

## Results of Small Group Input Exercise

### Annual General Meeting, September 24, 2013

Michelle Ambrose divided the members into small groups to record their answers to the following two questions. The responses have grouped by topic and sorted so that the most mentioned topics are listed first. There were more sheets handed in than groups so some responses have likely been counted twice. The table of Question 2 results includes columns to report what the board has done or is doing on this item and, if appropriate, a contact person with a link to their email address.

#### 1. In order to achieve our vision, what is the Shuswap Theatre currently doing well and should KEEP doing?

|   |
|---|
| <b><i>Play Quality and Selection</i></b>                                    |
| History of Christmas theatre  |
| Our season, great shows for the public                                      |
| Overall, the quality of our productions is very good                        |
| Present plays of a high quality   |
| Producing plays: casting, acting, sets.                                     |
| Putting on quality productions! of high standard of acting and all aspects. |
| The choice of plays is very good (genre/selection)                          |
| Three productions a year  |
| Good change to have 3 weekends.   |
| <b><i>New Members</i></b>   |
| Bringing in new volunteers/members  |
| Keep encouraging new people   |
| Keep up the friendliness and welcoming atmosphere when people arrive.       |
| <b><i>Use of Technology</i></b>   |
| Embraced technology, website, PayPal, etc.                                  |
| PayPal to order tickets and membership                                      |
| Using computer better to engage our community & members (Facebook)          |
| Technical training/apprenticeships  |
| <b><i>Senior's Theatre</i></b>  |
| Seniors' theatre  |
| Space for seniors theatre   |
| Social events for members are fun and popular                               |
| <b><i>Our Volunteers</i></b>  |
| Enthusiastic volunteers   |

|  |
|--|
| Talented, diverse & enthusiastic volunteers (7 awards at O-Zone)                           |
| <b><i>Building</i></b>   |
| Own and control our building   |
| Secure new theatre space   |
| <b><i>Community</i></b>  |
| Community support  |
| Well established in community  |
| <b><i>Other</i></b>  |
| General running of the theatre – well organized  |
| Encouraging businesses/groups to bring staff members to our plays as part of their social. |
| Good cookies & fair trade coffee   |
| Active communication between the members and the board                                     |
| Use of the Voice of the Shuswap for radio dramas   |
| Inclusion of the younger generation  |

## 2. In order to achieve our vision, what should the Shuswap Theatre START doing?

| <i>Item</i>   | <i>Board Actions/Comments</i>  | <i>Contact</i>   |
|---|--|--|
| <b><i>New Members, Engagement, Outreach</i></b>   |  |  |
| Embrace new voices and ideas  | An ongoing effort  |  |
| Find ways to get more members engaged so we can do more, i.e. outreach  | Have begun followup phone calls to Volunteer Questionnaire respondents. Good results                               | <a href="#">Kim MacMillan</a>  |
| Inviting  |  |  |
| More open to newcomers and flexible with existing members   |  |  |
| Do more social events/community outreach with members/public  |  |  |
| Getting out into the community —> schools, community members need to know that anyone is welcome to participate.                | Improv has been invited to outside events. Sr. Theatre has 2 outreach programs. Publicity materials go to schools. | <a href="#">J. Body</a><br><a href="#">P. Blacklock</a><br><a href="#">M. Kriese</a> |
| Reach into schools more – make sure we have roles for younger cast, etc., or large casts that have bit roles for new performers | Show choices for 2013-14 have this in mind —> lots of new young people involved. Youth Theatre Committee working.  | <a href="#">Shannon Hecker</a>   |

