

# Programming with Vision

developing your approach to selecting artists and work

## WEBINAR SERIES FOR ARTS PRESENTING



Tim Yerxa, October 2015

# Reminders

*You can hear us, we cannot hear you!*

## **Can't hear?**

- Try turning up your volume
- Call in by phone or use your computer headphones

Have a question or comment? Use the chat box, any time.

## **Downloads**

- PPT Slide presentation



# Programming with Vision

developing your approach to selecting artists and work

## WEBINAR SERIES **FOR ARTS** PRESENTING



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# Agenda

- Connecting Programming to Organizational Planning
- Strategic “Programming” Planning
  - Programming Mission & Vision
  - Setting Goals
- Making Decisions
- Assessment & Evaluation

Okay, it's time to brainstorm our mission statement. Or, for those of you who prefer, Mabel here will be standing by to poke you in the eye with a sharp stick.



**Why am I doing this?**

Asking Fundamental Questions

# Strategic Planning

- Mission
- Vision
- Values
- Goals
- Tactics
- Measurements of Success



# The Strategic Plan



# Strategic “Programming” Plan

- Mission
- Vision
- Values
- Goals
- Tactics
- Measurements of Success

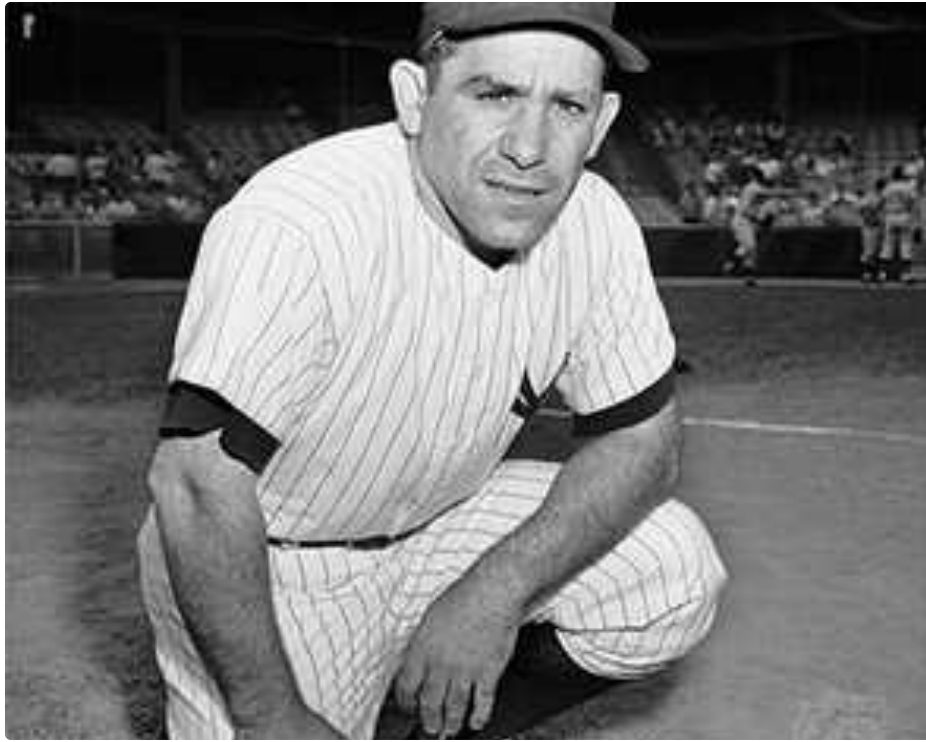




# Programming Mission

- Why are you presenting?
- Is it connected to organizational mission?





Yogi Berra (1925-2015)

“If you don't know where you are going, you'll end up someplace else.”

# Programming Vision

- Where do you want to be in 10 years?
  - What does your audience look like? How do they behave? How are you impacting them?
  - What kinds of work will you be presenting?
  - How will you be impacting your organization, your community?



