

STRATEGIC PLAN 2025-2030

MARYLAND THEATRE
EDUCATION ASSOCIATION



VISION, MISSION, VALUES



Values:

Theatre as an art form teaches:

- collaboration
- collegiality
- scholarship &
- lifelong-learning

Theatre as an art form teaches dignity, respect & empathy:

- for human beings and the diversity of cultures
- for the art form itself
- for the profession of theatre-maker and theatre educator
- while recognizing our history and embracing our future

Theatre trains the thinkers and content makers to be the next leaders in the entertainment industry.



VISION & MISSION

Our vision is that MTEA seeks to be a national leader in theatre education, elevating the field, with a focus on equity, access, and artistry.

Our mission is to connect, advocate, unite, support, and empower theatre educators across the state through collaborative networking, professional learning, and field advocacy.



GOVERNANCE

STRATEGY		TACTICS	OUTCOMES
1	Build membership to create a pipeline and continuity of leadership	● Reach out to current membership and ask them to serve on committees ● Reach (Email & Phone) out to potential membership and encourage/invite attendance at upcoming events ● Reach out to college professors and education directors to become members of the organization	● Increase membership to 25 percent of the state's theatre educators within each stratification within 3 years; and 5% more each year thereafter
2	Review bylaws and policies to further strengthen the organization	● Review by-laws at the first meeting of the fiscal year and educate the board of RROO ● Create procedural documents for positions ● Create procedural documents for events	● Complete a handbook with by-laws for BOD and new members by June 2027
		● Continue partnerships with AEMS, MD	● Build or strengthen partnerships

3	Participate in state level conversations of arts education leadership	Citizens for the Arts, MSDE, MSAC, USITT ● Add partnership with MHEC and others. ● Establish partnerships with Professional Theatres in the State	with state arts advocacy and education organizations by 2026 - AEMS - MD Citizens for the Arts - Maryland Thespians - USITT Chesapeake - MSDE - University System of Maryland - MHEC - Principal's Union - TAMA - AIMS (Independent Schools)
4	Demonstrate the value of partnership with national organizations within the field and adjacent.	● National unions and groups ● Entertainment Fields and organizations	Partner with national organizations within the field and adjacent by 2027 - AIMS - USITT National - EDTA - National Association of Schools of Theater - Teaching Artist Guild - Theatre Oriented Foundations



COMMUNICATIONS

STRATEGY		TACTICS	OUTCOMES
1	Create regular communication with members and stakeholders	• Develop scheduled communications plan ○ Communicate every two months to the K-12 classroom educators through an email newsletter, coordinated with upcoming programming ○ Communicate bi-weekly on social media with event notices and advocacy tools ○ Provide MSDE regular content for their newsletter ○ Respond to membership communications within 48 hours	• Increased engagement (by opening of the email) • Increased attendance at meetings • Increased attendance at events • Increased participation in committees • All board positions filled

2	Create and communicate clear advocacy positions	• Write and publish (after legal review) clear positions on current issues affecting the field • Provide theater education advocacy materials for members (Talking Points)	• MTEA's advocacy positions published in journal and newsletter as needed or requested
3	Leverage our internet presence as an advocacy and professional development tool	• Keep an up-to-date website that is connected to our social media • Participate in state and national art advocacy campaigns • Maintain GOOGLE CLASSROOM as a professional development tool for helping teachers secure their CPD points	• Increase awareness of MTEA by 50 percent within 3 years
4	Build relationships with adjacent stakeholders. (Principals, Organizational Administrators, Unions, Politicians, etc)	• <i>Participate in AEMS</i> ◦ <i>HeatForce</i> ◦ <i>Professional Organizations</i> • <i>MSDE</i> • <i>MSAC</i> • <i>MMEA, MDEA, MAEA</i> • <i>MD Thespians</i> • <i>MSEA*</i> • <i>County Art Specialists</i> • <i>Professional Theatres & Venues</i> • <i>AEA, IATSE, USA, SAG-AFTRA, WGA, DGA*</i>	• Increase relationships with non-profits, schools, and stakeholders throughout the state by 50 percent within 3 years



