



**Ankeny Community Theatre
Committee Descriptions**

Building and Operations

ACT Building & Operations Committee Description and Responsibilities

Revised May 6, 2020

Purpose

The Ankeny Community Theatre (ACT) Building & Operations committee, under the direction of the ACT Board of Directors, will be in charge of the physical maintenance of the ACT property building site (excluding items under the jurisdiction and responsibilities of the current landlord).

Primary Responsibilities

Upkeep and maintenance of theater building.

- 1) Supervise cleaning crew (checklist of duties; clean before each show's run or special event)
- 2) Ensure HVAC is working properly (furnace filters, scheduled maintenance)
- 3) Ensure plumbing is working properly
- 4) Keep inventory and ordering of supplies (consumables, lighting, etc.)
- 5) Contact landlord (or appropriate services) for repairs, snow removal, etc.
 - a) Maintain a contact list for landlord, HVAC, plumbing, snow removal, etc.
- 6) Maintain equipment and appliances (refrigerator, coffee maker, etc.)
- 7) Keep track of keyholders (directors, assistant directors, cleaning crew, board)

Membership

The ACT Building & Operations committee will be composed of a current board member as chairperson and other volunteers who are accessible and show organizational skills to handle day-to-day and/or regular upkeep of the theater facility. A committee member who lives in Ankeny (in close proximity to the building site) would be preferred in case immediate attention is needed (e.g. unlocking doors).

Meetings and Reports

The ACT Building & Operations Committee will meet on an as-needed basis. Meetings will have a meeting report that will be submitted by the chairperson to the president of the board to be included in monthly board meetings.

Goals for 2020-2021

Maintain current building site and provide input on possible future site.

Duration

The Building & Operations committee will serve until dissolved by the ACT Board.

Data Management

ACT Data Management Description and Responsibilities

Purpose:

The Ankeny Community Theatre Data Management committee, under the direction of the ACT Board of Directors, manages all data and online tools used by the organization by managing surveys, patron and actor information, and supporting other committees to collect and analyze information they may require for decision making.

Primary Responsibilities:

- Manage patron, actor, and volunteer E-mail Listservs and databases
- Gather quality data from casts and directors and provide it to production
- Facilitate the availability of meeting minutes
- Host any digital meetings that may be necessary
- Maintain ACT's relationship with our ticketing service while creating and administering general sales information
- Help the board make data driven decisions based on the needs of all of our stakeholders

Membership:

The ACT Data Management Committee will be comprise of a current board member as chairperson and other volunteers (either from outside or within the board) that demonstrate technical knowledge of database and listserv management as well as data analytics and survey creation skills.

Meetings and Reports:

The Data Management Committee meets on an as needs basis. All meetings will have a summary report that will be submitted by the chairperson to the President of the Board to be included in monthly board meetings.

Goals for 2020-2021:

- Develop sustainable organization of all ACT administrative accounts and memberships to facilitate easy transition and succession between individuals as roles and positions within the organization change
- Help production and education committee develop post-production/post-class surveys
- Create marketing analytics and patron surveys

Duration

The Committee will serve until dissolved by the ACT Board.

Education

ACT Education Committee Description and Responsibilities

Purpose:

The Ankeny Community Theatre Education Committee, under the direction of the ACT Board of Directors, encourages personal development through the dramatic arts, explores the skills of the theatre, creates and instills the love and respect of theatre by fostering wonder and imagination, and acquaints participants with technical theatre knowledge, functioning within the ACT current strategic plan.

Primary Responsibilities:

The ACT Education Committee will develop theater educational programs that are guided by their purpose and strategic plan.

Membership:

The ACT Education Committee will be composed of a current Board Member as Chairperson and other Volunteers/Board Members that demonstrate educational knowledge and a desire for appropriate program development.

Meetings and Reports:

The ACT Education Committee will meet on a monthly basis if necessary. All meetings will have a meeting summary or report that will be submitted by the Chairperson to the President of the Board to be included in monthly Board meetings.

Goals for 2020-2021:

1. The ACT Education Committee will offer at least two adult learning opportunities during the 2020-2021 season.
2. The ACT Education Committee will offer at least two youth learning opportunities during the 2020-2021 season. One of these will include the Halloween Party in October.