| <b><i>Advertising &amp; Publicity</i></b>  |  |   |
|--|--|---|
| Advertising – specific to show, Twitter, Facebook, ads CTV, radio  | All happening except Twitter.  | <a href="#">M. Kriese</a>                       |
| Improved or more extensive advertising/publicity   | Budget increased for this season to 20-25% of production budget. Planning new design for posters, programmes & season brochure.                  | <a href="#">M. Kriese</a>                       |
| Matinees well advertised with seniors' homes   | Emails are sent to local homes. List could use updating.   | <a href="#">M. Kriese</a>                       |
| More marketing outward to get new people to join   | Big increase in newcomers auditioning & in audiences.  |   |
| Spend more time exploring social media & other ways to communicate   | Committed to online ticketing system for next season, has great capacity for improved communication with audience.                               | <a href="#">M. Kriese</a>                       |
| <b><i>Youth &amp; Young Adults</i></b>   |  |   |
| Be more creative – appeal to younger audience  | Season choices reflect this concern  | <a href="#">Artistic Committee</a>              |
| Children/youth theatre   | Youth Theatre Committee formed.  | <a href="#">S. Hecker</a>                       |
| Find a way to engage 19-39 age group   | Season choices & Improv addressing this  | <a href="#">Artistic Committee</a>              |
| Increase level of connection to students/young adults  | Youth Theatre Committee  | <a href="#">S. Hecker</a>                       |
| <b><i>Embrace Diversity</i></b>  |  |   |
| Draw different audiences – students/families/children  | Season choices   | <a href="#">Artistic Committee</a>              |
| Encourage non-members to come to the theatre by making it available for other artistic attractions–music, opening nights, radio plays, readings. | Have met with local musicians, will seek grants to improve sound capabilities, special rental rates for local musicians trying to get started.   | <a href="#">Kim MacMillan</a> ,<br>Marcus Smith |
| <b><i>Training, Mentorship</i></b>   |  |   |
| More mentorship of all volunteer positions.  | Theatre 101 workshop held, Tech 101 workshop planned. New producers recruited & mentored. More organized mentorship processes under development. | <a href="#">Artistic Committee</a>              |
| Teach theatre/support high schools   |  |   |
| Weekend workshop to create some short, fun shows–collaborative   |  |   |

| <b><i>New Building</i></b>  |  |  |
|---|--|--|
| Get a new theatre   | Building Committee continues to meet biweekly, explore new options.  | <a href="#">Jake Jacobson</a>                                    |
| How long before a new building?   |  |  |
| New building better in terms of accessibility.  |  |  |
| <b><i>Communication</i></b>   |  |  |
| Have better communication with membership   | Monthly Board News update sent to members. Plans to change Prompter format to shorter, more frequent email news. | <a href="#">J. Henderson,</a><br><a href="#">Susan MacMillan</a> |
| Improved communication within the theatre   | Addressing this through policy and practice changes.   | <a href="#">Kim MacMillan</a>                                    |
| Start listening to each other   |  |  |
| <b><i>Cooperation</i></b>   |  |  |
| Better cooperation at all levels of involvement   |  |  |
| Co-productions  | Have attempted with FACES Blind Bay, exploring other possibilities.  |  |
| More collaboration with outside groups to bring events here.                                      | Working with Acoustic Avenue Music, Kelly Hopkins, Shuswap Association of Writers, Roxy Roth Music               |  |
| <b><i>Other Venues</i></b>  |  |  |
| Use the Voice of the Shuswap for radio dramas and publicity.                                      | This is happening.   |  |
| Venues outside of the theatre: vignettes at Wednesday on the Wharf, murder mystery dinner theatre | Vignettes at WOW not allowed. We have, and could, volunteer to collect donations (in costume)                    |  |
| <b><i>Other</i></b>   |  |  |
| Bring Les Ellenor (English Prof) to do talks about the subject of our shows.                      |  |  |
| Draw family memberships   | We have these.   | <a href="#">P. Benson</a>  |
| Dress rehearsal for volunteers & members & low income groups                                      | In place, along with Thrifty Thursdays.  |  |
| More Shugo promoting  | Have emphasized this more lately, including add on stickers to posters in schools.                               |  |
| A pantomime at Christmas – traditions at Christmas  | Being considered for Christmas 2014.   |  |

|  |  |                              |
|--|--|------------------------------|
| More time and better access to documents for AGM's                       | Noted.   |                              |
| Preview nights   | Eliminated these, focusing more on final Dress Rehearsal.  |                              |
| Revamp open house – too disorganized this year                           | We agree, have plans for a planning team next year.  | <a href="#">J. Henderson</a> |
| Appreciating all members for their endeavours, as we are all volunteers. | Ongoing efforts to do this. Thanks are not always public.  |                              |
| Survey audiences   | Has been done. New survey planned for winter show. Can do online surveys through new ticketing system. | <a href="#">M. Kriese</a>    |
| Use more fair trade products   |  |                              |
| Volunteer incentives – tickets to a show, bring a friend for free        | Volunteers receive comps for opening weekend, not just Opening.  |                              |
| More summer theatre  | Fringe type festival planned for summer 2014   | <a href="#">J. Body</a>      |