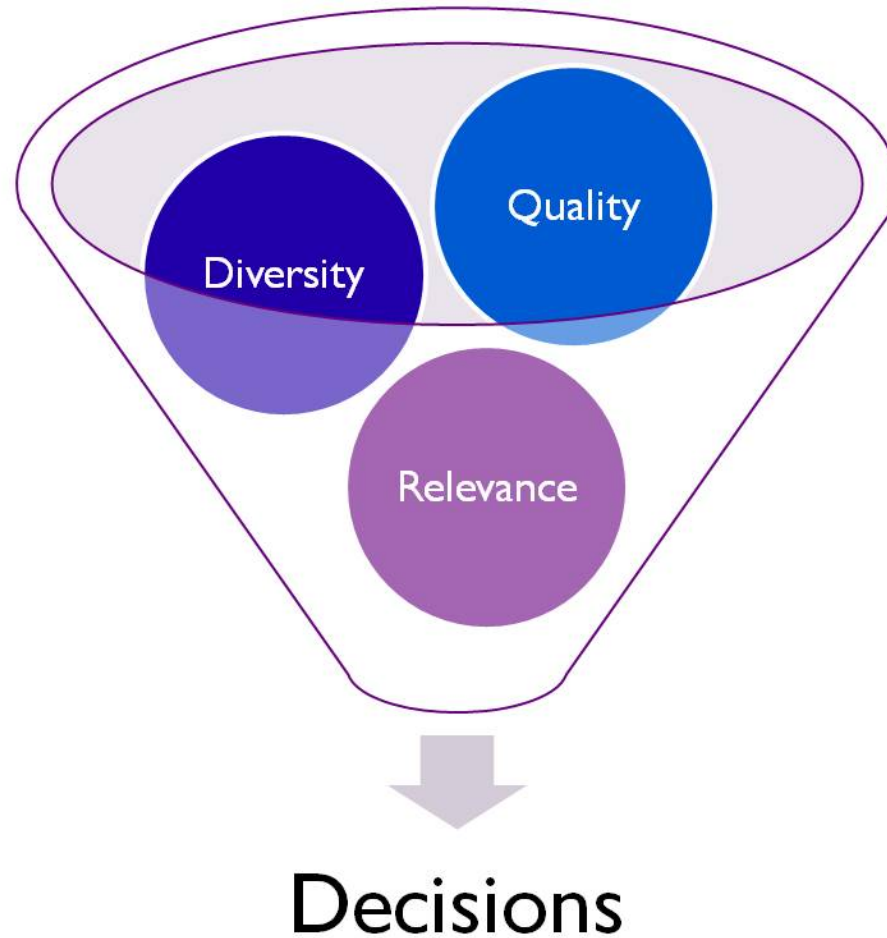
# Programming Vision - Sample

- “Our programming is enriching lives. We are presenting challenging work that stimulates thinking in our audiences. People are moved, inspired and learning. Everyone wants more and trusts our programming choices based on the current artistic work we are presenting.”