Duration

The Committee will serve until dissolved by the ACT Board.

Finance

ACT Finance Committee Description and Responsibilities

Purpose:

The Ankeny Community Theatre Finance committee, under the direction of the ACT Board of Directors, maintains and monitors all accounts, donations, refunds, taxes, budgets, and any other monetary responsibilities necessary to run an organization.

Primary Responsibilities:

- Balance budgets and accounts
- Maintain payments to any vendors used by ACT
- Be responsible for reimbursement of production funds if necessary
- Manage a relationship with our outside accountant
- Check the mail and take any action needed to resolve any correspondence

Membership:

The ACT Finance Committee will be comprise of a current board member as chairperson and other volunteers (either from outside or within the board) that demonstrate responsibility and interest in the financial workings of a non-profit and have the capability to organize and track funds of the theater.

Meetings and Reports:

The Finance Committee meets on an as needs basis. All meetings will have a summary report that will be submitted by the chairperson to the President of the Board to be included in monthly board meetings. The finance chairperson will provide a report to the board every month that includes the account activity of all accounts. as well as a profit and loss report, and a balance sheet.

Goals for 2020-2021:

- Work towards budgeting to create a welcoming, efficient, and intimate space for ACT.
- Help diversify revenue streams and support structures.

Duration

The Committee will serve until dissolved by the ACT Board.

Fund-Raising

ACT Fund-Raising Committee Description and Responsibilities

Purpose:

To raise funds for ACT, outside of ticket sales and membership drives.

Primary Responsibilities:

GRANTS

- The greatest opportunity for fund-raising is through the submission of grant applications. Ideally, grant funds are unrestricted in how they are spent. An example of this is the Bravo grant that ACT receives each year. These grant applications will likely require a copy of ACT's financial statement and details of revenue and expenditures. Another annual application that we submit is the Capacity Building Grant offered through the Iowa Arts Council.
- Some grants (such as from Prairie Meadows Community Betterment Grant) are awarded based a project or "thing" that is desired. These applications will likely require a budget specific to the request. These funders will also likely ask for a report on the use of the funds within a year of receipt of the grant. Another restricted grant funding opportunity is the L.K. Boutin through the Iowa Community Theatre Association (ICTA). The ICTA Board awards grants of up to \$500 to member theatres in support of specific projects each year.
- Employee Volunteer Matching Dollars. ACT has benefitted from grant dollars that employers award to non-profit organizations for volunteer hours that are performed at ACT. Employers that have supported ACT in this manner include Wellmark and Wells Fargo.

SPECIAL EVENTS

On occasion, ACT will put on special events to raise funds. Examples of these are:

- HuHot dinner fund-raisers. Twice per year, we are able to partner with HuHot for a "Helping Hands" event where 10% of the receipts on a Monday evening are donated to ACT. To boost the receipts, ACT will promote the event through social media and pre-show announcements. ACT is expected to provide a lead volunteer (Fundraising Chair may or may not fill this role) and team of five volunteers to bus tables, refill water glasses, etc. from 5 to 8 p.m. Although not required, we hold hourly show passes give-aways to promote our season. This generally raises \$500 or more each time.
- The Cellar at White Oak Winery dinner theater in Cambridge. This is a collaboration that started in the fall of 2018 and resulted in the first dinner theater fund-raiser in 2019. ACT agrees to produce a show that is performed at The Chateau at White Oak Winery. It is not presumed to be repeated in 2021 unless a more favorable split can be negotiated. In the first two years, the agreement was that ACT receive 30% of ticket proceeds. Fundraising Chairperson is the key driver of this relationship, but not necessarily involved in the production of the show.

Membership:

Board Fund-raising chair, interested members of the Board of Directors and ACT members-at-large

Meetings and Reports:

This committee does not maintain a regular meeting schedule; reports are filed prior to the subsequent Board Meeting

Goals for 2020-2021: To secure \$20,000 in fund-raising dollars from grants, special events (Dinner Theater, HuHot) and additional appeals (Giving Tuesday, Facebook, e-mail.)

Duration

The Committee will serve until dissolved by the ACT Board.

Marketing

ACT Committee Description and Responsibilities

Purpose:

Oversee promotions and advertising of all theatre activities. Monitor and control branding image.

