

Theatre Puget Sound

Executive Director Presentation

Monday July 17, 2017

Candidate 1



- 26 (near) consecutive years in entertainment and arts administration
- 22 years of executive level administration in both for-profit and non-profit sectors
- 11 years in Seattle
 - Human Resources Consultancy: Employee Retention / Employer Best Practices / Workplace Culture
 - Managerial and Leadership positions for all 11 years locally and 22 years in career
 - Co-Founder, Past Chair and Event Planner of the Gregory Awards (years 1-3)
 - Held executive positions in non-profits serving:

Jewish Nation

Immigration Equality

Nature Conservancy

Arts

Dancer

Actor

Director

Producer

Teacher/Educator

Volunteer

Artistic Director

Director of Education

Marketing Director

Public Relations

Executive Administrator

Social Media Marketing Consultant

Paralegal

Human Resources

Executive Assistant

Restaurant Manager

General Manager/Supervisor

Event Planner

Bookkeeper

Bar Manager

What is Theatre Puget Sound (TPS)?

- Theatre Puget Sound (TPS) is a *leadership* and *service* organization founded in 1997 to advocate for the region's growing theatre community's causes and administer much-needed services.
- TPS is the Northwest's *premiere arts advocacy* and *leadership organization*, providing programming and services that benefit both the theatre community and the larger regional arts community.

TPS Mission Statement

TPS has a *two-fold mission*:

- To **PROMOTE** the spiritual and economic necessity of theatre *to the public*, and to
- **UNIFY** and **STRENGTHEN** the theatre community through programs, resources, and services.

What we will cover today:

Priorities:

- Internal Operations
- Strengthening and Unifying our Community and Members
- Programs
- Arts Advocacy for our Community
- The Bigger Picture

The following is a very brief bullet point of the overall vision.

The Search Committee (s) and TPS Board will receive greater detail on the following vision and concepts.

Priorities ~ Immediate

Internal Operations

- Overall assessment of internal office processes that need immediate attention
- Assess staffing and staffing priorities
- Assess financials:
 - Where are we on the budgets? (2017 & 2018)
 - How have the recent changes affected financials?
- Assess upcoming priorities and urgent needs (pipeline):
 - Gregory Awards
 - Membership Drive 2018
- TAKE ACTION

Priorities ~ Next Steps

Strengthen and Unify our Community and Members

- Become THE leader in Social Justice and Racial Equality in our city and industry
- Expand our membership base to be more inclusive of the diverse art forms and individuals that we represent and want to represent
- Establish (re-establish) professional development programs (free and low-cost workshops to strengthen collective knowledge base and skill-sets)
- Overall assessment of the Gregory Awards to make them more inclusive and legitimize our final nominating process

Priorities ~ Next Steps

Programs

- Are our programs aligned with our mission?
- What programs have proven most needed and desired by the membership?
- What are the budgetary requirements of each TPS program?
- Are we spending wisely and appropriately on each program?
- *What are the cutting-edge, visionary programs that we need to be implemented in order to become a leading organization in Seattle that represents, employs, serves and lifts up the multitude of identities in our city?*

Recent Member Survey

What do you believe the top three priorities should be for the new Executive Director?

(in order of ranking)

Advocacy for the Performing Arts

United General Auditions

Space Rentals

Leadership for Social Change

Gregory Awards

Communications and Website

Priorities ~ The Bigger Picture

~ Social Justice & Racial Equality

- Seek training, guidance and mentorships for the internal office
- Establish (re-establish) training, workshops and forums for our members
- Address OUR OWN own internal policy and procedural inequities
- Take Action
- Focal Point of future membership drives to include
 - Individuals
 - Organizations that traditionally work with artists of color and underserved sectors of our community
- We will work on this through internal AND external levels to achieve our goals
- Assess TPS programs and put them through a lens of social justice and racial equality
- Achieve an environment that welcomes a more diverse membership

“Unless we are intentional then we are inequitable.” ~ TPS Board Member 2017

Priorities ~ The Bigger Picture

~ Advocacy

- 7th Fastest Growing City in the United States
- 3rd Fastest Growing Economy in the United states
 - Amazon ~ Largest Tech Company in the United States
 - Microsoft ~ 2nd Largest Tech Company in the United States

~ Forbes Magazine 2017

- The Seattle area is the ninth fastest-growing metro area in the US
- Approximately 1,100 new residents per week

~ U.S. Census Bureau March 27, 2017

Priorities ~ The Bigger Picture ~ Advocacy

*How do we as an arts community bridge the widening gap
between our new residents and the conglomerate
corporations that employ them?*

Priorities ~ The Bigger Picture
~ Advocacy

TPS

Mission: To Promote, Strengthen and Unify

Priorities ~ The Bigger Picture

~ Advocacy

- Connect TPS to departments of community engagement at local Fortune 500 companies' and King County's largest employers
- Build relationships with such companies, tech companies, and transplanted companies
- Seek sponsorship and funding for TPS to enable us to
 - Market the arts community as a whole to the greater metro region
 - Increase our communications (and thus promotions) to public and members
 - Strengthen our programs and services

Priorities ~ The Bigger Picture

~ Website and Communications

- Seattle Performs ~ Arts Crush
 - (comprehensive production listings for the public)
 - No longer effective
 - Non-theatre artists do not know to go here
 - We need ONE website that could be FOR the general public (listing ALL current membership productions)
- TPS Member Site
 - Antiquated, clunky, not efficient and does not reflect modern technology or tech city that we have become
- NEW TPS website (that potentially combines the two)
- Monthly TPS newsletters to members (current productions, workshops, Industry nights etc...)

Conflict of Interest or Benefit?

- How can I manage two titles in arts organizations?

- <Theatre Org Name Redacted> Responsibilities Minimized ~ Team Delegation
 - Bring on more support to take additional tasks off of my plate
 - Produce less frequently (only one production in 2018) followed by an extensive break

- Benefits:

- Extensive experience developing and working for a mission based organization ~ continually returning to mission
- Insight from being a working artist in the community ~ infused on a personal and professional level
- Constantly in contact with members possible members ~ Recruitments
- Running an arts organization I KNOW THE NEEDS
- Increasing the TPS membership ~ a top priority ~ this is best done in the field and face to face.
- The arts are my work, entertainment, social life and my family ~ Inspiration, Joy, Excitement
- Not in spite of but BECAUSE of ~ support the mission, create community and affect positive change!