

LITERARY MANAGERS AND DRAMATURGS OF THE AMERICAS (LMDA)

Executive Plan (2018-2020)

5 Mar 2018

PART I: THE MISSION

Since its founding in 1985, LMDA has defined its mission as **affirming the function of dramaturgy, exploring its practice, and promoting the profession.**

With approx. 430 members (primarily in Canada and the U.S.) – including literary managers, institutional and freelance dramaturgs, creative producers, literary agents, directors, development executives, educators, students, and other artists and administrators in theatre and the performing arts – LMDA has made its organizational mark on the theatrical landscape by serving its diverse constituency and providing leadership in the growing global field of dramaturgy.

As stated in its bylaws, LMDA's purpose is **to cultivate, develop, and promote the fields of dramaturgy and literary management** by:

- creating an international network of dramaturgs and literary managers
- educating the public about and promoting the work of dramaturgs and literary managers
- establishing a communication network and information bank for members and the public

To fulfill its mission and purpose, LMDA's goals are threefold:

1. **serve the membership**
2. **strengthen the organization**
3. **further the field of dramaturgy**

The organization's first Three-Year Plan, which concluded in 2009, expanded the scope of LMDA's activities in order to better serve the role of dramaturgs and literary managers in North American theatre and to assert the organization's growing responsibilities as a prominent arts service organization. The second three-year plan, concluding in 2012, worked to sustain the organization's expansion in tangible ways while reaching beyond our borders in North America.

The third plan concluded in 2016 and made furthering the field a top priority, which encouraged the organization to make bold gestures and take a clear leadership role in dramaturgical discourses. Among its accomplishments were completing a comprehensive membership survey, developing outreach to and involvement of early-career dramaturgs (including Lessing Week fundraising activities), expanding regional activity and reporting, establishing a rolling membership renewal, creating a strong presence on social media, supporting the launch of the National New Play Network Script Exchange, disseminating Employment Guidelines, and initiating Sample Contracts.

Then the scope of the Executive Plan was adjusted to two years in 2016 to coincide with the term of the President and Executive Committee. This presidency continues with that tradition – marking a plan focused on serving our current membership while thinking of ways to expand our network to embrace anyone with work that encompasses dramaturgical theories and practices. This plan is a living document whose success relies on an active dialogue among the LMDA Executive, Board, and membership.

Part II: THE PLAN (2018-2020)

During the next two years, the Executive Committee will focus on the following objectives and strategies to further LMDA's primary goals:

Goal 1: Serve the Membership

Objective 1: Continue to clarify, promote, and expand member benefits.

- Review, reshape, and clarify the listing of member benefits on website. This is meant to establish the difference and advantages of membership in our organization while also providing accessibility to potential members. (Membership, Communications)
- Explore other potential benefits with current and prospective members, which includes partnerships with adjacent organizations such as NPX and NNPN. (Membership)
- A Revamp/redesign of the website which will continue to improve on features such as the "Find a Dramaturg" function, job board, region specific pages, and increase participation on and within our website. (Membership, Communications, Regional Activities)
- Reimagine resource pages to include media, discussion pages, archives, etc. (Communications)
- Continue newsletter development and publications to be 3-4 issues annually with more consistent coverage of LMDA member events and highlighting the broadest range of individual member activities. (Communications, Publications, Regional Activity)

Objective 2: Continue to develop and expand LMDA's constituencies.

- Continue the introductory membership rate and explore other incentives for new members to join, including joint memberships. (Membership)
- Actively recruit all professionals who employ dramaturgical theory, practice and technique in their work. (Membership with the help of Advocacy, Institutional, Freelance, University Relations)
- Re-examine membership-wide programming that deepens connections between members within the organization as well as between members and the larger theatre field. (Programs, Freelance, Institutional, University Relations, Advocacy)
- Find new ways for members inside and outside of academic institutions to collaborate with one another. (Freelance, Institutional, University Relations, Programs)
- Begin connecting with collaborators in Latin America in preparation for the LMDA 2020 conference.
- Create and maintain a list of volunteer translators for languages including (but not limited to) ASL, Spanish, and Portuguese in preparation for the expansion of our constituencies. (Conferences, Advocacy, Communications, Memberships, Grant and Awards)

Objective 3: Continue aligning LMDA activities with key conversations, changes, and leaders in the field.

- Identify the most exciting conversations happening in the field and ensure that LMDA is participating in or sponsoring them. (Everyone)
- Integrate Regional Activity and conversations into organization-wide programs and conference planning. (Regional Activity, Programs, Conferences)
- Renew and revise LMDA's reciprocity agreements with other orgs (TCG/ArtSearch, SDC, Dramatists Guild, etc.) to ensure that LMDA is at the center of key field-wide conversations that can benefit our members. (Membership, Advocacy)
- Create a VP for ED&I position. This is to help move our organization towards becoming an anti-racist organization while also expanding or current efforts towards ED&I. (ED&I and Conferences)

Goal 2: Strengthen the Organization

Objective 1: Clarify and strengthen the brand for the organization.

