit article on the Contra dance to the Chronicle twice a year.	Haven C.	
1, 4	Utilize a Communications Intern from FSU (via Steve McDowell) to increase community presence on social media (tweets before each dance, monthly blog,	Mary A.	No applicants yet

	facebook postings).		
4	Design new, enhanced business cards and get them out in to the community: bulletin boards, grocery stores, shops.	Board	Action tabled until out of cards
4	Print new Bumper Stickers and distribute them to dancers.	Ann B.	Completed
1, 3, 4	Pay to boost Facebook posts at least 3 times per year.	Treasurer	Undecided
3, 4	Each board member with a Facebook account will share Facebook posts and “invite” friends to attend at least 4 times per year.	Board	Ongoing
1, 3, 4	Post information about the dance on <i>Eventful</i> at least once every quarter.	Vicki M.	Ongoing
1, 3, 4	Place advertisement on WFSU/WFSQ once a year.	Vicki M.	On hold.

### Focus Area: Bands and Callers

Goal	Objective	Responsible	Status
1, 3	Bring in an out of town band at least once every quarter.	Mary A.	Added to calendar
1, 3	Bring in at least one Big-Name band each year.	Mary A.	Completed
2, 5	Book travelling bands or callers at least twice a year.	Mary A.	Too costly
3	Contact Gainesville Oldtime Dance for information on bands or callers who want to come to Florida but haven't fit in their schedule, but may work with ours.	Vicki M.	Ongoing

### Focus Area: Membership and Outreach

Goal	Objective	Responsible	Status
3, 4	Conduct one online survey of members each year.	Intern	To be completed
3, 4	Hold contra dance(s) at other locations (churches, lodges, halls, etc) at least once per year.	Haven C.	Ongoing
1, 3, 4	Hold one free dance out in the community each year.	Mary A	Railroad Square
3, 4	Identify a Registered Student Organization (RSO) willing to reserve an appropriate space at FSU/FAMU/TCC for a dance.	Haven C., Mary A.	Ongoing
3, 4	Contact “The Dance Project” to bring contra dance to Leon County Schools.	Research needed	On hold
3, 4	Hold a free outdoor contra dance at FSU during Orientation week each fall semester.	Research needed	On hold
1, 3, 4	During the “announcements” time at dances, at least once per quarter encourage dancers to follow us on Facebook & share.	Board	Completed

**Focus Area: Dance Management**

<b>Goal</b>	<b>Objective</b>	<b>Responsible</b>	<b>Status</b>
1	Shorten instruction time on dances.	Caller wrangler	To be addressed in on-line survey
1	Callers should choose interesting, smooth-flowing dances that can be taught quickly.	Caller wrangler	To be addressed in on-line survey
1, 3	Need experienced dancers committed to improving/learning how to better help others (like newcomers) to improve.	Board	
1, 3	Make sure a group of newcomers are paired with experienced dancers but still in the same contra line/square.	Board	
1, 3	Create laminated posters with encouraging messages (“Switch partners often” or “Ask newcomers to dance”) and posted around room at each dance.	Vicki M.	Ongoing
1	Suggestion box placed at dances & dancers encouraged to use it.	Vicki M.	Completed

**Focus Area: Finances**

<b>Goal</b>	<b>Objective</b>	<b>Responsible</b>	<b>Status</b>
1, 2, 4	Seek grants for special dances (COCA, TAG, CCBG, etc) at least twice a year. Haven will get applications.	Intern	To be completed
2	Use local bands for at least three-fourths of all dances per year.	Band wrangler	Completed
1, 2	Encourage more memberships and renewals; attach membership form to email blast and do an email blast to the dance email list to encourage memberships.	Larry T.	Ongoing

**Focus Area: Organization and Governance**

<b>Goal</b>	<b>Objective</b>	<b>Responsible</b>	<b>Status</b>
3	Recruit at least one young (18-30) board member each year.	Board	Ongoing