Primary Responsibilities:

(See attached, updated each season)

Membership:

Committee will be composed of a current Board Member as Chairperson and other Volunteers/Board Members who have a passion for or skillset within the realm of promotions/advertising/social marketing. *(Currently 5 out of 8 members are non-board members, achieving one of our strategic goals.)*

Meetings and Reports:

Committee meets Third Thursday of the month at 6:30PM at Main Street Café, Ankeny

Goals for 2020-2021:

- Seek replacement for Email Responsibility
- Seek annual replacement for Designer (for 21-22 Season)
- Develop list of potential photographers for shows/etc.
- Actively pursue goals regarding our Strategic Plan Goals/Objectives where Marketing is indicated as responsible

(Designated G#O#, where Goal # and Objective # are referenced)

G1O3 (Support Resources in place/active & skilled leadership)

1. Actively inform utilizing checklist of tasks by show (also serves as annual action plan, which is continually updated as dates are set and additional activities are added to board's objectives)
2. Recruit non-members and train in one of the following areas: Website, Email, Facebook, Media Contact

ACCOMPLISHED: Recruitment of non-board members, Establishing regular schedule, Written descriptions of purposes and responsibilities in place (to be updated each season)

G3O1 (Make ACT known/affordable & accessible)

1. Develop key, consistent messages for board/volunteers to use as they talk about ACT
2. Regular participation in area networking opportunities to promote ACT
3. Maximize use of social media platforms
4. Seek more diverse audiences for promotions

G3O2 (Make ACT known/strategic partnerships)

1. Once established, promote activities and opportunities through networks of partner organizations

Duration

The Committee will serve until dissolved by the ACT Board.



Your 2019-2020 MARKETING TEAM: WHO DOES WHAT?

| | | | |
|-------------------------|--------------------------|--------------|---|
| Marketing Chair, Emails | Tammy Sposeto | 515-339-2783 | oftheson@yahoo.com |
| Tasks at Large | Stacie Bendixen | 515-238-9846 | Stacie.bendixen@gmail.com |
| Media Contacts | Allyson Martens | 309-798-8118 | amartqc@gmail.com (use marketing@ unless inviting her personally to a meeting) |
| Social Media Gurus | Cassie Twitchell (shows) | 515-218-5326 | cassandratwitchell@gmail.com |
| Designer | Bekah Tuttle | | bekah.tuttle@gmail.com |
| Programs & printing | Lynn Arterburn | 515-964-7635 | lynn@arterburn.info |
| Photographer | Greg & Amber Romans | 515-783-2155 | gromans44@gmail.com |

Marketing@ankenycommunitytheatre.com is A GROUP EMAIL administrated by Allyson as primary and several other committee members have access to it so that we can be as responsive as possible to any marketing issues. PLEASE DO NOT USE THIS EMAIL FOR INVITING ANYONE TO A MEETING OR WITH DOODLE POLLS. CC'ing the marketing email assures that, if someone is currently unavailable, someone else can access the information and fill in. Stacie is experienced at all tasks relative to the marketing committee and serves as a backup when life happens. We are trying to provide continuity and reliability through the use of this marketing email.

To invite individuals to meetings, please use their personal emails.

To submit ideas for Facebook, please email Cassie and cc: marketing@ankenycommunitytheatre.com

To reply to media contact inquiries, please email Allyson at marketing@ankenycommunitytheatre.com

For questions regarding emails, please email Tammy and cc: marketing@ankenycommunitytheatre.com.

For questions regarding programs & posters, please email Lynn and cc: marketing@ankenycommunitytheatre.com.

If you are unsure to whom you should send an inquiry, send the email to marketing@ankenycommunitytheatre.com AND the current Marketing Chair. That person will assign the task according to the team's resources.

The current Marketing Chair will attend your production meetings and then disseminate the information to the rest of the committee. If you have any unique ideas about your show, such as audiences that you might target or ways to promote the show, please feel free to discuss those with the chair and she'll get that information to whomever will be handling the issue.



