

IADMS

International Association
for Dance Medicine & Science

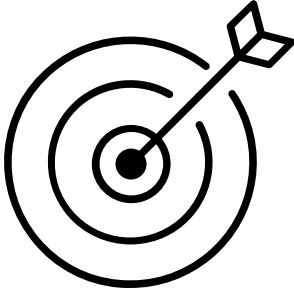
STRATEGIC PLAN
2022-2025



DISCOVER VALUES
FINANCIAL STABILITY

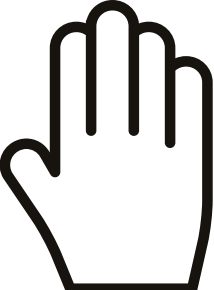
INFRASTRUCTURE
COMMUNITY ENGAGEMENT

STRATEGIC PRIORITIES



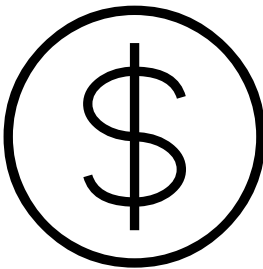
DISCOVER VALUES

Realize the potential that IADMS has within and for its community; members & non-members.



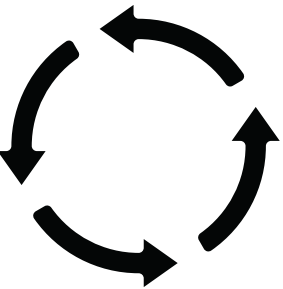
COMMUNITY/GLOBAL ENGAGEMENT

Increase outreach, accessibility, and visibility.



FINANCIAL STABILITY

Maintain and grow IADMS through managed investments and building revenue-generating opportunities.



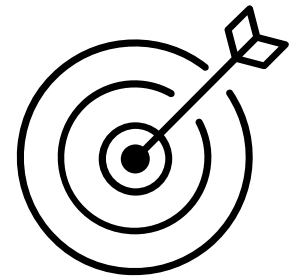
INFRASTRUCTURE & POLICY

Define communication pathways and governance policies that contribute to internal efficiencies.



STRATEGIC PRIORITIES

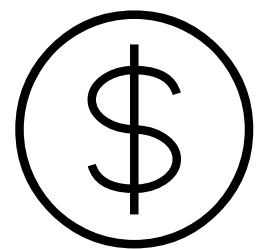
(AS OF JUNE 2024)



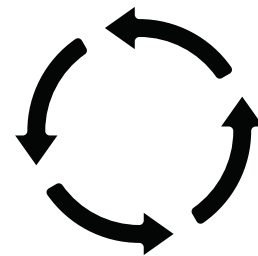
DISCOVER VALUES - 100%



COMMUNITY/GLOBAL - 48%
ENGAGEMENT



FINANCIAL STABILITY - 57%



INFRASTRUCTURE & POLICY - 90%





DISCOVER VALUES

Community Needs Assessment

COMPLETED GOALS

- ✓ i. Define our **LEADERSHIP VALUES** that contribute to successful board service.
- ✓ ii. Define our **PROFESSIONAL VALUES** that ensure a positive work culture and foster opportunities for professional and personal growth.
- ✓ iii. Define the **VALUE OF COMMITTEE SERVICE** to improve the volunteer experience.
- ✓ iv. Define our **VALUE TO THE DANCE MEDICINE & SCIENCE COMMUNITY**, member and non-members.
- ✓ v. Revised organization's **VISION**
- ✓ vi. Standardize **BOARD REVIEWS & BOOTCAMP** for transition in board service and provide training for incoming board members.
- ✓ vii. Revise **STAFF BENEFITS** with support of Advisory Board Members and Compensation Committee
- ✓ viii. Developed a taskforce dedicated to creating a **LEADERSHIP PIPELINE**



FINANCIAL STABILITY

Cash Flow and Investments
Development/Fundraising
Membership Dues
Budgeting Process

COMPLETED GOALS

- ✓ i. Build a solid financial foundation and initiate plans for a US\$ 2 million **ENDOWMENT**.
- ✓ ii. Analysis of stakeholders and leadership connections to **IDENTIFY & INVITE POTENTIAL DONORS**.
- ✓ iii. Developed an **ENDOWMENT WORK GROUP** to coordinate fundraising efforts
- ✓ iv. **OPTIMIZE BUDGET** process and timeline to support ongoing and new initiatives.
- ✓ v. Initiate **ADDITIONAL REVENUE** streams.

IN PROGRESS

Fundraising Campaign for the Endowment Fund.

Reviewing membership fee structure and developing benefits to increase member engagement.

2024-2025

Continue to fundraise and secure donations for the Endowment Fund.

Invite the community and philanthropic entities to give to project-based donations.



COMMUNITY/ GLOBAL ENGAGEMENT

Accessibility

Global Inclusion

Website/Online Presence

Professional Development

& Resources

Dancer Focus

Visibility/Development of the Field

Transparency

COMPLETED GOALS

- ✓ i. Build a **MARKETING PLAN** to improve global outreach.
- ✓ ii. Content developed for **PROFESSIONAL DEVELOPMENT** programs and resources.
- ✓ iii. **COMMUNICATE** important work of the board to the constituency to increase transparency.
- ✓ iv. Increasing **GLOBAL VISIBILITY & CONNECTIONS** at meetings and event around the world
- ✓ v. Developing and piloting **NEW PROGRAMS** in professional development and benchmarking, including College Chapters, International Benchmarking for Dance for Health, and Recognized Professional programs.

IN PROGRESS

Develop external communications strategy and metrics for measuring success to meet targets as determined by the board for outreach needs.

Increase global membership.

2024-2025

Improve the accessibility of IADMS resources, programming, and website.

Ensure that IADMS is responsive to the needs of dancers.

Lead and support the research in the field.

IV

INFRASTRUCTURE & PROCESS

Governance
Administration
Communication/Culture
Policies and Pathways
Momentum
Staffing

COMPLETED GOALS

- ✓ i. Review and revise **IADMS BYLAWS**.
- ✓ ii. Host membership **TOWN HALLS** for the discussion on the bylaws.
- ✓ iii. Updated ethical and member/participant **CODE OF CONDUCT**.
- ✓ iv. Reviewed the **OPERATIONAL COMMITTEE STRUCTURE** and proposals for new organizational chart.
- ✓ v. Optimized internal **ORGANIZATIONAL COMMUNICATIONS**.
- ✓ vi. Updated **COMMITTEE HANDBOOK** and roles and responsibilities.
- ✓ vii. Developed a **BOARD COMPOSITION MATRIX**; including defining advisory board member service.
- ✓ viii. Increased **STAFFING** and updated staff handbook.
- ✓ ix. Streamlined **WEBSITE UPDATES** and communications.
- ✓ x. Keep **MOMENTUM** with the strategic plan.

IN PROGRESS

Develop a leadership pipeline: WILD Work Group formed to meet this goal.



IADMS International Association for Dance Medicine & Science

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STRATEGIC PLAN
2022-2025



The IADMS Strategic Plan has been supported in part by