DEVELOPMENT/FINANCES

STRATEGY		TACTICS	OUTCOMES
1	Create a membership fee structure focused on access & participation	- Shift to a FREE Collegial Membership for every educator at every level - Continue PAID Associate Membership that covers costs including meal for PD events - Institute PAID Organizational Membership with % discount	Enough Paid Memberships to at least cover annual costs
2	Build membership to 50% of the theatre educators and teaching artists in the state	- Peer to Peer invitations (Calls/Emails) - Face to Face meetings at county/regional level PDs - Partner with other state organizations to create member sharing agreements. - Start a Theatre Teacher of the Year Award program	- For 2025-26 - 75 paid memberships - For 2026-27 - 100 paid memberships - For 2027-28 - 125 paid memberships - Award first Theatre Teacher of the Year Award in 2026

3	Provide educational resources in grant-writing and fundraising	• Providing resources for grants for professional development opportunities for members	• Publish grant opportunities in newsletters and journals • Assist with three grant applications
4	Build and foster sponsorships with partners in the theatre industry	• Reach out to licensing companies, vendors, and venues about potential sponsorships	• Continue growing at least 3 sponsorships with private industry within 3 years.



PROGRAMMING (COMMUNITY ENGAGEMENT?)

STRATEGY		TACTICS	OUTCOMES
1	Demonstrate organizational values in all program offerings	Theatre as an art form teaches: • collaboration • collegiality, • scholarship & lifelong-learning, Theatre as an art form teaches dignity, respect & empathy: • for human beings and the diversity of cultures • for the art form itself • for the profession of theatre maker and theatre educator	• Values are identified in every piece of programming that is presented. • Establish Creative Meeting Actions

		while recognizing our history and embracing our future Theatre trains the thinkers and content makers to be the next leaders in the entertainment industry.	
2	Continue/Introduce professional development opportunities across the state	1. Fall Focus & Expo 2. THRIVE/TIOS 3. Book Club/Play Reading Happy Hours 4. Including Members at Monthly Meetings 5. Maryland Theatre Journal	- Increase participation in program; compile attendance data - Have a schedule frame complete by August meeting
3	Introduce a summer CTE intensive program in conjunction with MSDE	1. 3-5 day intensive program a. Multi-track - performance, technical, producing b. Similar to Broadway Theatre Workshop, but Baltimore/DMV	Create a summer CTE intensive in partnership with MSDE for summer 2028; located in Western Mountains or Southern Maryland or Eastern Shore
4	Provide opportunities that include/target all levels of teaching	Separate tracks for elementary, middle school, high school, college, teaching artists, professional theatres	Note increases in attendance from each division, 5% increase
5	Introduce programming for a statewide 24 hour theatre festival that includes students	'25-26 - Survey for what the teachers/students want '26-27 - Small Regional Events '27-28 - Small Regional Events '28-29 - Large State Event	- Team with MD Thespians - Create a statewide 24 hour theatre for festival educators and students in fall 2028



ADVOCACY

STRATEGY		TACTICS	OUTCOMES
1	Sustainably a Theatre Program & Teacher in every School	1. Advocate for a state level P-12 Theatre Education training program at a state university a. Participate in HEAT Force 2. Technical Theatre focus CTE a. Classes taught under multiple departments. 3. 2 Theatre Teachers (1 Perf/1 Tech) in Every School	• Write the Pipeline Advocacy • MTEA in partnership with advocacy agencies leads the way towards a 7 year plan to institute theatre education in every public school in Maryland
2	Advocating for theatre education funding at the state level	1. Leveraging available grants and funds	• Write an Funding Advocacy statement • MTEA in partnership with MSDE, AEMS, and MCA maintains a powerful lobby in the state by 2026

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**Expand representation
in membership and
Board**

1. Phone banking
2. Keep doing the work

- Increase membership and diversity in MTEA membership and BOD by 60 percent in 5 years