What you can expect from us:

1. Audition listing on website
2. Website landing page (Updated at close of previous show)
3. Audition Poster (Design & Print)
 - a. We will post one poster at the theatre
 - b. Please request any additional posters if you'd like to post them
4. Audition Event and Show Event (released two shows ahead) on Facebook
 - a. Information is taken from the website
5. Audition Email 1-2 weeks prior to the scheduled day
6. Head shots & cast photo (usually done night of read-through but not mandatory)
7. Promotional photos (No more than one hour on one night of photography)
8. Facebook Posts (as provided by the cast/crew)
9. Performance Poster & Cast Handout Card (Design & Print)
10. Request for media 2 weeks prior to show
11. Email 2 weeks prior to show
12. Email 1 week prior to show
13. Email day before opening night
14. Email day before TBT

What we need from you:

1. Set the expectation with your cast to like, comment, and share any posts on the Ankeny Community Theatre page. ANY promotions (even those NOT for the show) drive traffic to our page and impact our metrics positively.
2. Provide the most thorough character descriptions possible to the web admin ahead of your audition. This will improve the content of the audition email.
3. **No one posts personally on social media.** If you would like a post made, send it to the Facebook admin to be posted on the Ankeny Community Theatre page and then encourage your people to like, comment, and share.
4. When sharing posts to your own page from our ACT page, include the phone number and website for tickets in the text of your post. Tag as many people in your cast as well as the Ankeny Community Theatre Facebook page whenever sharing so that the information is in your personal post as well as in the shared content.
5. You have the option to have posters printed. We provide a list of supportive businesses. It is you or your cast's responsibility to have these distributed. If you solicit an individual to volunteer to take posters out in total, please let Volunteer Chair know so that she can provide (one) free ticket to the show to that person.
6. If you are willing to utilize candid photos for promotions, please send them to cassandratwiche11@gmail.com and marketing@ankenycommunitytheatre.com with the verbiage intended to be used in posts. (These will be edited for spelling/grammar and may have additional information included to make the posts more effective.) It may take up to 48 hours to create the post, depending on schedules.
7. Video promotions can be utilized on Facebook but must be produced by you. Feel free to utilize any cast member's skills or recruit volunteers for the entire theatre for this purpose. Please give at least 2 days' advance notice before submitting if possible.
8. Respond as quickly as possible with volunteers for media interviews. Request a copy of the video/audio for promoting on our Facebook page and get that to Marketing Chair.

Membership & Sales

ACT Membership & Sales Committee Description and Responsibilities

Purpose:

The Ankeny Community Theatre (ACT) Volunteer Committee, under the direction of the ACT Board of Directors, will retain current members (donors) and recruit new members to maintain financial stability for ACT. This committee will also ensure ticket prices are reasonable to increase our number of patrons, functioning within the ACT current strategic plan.

Primary Responsibilities:

The ACT Membership & Sales Committee will complete membership drives, as indicated throughout the season and will facilitate the annual membership meeting. Also, the ACT Membership & Sales Committee will make decisions regarding ticket sales, as needed, throughout the season.

Membership:

The ACT Membership & Sales Committee will be composed of a current Board Member as Chairperson and other Volunteers/Board Members that have a passion for member retention/recruitment and ticket sales.

Meetings and Reports:

The ACT Membership & Sales Committee will meet on an as needed basis, especially in the month prior to the annual membership meeting. All meetings will have a meeting summary or report that will be submitted by the Chairperson to the President of the Board to be included in monthly Board meetings.

Goals for 2020-2021:

1. The Membership & Sales committee will work with the Finance Committee to:
 - a. Develop an annual budget that identifies targets for each revenue category.
 - b. Develop an annual membership and fundraising plan.
 - c. Develop the option for donors to make recurring donations.
 - d. Promote membership to increase the number of members.
 - e. Identify and implement fundraising events linked to the core mission of the organization, such as the dinner theatre
2. The Membership & Sales committee will work with the Fundraising and Marketing Committees to:
 - a. Explore a partnership with another area theatre to promote both organizations.
 - b. Seek underwriters and sponsors for ACT's shows.
 - c. Promote acting, directing, and creative opportunities through the networks of partner organizations.
3. The ACT Membership & Sales Committee will host the annual membership meeting in Fall 2020.

Duration

The Committee will serve until dissolved by the ACT Board.

Play Selection

ACT Play Selection Committee Description and Responsibilities

Purpose

To draft a line-up of shows for a future season for the Board's consideration. Final decisions about the season and any changes needed due to unforeseen circumstances are the Board's.

