



Strategic Plan 2014-2017

Core Purpose

Vision

We envision a future in which people of all ages and cultures experience the richness of world music, strengthening their connections, appreciation and support for themselves and one another.

Mission

Baobab Tree is a diverse community of people connecting local energy with global spirit through West African singing, drumming and dance.

Values

Development: holistic, personal (mind, body, spirit), community, international/global;

Artistic Excellence: expression, creativity, passion, joy, fun;

Integrity: respect for musical and cultural traditions.

Social Responsibility: team work, collaboration, interconnectedness, global unity, partnerships, sharing;

Compassion: celebration of diversity, respect for all cultures.

Core Services/Programs

Performance Group:

-Baobab Youth Performers; (ages 12-18)

Classes (Ghanaian drumming, dancing and singing):

-ROOTS classes ages 7-12 (drumming, movement, singing, visual arts)

Performances & Events:

- Self produced shows (2-3 per year; Rhythm Café, Black Sheep etc)
- performances for other organizations (10-15 per year)
- Summer Rhythm Trek Camp for ages 7-13

Outreach & Networking:

- give benefit performances for identified local and international causes
- work with other artists and arts organizations in performance
- act as resource for outside workshops/facilitations
- provide subsidized spots for low income participants
- provide mentoring opportunities for youth and young adults

Workshops:

- host professional workshops for our performing groups with guest artists and performers
- present occasional community workshops at our events

International Development:

- awareness and advocacy of development issues in classes, performances and performing groups
- organize promote, and facilitate study trips to Ghana

Strategic Priorities (2014-2017)

Artistic Programs & Services

1. Expand Collaborations

- increase leadership and mentoring opportunities for youth and University students in classes and performances
- look for new ways to involve other youth arts groups
- seek new partners in other mediums (spoken word poetry, jazz, dance)

2. Plan and Implement our 20th Anniversary

- develop programming ideas for the occasion
- organize and publicize the celebrations

Organizational Development

3. Clarify and Re-develop our Vision and Mission statements

- examine our core purpose in relation to the organization as it exists today

4. Assess our Current Funding Streams

- look for ways to increase class registration and concert admissions
- source additional support to expand our subsidized programming spots
- examine current operational grants and assess future opportunities

5. Celebrate and Communicate Baobab Community's unique offerings

- use 20th Anniversary as an opportunity to broaden our communication strategy and the awareness of our presence within the National Capital Region
- expand reach to African communities in addition to Ghana
- highlight the importance and benefit of drumming for mental and physical health and well-being, to attract participants from new communities
- develop a new tag line