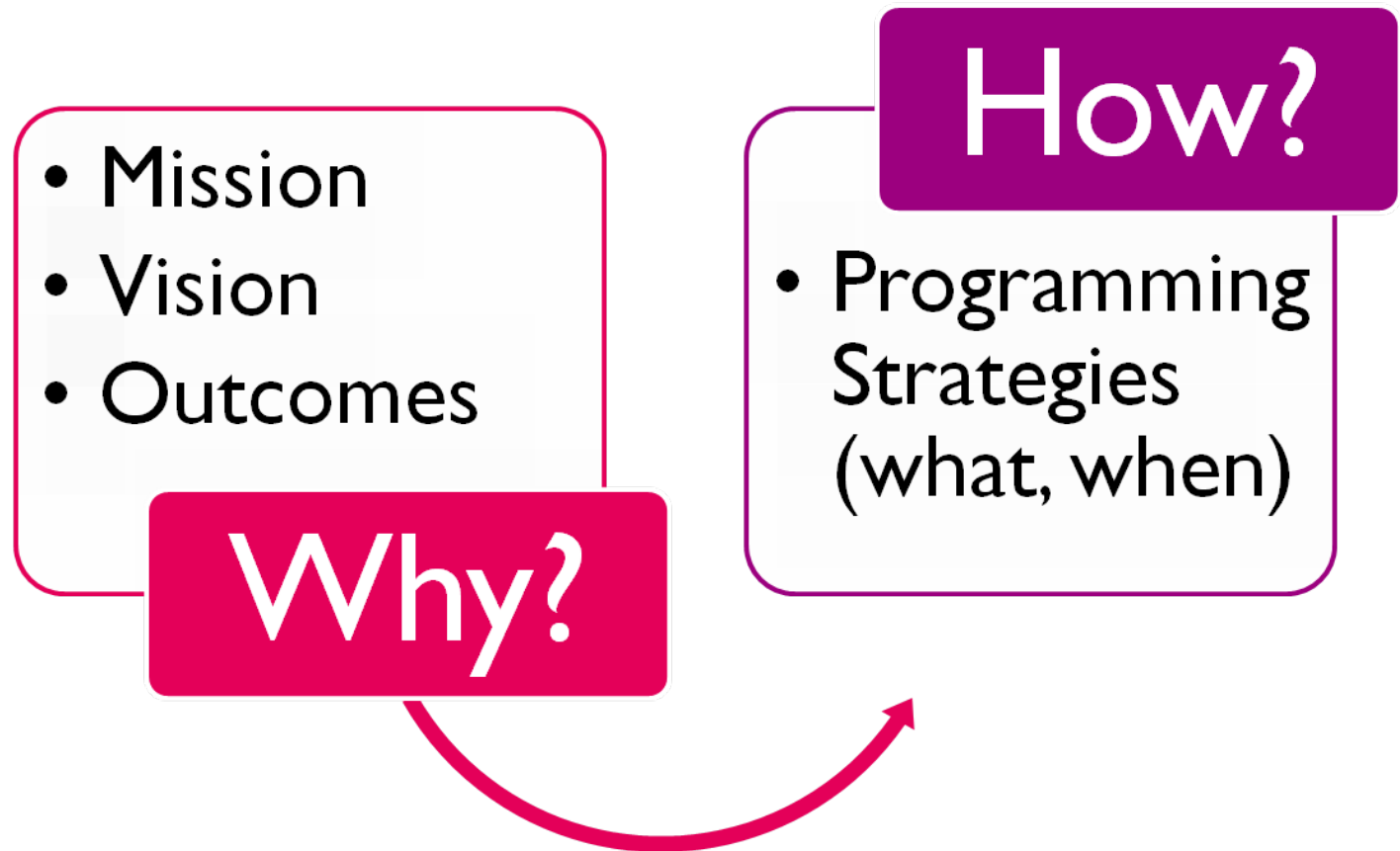
# Programming Vision - Samples

- “We are programming exciting contemporary work that no one has heard of.”
- “We are presenting local artists alongside internationally recognized ones.”
- “We are repeating artists every 3 years and one third of our program is dedicated to introducing new ones.”

