

EEFC Strategic Plan 2006 - 2016
June 16, 2006

FOCUS	LONG TERM GOAL	SHORT TERM GOAL	PLAN	COMMITTEE	STATUS
Vision	EEFC vision statement	Generate vision statement; to be published on website June 2006	Develop by e-mail; discuss at May 2006 Board meeting	Development	Complete
FOCUS	LONG TERM GOAL	SHORT TERM GOAL	PLAN	COMMITTEE	STATUS
Education	Maintain 2 annual music and dance workshops			Program	Ongoing
	Maintain website			Publicity	Ongoing
	Continue to develop venues for education and awareness	Begin to explore options: Networking, Master Classes, US Tours		Development	Ongoing
	Maintain folk instrument library	Purchase or commission folk instruments	Complete grant application	Development	Initiate

FOCUS	LONG TERM GOAL	SHORT TERM GOAL	PLAN	COMMITTEE	STATUS
Stay attuned to the community's needs	Input from diverse community members	Discuss input from survey; appoint 2 youth advisors (EC, WC)	Survey campers ages 15-25	Board	Pending
	Transparency as an organization	Publish 10-year strategic plan	Complete and post on website by June 2006	Development	Pending
		Publish Board minutes and financial report		Publicity	Ongoing
	Annual review of community needs and cultural trends	Solicit input from community	Camp evaluations; review vision and mission, other?	Board	Ongoing
		Solicit regional input		Development	Ongoing
	Networking with groups involved with cultural music and dance performing groups			Program	Ongoing

FOCUS	LONG TERM GOAL	SHORT TERM GOAL	PLAN	COMMITTEE	STATUS
Maintain the highest possible degree of scholarship and teaching	Increase employee salary and benefits and teacher compensation	Appropriate teacher and compensation to be increased annually	Finance Committee to prepare budget	Finance	Pending
	Investigate additional options for teaching staff			Program	Ongoing
FOCUS	LONG TERM GOAL	SHORT TERM GOAL	PLAN	COMMITTEE	STATUS
Maintain structural stability as an organization	Increase community membership on committees	Recruit members for publicity, development committees		Committee chairs	Pending
	Continuity and efficacy of function of Board members	3-year terms + option of continuing 1 year terms	Amend by-laws	Board	Complete
		Annual review of Board policies and procedures	Agenda item	Board	Ongoing
	Increase efficiency through optimization of technology		Upgrade office computer and internet access		Pending

FOCUS	LONG TERM GOAL	SHORT TERM GOAL	PLAN	COMMITTEE	STATUS
Fund drive		Invest in interest-bearing account with annual additional sum	Initiate fund drive 2006	Finance, Development	Pending
			"Matching" campaign – identify potential donors		Initiate
		5 benefactors to make substantial contributions in 2006	Prepare list of possible benefactors – submit "package" (info sheet, Kef times articles, CD, DVD), initiate personal contact	Development	

FOCUS	LONG TERM GOAL	SHORT TERM GOAL	PLAN	COMMITTEE	STATUS
Membership	Increase and diversify membership	450 individual and family members as of 12/31/06; 500 as of 12/31/07	Membership drive- post prompts to list (quarterly) for flier distribution	Development	Ongoing
		25 group memberships as of 12/31/06	Direct letters of appeal to groups; identify contacts for FD groups (registration form?)	Development	Ongoing
		Information sheet	Complete by summer 2006	Publicity	Initiate
	Increase community awareness	3-minute video on website		Publicity	Pending
		Establish links between EEFC website and music & dance groups	Contact groups to propose link	Publicity, Development	Initiate

FOCUS	LONG TERM GOAL	SHORT TERM GOAL	PLAN	COMMITTEE	STATUS
Grants		Apply for operating grant in 2006 or 2007	Establish NY State tax-status	Finance	Pending
			Complete application	Development	Initiate
		Apply for small grants for focused projects (technical; regional festivals; special teachers)		Development	Initiate
FOCUS	LONG TERM GOAL	SHORT TERM GOAL	PLAN	COMMITTEE	STATUS
Fund-raising benefits	Regional concerts and festivals for benefit of EEFC	3 groups to host events as EEFC benefits	Contact groups; post announcement on list.	Development	Initiate
			Possible grant project		
FOCUS	LONG TERM GOAL	SHORT TERM GOAL	PLAN	COMMITTEE	STATUS
Wish List	Reduce costs through donation of needed items for workshops	Wish list	Generate annual list of needed items; post to list and/or approach possible contributors	Development	Pending

FOCUS	LONG TERM GOAL	SHORT TERM GOAL	PLAN	COMMITTEE	STATUS
Products	Established line of EEFC Products	Logo registered at Café Press - 3 products available	Designer to complete logo	Development	Complete
			Register at Café Press	Finance	Pending
			Order 3 items; display at workshops and on website	Development	Pending
	Balkanalia CD	Marketing plan in operation	Appoint marketing "director"	Board	Initiate
			CD tracks available online (iPod)	Publicity	Initiate
FOCUS	LONG TERM GOAL	SHORT TERM GOAL	PLAN	COMMITTEE	STATUS
Bequests/planned giving	Established method of leaving \$ to EEFC	Statements about leaving \$ in publicity	Statements in 2006 Kef Times and membership	Program	Complete
		Endowment program		Finance	Initiate