

One Voice Strategy Screen

Draft 3/5/2011 – Jane Ramseyer Miller

These are the questions that we ask as board and staff when making decisions regarding strategy, programming or collaborations.

Programming Choices

1. Does it fit and **enhance our mission** of building community and creating social change?
2. Does the project effectively and directly **confront homophobia**? Does this project **challenge our comfort-level** as an organization (in a good way)
3. Is it **transformational, inclusive, authentic** and **innovative**?
4. Will our members and staff **get excited** about this project?
5. Does the project **support or increase our artistic quality**, or if not, does the benefit in another area outweigh this goal?
6. Does it **integrate** with our other activities or concert theme?
7. Does the project fit with our organizational **Roadmap and core strategies**?

Operational Choices

8. Do we have the **capacity** or will it build capacity?
9. Are the **staff time and resources demanded** for this event balanced with the income it will bring in for the organization?
10. Is the project **marketable** – will it build or deepen audiences?
11. Will it build on **brand identity** and **reputation**?
12. Is the project **financially sustainable** or affordable?
13. Does it build on or reinforce our **competitive advantage**?
14. Does the project support our movement to the next stage of our **organization's development**.

Artistic Product: who we are – what we offer

1. Art that provokes **audience to think and moves people to action** – challenges bi-trans-homophobia – challenges the status quo.
2. Art that **evokes emotion**: sadness, joy, laughter, longing, courage, pride
3. Art that is **accessible** in content, understanding, medium, price.
4. Art that is **compelling artistically**: enjoyable to hear, technically engaging
5. Art that **challenges our performers** and is performed with competence.