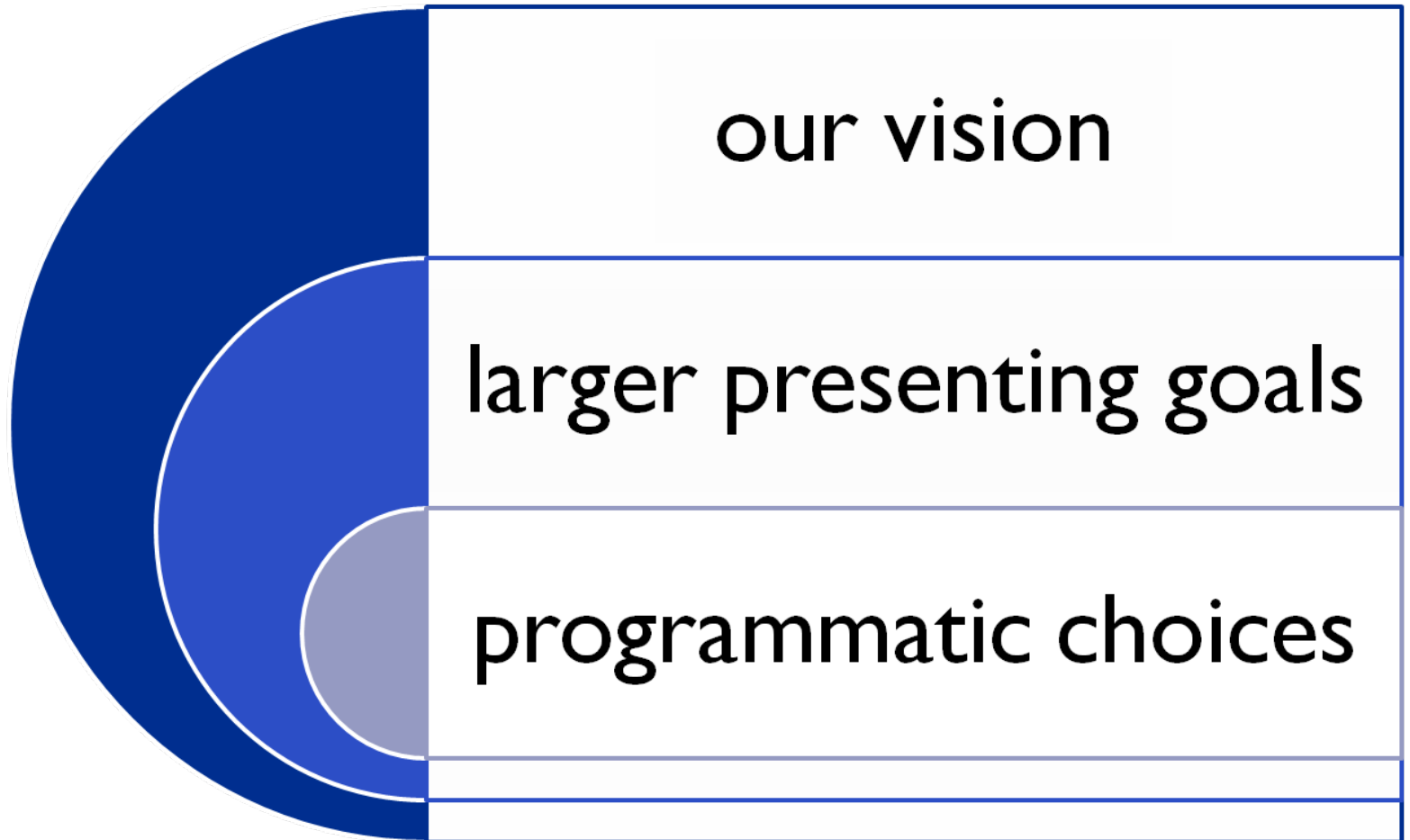
# Programming Values: a filter, not a strategy



# Setting Programming Goals



# Programming Strategy







Decide **WHAT** to  
program before  
**WHO** to program.

# Goal-Oriented Programming

- Makes your program choices:
  - Easier
  - Clearer
  - Defendable
  - Less “risky”
- Publish the strategy.
- Share it.
- Lead with it.

I'm booking this artist because...

- They are high quality.
- My audience will like it.
- We will sell tickets.
- It will make us look good.
- They check off the \_\_\_\_\_ box.

I'm booking this artist because...

- It will develop/advance audiences for this kind of work.
- It will prepare our audience for our next step.
- It speaks directly to our mission.
- It brings us closer to achieving our vision.

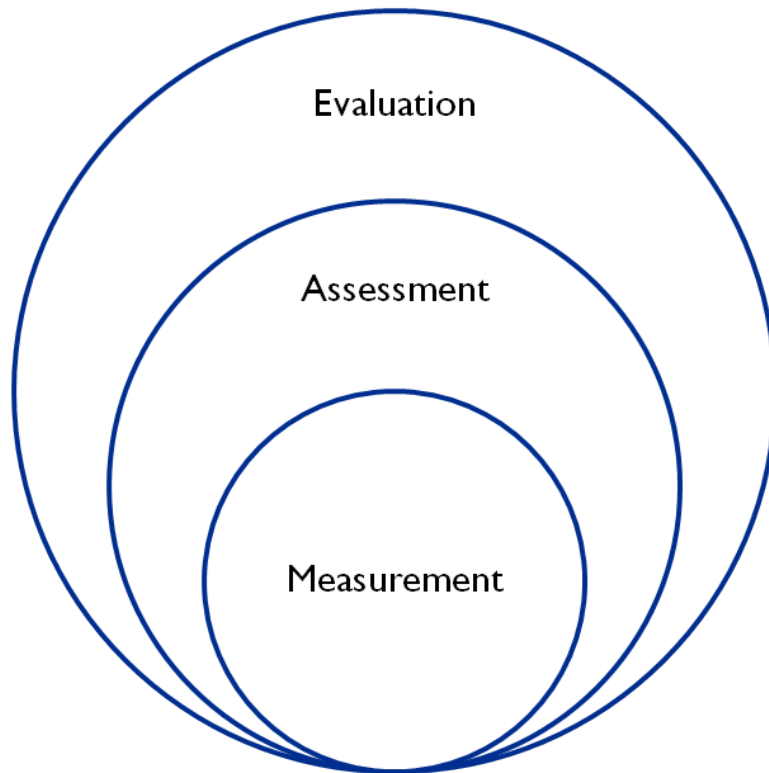
# Programming Decisions



How did we do?

