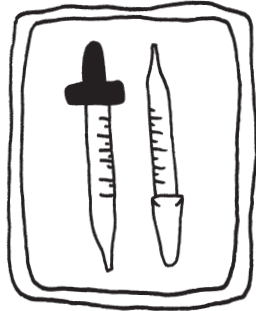


VALUE No. 1
SEEKING THE NEW



— PREAMBLE —

In valuing new plays, we also value the unwritten, the untested and the unseen. As an organization that at its core is a laboratory, we work at the floating edge of the unknown and the tangible.

So our strategic plan is an expression of our values, our aspirations...our culture. It undermines the familiar and challenges the form of a traditional strategic plan.

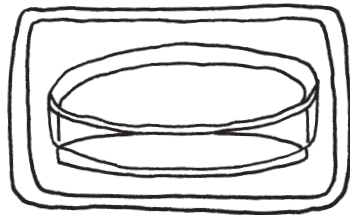


TRUMP THE HOUSE

TRUMP
THE
HOUSE



VALUE No. 2
WRITING IN THE SPOTLIGHT



GOAL

Strengthen and focus impact on what audiences see when they attend the theater and/or experience new work.



RATIONALE

To be relevant, The Playwrights' Center must serve as an artistic home for writers and a reliable resource for theaters seeking new work. This will require programs that nurture and programs that promote.



STEAL THE LIMELIGHT

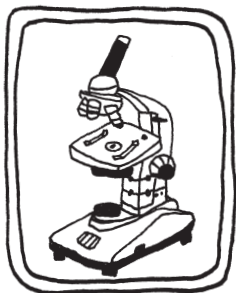
STEAL
THE
LIMELIGHT



"the playwrights' center"

2008-2012

VALUE NO. 2 (CONT.)
WRITING IN THE SPOTLIGHT



STRATEGIES

Realign programs to serve writers and theaters.

Travel plenty, and excel at bringing writers to theaters nationwide.

Become an influential voice in the redefinition of theater.

Deepen and expand relationships with theaters everywhere, in order to get new plays produced.

Partner with other venues to expand opportunities for writers.



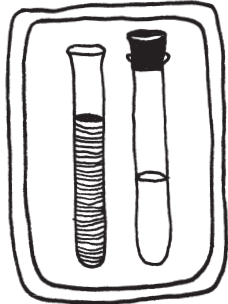
STEAL THE LIMELIGHT

STEAL
THE
LIMELIGHT



2008 2012

VALUE No. 3
RISKING EXCELLENCE



GOAL

Bring vision and innovation to all aspects of organizational operations with an emphasis on the people who make the Center matter.



RATIONALE

Like a play stripped of production values, the Center's essence is the sum total of its characters — all devoted to meaningful action toward a grand design. We live and die by our performance as writers, staff and board.



RAISE THE STAKES

**RAISE
THE
STAKES**



"the playwrights center"

2008-2012

VALUE NO. 3 (CONT.)
RISKING EXCELLENCE



———— STRATEGIES ————

Create a **safe climate** in which writers can develop and scripts can progress toward the **highest standards**.

Innovate all aspects of organizational operations, moving beyond conventional nonprofit models to **improve staffing and sharpen performance**.

Clarify real **growth imperatives** and restructure to deliver.

Push technology to serve writers in unexpected new ways.

Transform the **board**: broaden its capabilities and deepen its fundraising abilities.



RAISE THE STAKES

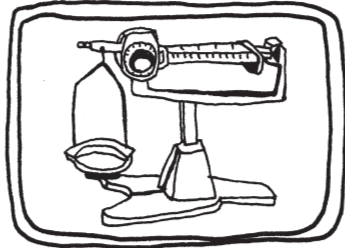
**RAISE
THE
STAKES**



"the playwrights center"



VALUE No. 4
INSPIRED CONNECTIONS



GOAL

Inspire in other constituencies the deep connections we have with writers.



RATIONALE

The Playwrights' Center has always been behind the scenes, bringing attention to others' work rather than highlighting our own. To raise awareness and evolve our approach requires great clarity of mission, vision and programming — so long-time supporters maintain their investment and new constituents embrace our work.



PLAY PARTNERS

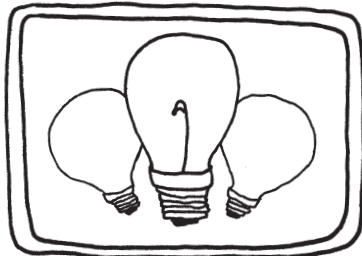
PLAY PARTNERS



the playwrights center

2008-2012

VALUE No. 4 (CONT.)
INSPIRED CONNECTIONS



STRATEGIES

Get recognized as a critical asset to the theater.