Primary Responsibilities

Process involves seeking out scripts for shows in a variety of genre for the committee's reading and review. Scripts will be evaluated on the following criteria (in random order, all considered equally):

- Will the show have audience appeal?
- Does the material challenge our actors/directors/creative teams?
- Is the story worth telling?

Proposed season line up should reflect roles for a very diverse group of actors, including but not limited to: age and gender.

Membership

Committee is small (less than 12 people) but must include people who represent different aspects of theater (actors, creative teams, actors, directors) as well as gender and age. . Those interested should contact the board President or Play Selection chair. Membership is by invitation only and is only open to new members in fall of each year. Members commit to reading/reviewing all scripts/shows being considered and participating in member meetings.

Meetings and Reports

A Kick-Off meeting will be held before Jan 1. Committee work will include reading/viewing shows and submitting reviews (currently a numbered grading system). Committee will meet approximately bi-monthly from Jan-Sept, with a final Season Planning meeting in Sept. The proposed season will be presented to the Board at the Oct meeting for their review. Once approved, Play Selection chair will secure rights/pay royalties, then season proceeds to Marketing for development of logos and to Production for securing directors.

Goals for 2020-2021

Propose the 2021-2022 season. Due to COVID-19 and lights-out in theaters, this committee will also pilot and encourage the development of virtual theatre opportunities for our patrons and actors/directors/creative teams.

Duration

The Committee will serve until dissolved by the ACT Board.

Production

ACT Production Committee Description and Responsibilities

Purpose:

To provide support for cast and crew during a production.

Primary Responsibilities:

During a production (producer):

- Share information about ACT policies during auditions
- Collect code of conduct and medical forms from cast and crew
- Work with the director on marketing opportunities (photos, newsletter blurbs, etc)

We also have a sub-committee that selects directors for the upcoming season. They review director applications and determine how best to assign directors for the season.

Membership:

Those that serve on the production committee should be prepared to be a producer on at least one show during the season. We have had around 6-8 people on the committee in the past but there doesn't need to be more than the number of shows we have in a season.

The director selection committee is made up of those who serve on the production committee that are not interested in applying for a director position in the upcoming season. If there are not enough people we may include those outside the committee for the selection process.

Meetings and Reports:

Production Meetings

At least two weeks before an audition, we need a producer to meet with the director and someone from marketing committee (assistant director, stage manager, tech, etc. are optional). The meeting is to discuss the production schedule, marketing, and any requirements or needs from the director.

Director Meetings

Twice a year we meet with directors to discuss how their productions have gone, what could be better, or get advice from other directors. We also meet with potential directors for the upcoming season to share the new scripts and gather director applications.

Committee Meetings

Approximately after each main stage production we have our committee meetings. This is to get a sense of how a production has gone from the producer's perspective and help new producers.

Goals for 2020-2021:

Make it easier to find documents on producer requirements and expand our committee as the number of producers we have has decreased.

Duration

The Committee will serve until dissolved by the ACT Board.

Volunteer

ACT Volunteer Committee Description and Responsibilities

Purpose:

The Ankeny Community Theatre (ACT) Volunteer Committee, under the direction of the ACT Board of Directors, will retain current volunteers and recruit new volunteers to ensure all theater roles are filled for every show within a given season, functioning within the ACT current strategic plan.

Primary Responsibilities:

The ACT Volunteer Committee will ensure there are actors, producers, directors, ushers, concession suppliers, etc. for each and every show ACT produces each session. They will also facilitate a volunteer orientation annually in order to train new volunteers, regarding ACT policies and procedures.

Membership:

The ACT Volunteer Committee will be composed of a current Board Member as Chairperson and other Volunteers/Board Members that have a passion for volunteer retainment and recruitment.

Meetings and Reports:

The ACT Volunteer Committee will meet on an as needed basis. All meetings will have a meeting summary or report that will be submitted by the Chairperson to the President of the Board to be included in monthly Board meetings.

Goals for 2020-2021:

1. The ACT Volunteer Committee will ensure fulfillment of all volunteer roles, during the 2020-2021 season.
2. The ACT Volunteer Committee will host a volunteer orientation in 2021.

Duration

The Committee will serve until dissolved by the ACT Board.