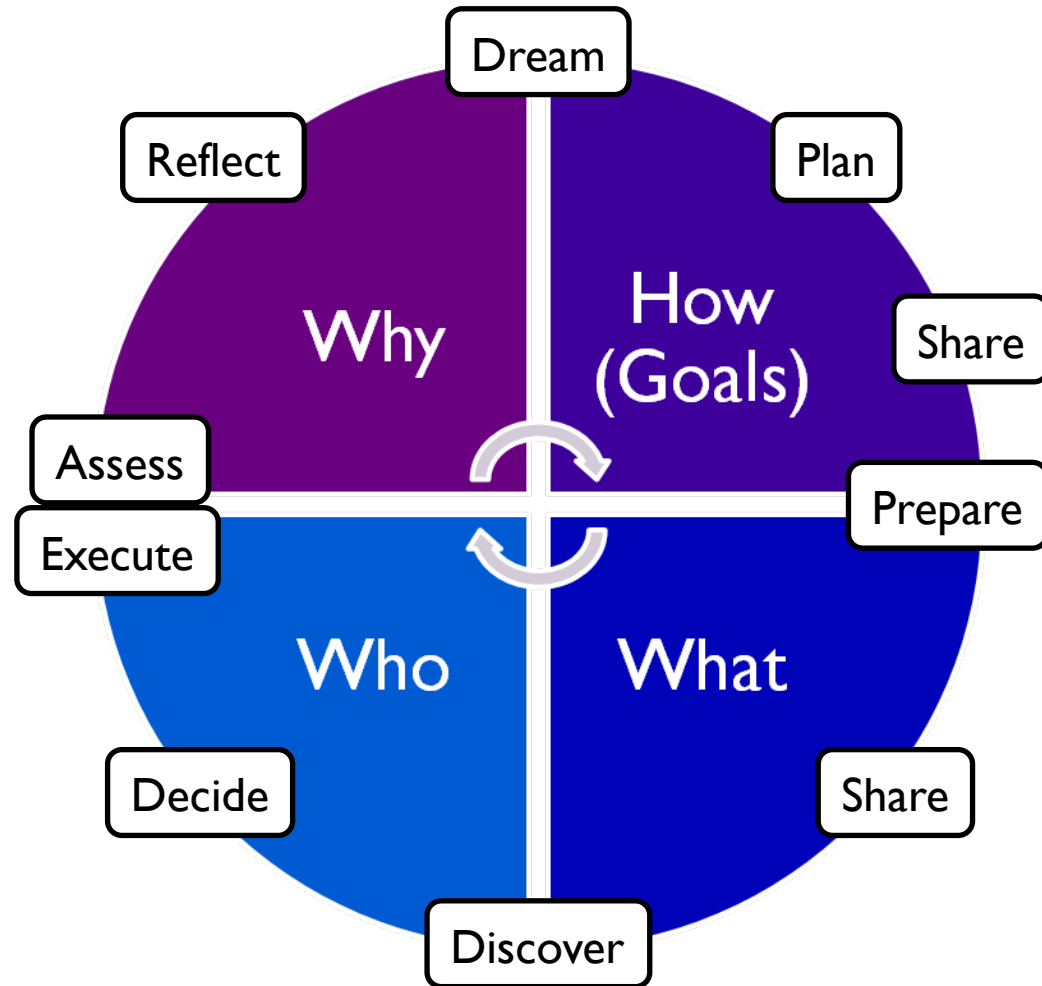
## Assessment Framework

# Assessment Framework



- ✓ Replace arbitrary measures of success with those that connect to GOALS (and by extension Mission and Vision).

# Programming with Vision



# Feedback survey

Please take a moment and share your thoughts on the webinar...

[Take the survey](#)

# Join us for Part 2!

We're continuing the programming conversation next week with Ronnie Brown...

Date: Wednesday, October 28th

Title: "Programming for the People"

Level – Intermediate

[Register now!](#)