

# **Taiko Community Alliance**



## **Strategic Framework 2018 - 2022**

**June 2018**

## Taiko Community Alliance Strategic Framework

**Mission**                    *Empowering* the people and *advancing* the art of taiko.

**Goals**                      We are committed to:

1. Increasing the awareness and understanding of taiko.
2. Providing high quality programming and resources to support taiko practitioners.
3. Evolving as a sustainable organization

**Core Values &  
Guiding Principles**

Our core values and guiding principles are:

- *Respect* - acknowledging the diversity of philosophies and practices of individuals and groups within the taiko community while maintaining neutrality, we will:
  - Use democratic processes wherever feasible; and
  - Engage in mutually considerate and respectful conduct.
- *Heritage & Evolution* - actively honoring the past as we look to the future of taiko, we will:
  - Celebrate tradition and foster innovation in the art of taiko;
  - Respect the wisdom, generosity, and dedication of past and current leaders while developing the next generation;
  - Identify and seek new ways to serve the evolving needs of our membership; and
  - Recognize the mutually enriching influences of the global taiko community.
- *Empowerment* - Understanding the transformative power of taiko for both individuals and groups, we will:
  - Support avenues to develop artistic excellence;
  - Foster an inspirational environment; and
  - Encourage the creation of shareable knowledge and resources for those interested in taiko.
- *Inclusivity* - Believing that everyone has the freedom to play taiko and participate in the taiko dialogue, regardless of who they are or where they come from, we will:
  - Continually seek to broaden the base of participation in the taiko community and reach out to welcome new members into TCA;
  - Embrace differing perspectives and voices within the taiko community;
  - Nurture connections within and beyond the TCA, and regularly facilitate in-person gatherings and events to strengthen our community; and

- Provide the means to make participation at every level in TCA accessible to all.
- *Transparency* - Appreciating the trust placed in us by the diverse stakeholders of the TCA, we will:
  - Maintain open, accountable, and accessible governance; and
  - Encourage the free and responsible exchange of ideas between TCA's membership and leadership.

## Structure

Annual work plans are anchored in our:

- *Mission, and goals*
- *Baseline* of measurement upon which to improve
- *5 Year Aspirations* describing how things will change as a result of our work
- *Strategies and Activities* demonstrate movement towards our aspirations and our approaches to achieving our goals
- *Deliverables* aligned with our strategic framework (Work Plan)

## Committees

Our organizational structure:

- |  |                         |
|--|-------------------------|
| ● <i>Executive</i>                       | ● <i>Communications</i> |
| ● <i>Finance</i>                         | ● <i>Membership</i>     |
| ● <i>Board Development</i>               | ● <i>Fundraising</i>    |
| ● <i>Program</i>                         | ● <i>Technology</i>     |
| ● <i>North American Taiko Conference</i> |                         |

## Process

Board adopts 5-Year Strategic Framework in December 2017, and in subsequent years:

- Board/Staff/Volunteer *reflects* on framework and progress towards goals on a quarterly basis; *makes annual adjustments* based on experience and opportunity
- Staff/Volunteer *recommends* priorities and key deliverables for the next year
- Board *reviews* and *adopts* deliverables and priorities at annual board retreat
- Staff/Volunteer *prepares* annual budget aligned with board adopted priorities/deliverables
- Board *adopts* budget prior to the beginning the next fiscal year
- Board/Staff/Volunteer *begins* development of next five-year strategic framework in 2022 anchored in our progress

## ***Goal One: Increasing the awareness and understanding of taiko.***

**Context: Heritage and Evolution, Inclusivity, Empowerment**

### **5 Year Aspirations**

1. Collect and share knowledge about taiko, including its historical context and development.
2. Facilitate exposure to and education about taiko performance and culture.

### **Strategies and Activities including but not limited to:**

- Collect tributes and historical materials to honor and celebrate taiko in North America.
- Engage taiko groups and communities in North America to learn their histories and respond to their needs.
- Explore partnerships with cultural and ethnic arts organizations to learn from and increase awareness.
- Create new and curate existing internet resources to connect the taiko community and those interested in taiko.
- Explore focused marketing and branding for all online and printed materials.

## ***Goal Two: Providing high quality programming and convenings to support taiko practitioners***

**Context: Heritage and Evolution, Empowerment, Inclusivity, Respect**

### **5 Year Aspirations**

1. Find and foster new ways to use resources, including technology, to increase accessibility, broaden participation, and strengthen capacity.
2. Facilitate and support in-person gatherings to nurture connections and encourage the open and responsible exchange of ideas and information.

### **Strategies and Activities including but not limited to:**

- Use data and responses from the community for program development and execution.
- Promote taiko groups, taiko events, and information sharing through technology and backend support.
- Support and increase the number of in-person gatherings:
  - North American Taiko Conference
  - Regional Taiko Gatherings
  - Topic (or user) specific Intensives

## ***Goal Three: Evolving TCA as a sustainable organization***

### **Context: Transparency, Inclusivity, Empowerment**

#### **5-year Aspirations**

1. Evaluate and improve existing organizational infrastructure to meet current and future needs.
2. Maintain and expand diverse revenue streams to be fiscally stable.
3. Ensure leadership and staff are equipped with skills and means to effectively serve the taiko community.

#### **Strategies and Activities including but not limited to:**

- Create activities and volunteer opportunities to engage younger generation and other taiko practitioners to build a stronger foundation and capacity.
- Evaluate financial model and fundraising strategies.
- Offer trainings and professional development opportunities for Board of Directors and members.
- Meet with and learn from other nonprofit organizations.

\*Deliverables and work plan made available by request.

\*\*Strategic Framework is subject to change for relevance by Board Approval.