Become a destination for **audiences** interested in the new, the risky and the unknown.

Improve communications with **donors, foundations** and **corporations** by illuminating our vision, purpose and niche.

Staff and train for serious fundraising at greater capacity.



PLAY PARTNERS





"My experience at the Lab was exhilarating.
My play could breathe a new life with
the best possible team.

A member of the audience came up to me
afterwards and said, 'This is the way we
should see theater!'

I second her feeling wholeheartedly."

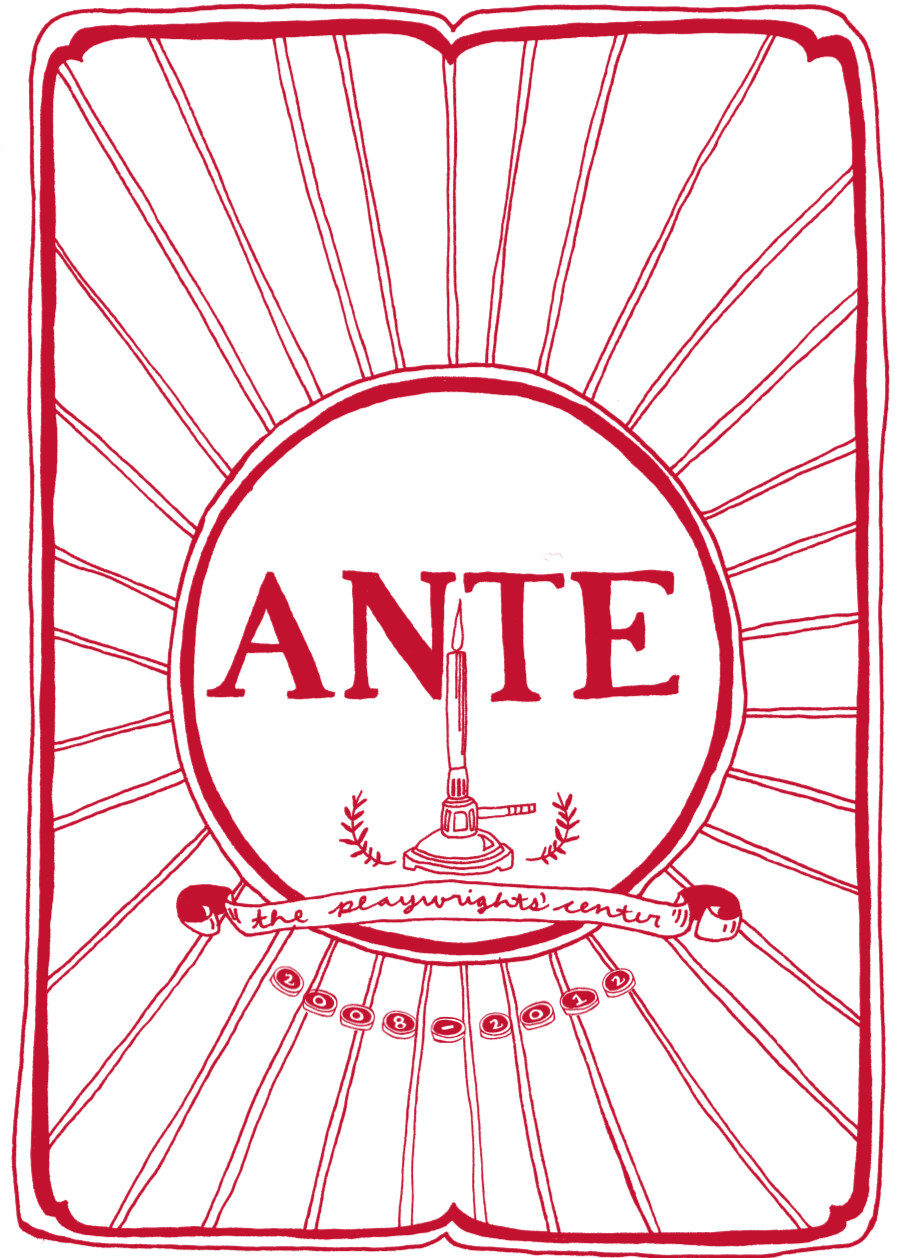


CORE WRITER ROSANNA STAFFA

THE
PLAYWRIGHTS'
CENTER



ANTE



THE PLAYWRIGHTS' CENTER BOARD OF DIRECTORS

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dik Bolger, President
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Carlyle Brown
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Tessa Gunther
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Producing Artistic Director
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THE PLAYWRIGHTS' CENTER

2301 E. Franklin Avenue
Minneapolis
(612) 332-7481

Complete Strategic Plan Details at www.pwcenter.org