- Assess what "LMDA" means for members and potential members. (Membership, Communications, Advocacy)
- Broaden LMDA's voice/role on Facebook and Twitter. Start an Instagram account. (Communications)

Objective 2: Secure sustainable funding to fulfill LMDA's mission.

- Search and apply for grants. (Treasury, Board)
- Continue establishing and executing diverse fundraising strategies in order to secure LMDA's long-term fiscal health. (Treasury, Board)

Objective 3: Develop dramaturgical connections beyond Canada and the U.S.

- Develop stronger relationships with existing organizations (UK Dramaturgs' Network, Asian Dramaturgs' Network, etc.). (President, Membership, Communications, Advocacy)
- Strengthen communications around dramaturgy-related activity in other countries. (Communications)
- Recruit key members from Latin America. (Membership, President, Board)

Goal 3: Further the Field of Dramaturgy

Objective 1: Lead the discourse on the future of theatre and the performing arts.

- Establish a resource platform linked to the LMDA website that draws together diverse dramaturgical perspectives. (University Relations)
- Sponsor salons on key topics in theatre, art, and community. (Regional Activity, Programs, University Relations, Institutions, Freelance)

- Commission essays for *Review*. (Publications)

PART III: THE PEOPLE

This plan's objectives will be pursued by the LMDA Executive Committee. Each officer will chair an area committee of at least three others, including when possible a Board member, another officer, and an early-career member. Collectively, the LMDA officers and committee members should reflect the diversity of the organization. Officers are expected to volunteer an average of 5-10 hours per month, and committee members are expected to volunteer an average of 3-5 hours per month.

As part of their duties, the members of the Executive Committee also sit on the LMDA Board of Directors, which includes **Brian Quirt** (chair), **Catherine Maria Rodríguez**, **Gavin Witt**, **Gina Pisasale**, **Liz Engelman**, and **Sarah Garton Stanley**. We have two board slots that need to be filled to replace the positions held by Martine Kei Green-Rogers and Danielle Mages Amato.

Here is an outline of area responsibilities and personnel for the Executive 2018-20 term:

President, Martine Kei Green-Rogers: sets the agenda for the organization, nominates and supports the work of the LMDA Executive, provides vision for conferences, represents LMDA to other organizations.

Past President, Ken Cerniglia: provides leadership continuity and institutional knowledge.

President Elect, TBD 2019: shadows the President and formulates a new two-year plan and Executive slate.

President, LMDA Canada, Laurel Green: represents the organizational interests of the Canadian membership on the Executive. [Elected by the LMDA Canada membership.]
President-Elect Canada 2019: TBD

Administrative Director, Lindsey Barr: membership renewal, accounts receivable and payable, inquiries, meeting agendas and minutes, coordinate voting, and craft/disseminate press releases. [Paid position appointed by the Executive for renewable one-year terms.]

Treasurer, Heidi Taylor: supervises the annual budget, collection of dues, cash reserves, and the processing and administering of grants; coordinates fundraising efforts and grant writing.

VP Advocacy, Jessica Applebaum (tentative): oversees the revision and dissemination of the Employment Guidelines and Sample Contracts, coordinates activities that protect and promote the work of members and the profession.

VP Communications, *Jeremy Stoller*: coordinates the website and internal and external communications. **Associate VP Communications, *Amanda Dawson***.

VP Conferences, *Amy Brooks*: develops programming continuity and supervises local planning.

2019 Chicago Conference Committee: *Maren Robinson, Marrok Sedgwick, Reggie Lawrence, Nora Titone*

2020 Latin America Conference Committee: *Adam Versényi, Michael Chemers, Bernardo Mazon, Ken Cerniglia*

VP Grants & Awards, *Bernardo Mazon*: coordinates the promotion, evaluation of applications, and selection of winners for LMDA's grants and awards.

VP Membership, *Kate Langsdorf*: works to recruit and retain members from a wide range of dramaturgical fields, backgrounds, and career stages.

VP Programs, *Phaedra Michelle Scott*: identifies and meets the needs of the LMDA constituencies – e.g., freelancers, institutional dramaturgs and literary managers, early-career dramaturgs, etc. – with tailored programming.

VP Publications, *Kristin Leahey*: recruits and supports the editors of the LMDA *Review* and newsletter. **Associate VP Publications, *Elizabeth Cohen***

VP Regional Activity, *Jacqueline Goldfinger*: coordinates the activities of the LMDA regions and reporting of the Regional Representatives.

VP University Relations, *Megan Monaghan Rivas*: represents professors and students in universities and colleges, coordinates the activities of the U Caucus at the annual conference.

VP Institutional Dramaturgs, *Anne Morgan*: represents institutional dramaturgs, brainstorms programming specific to institutional dramaturgs, coordinates with the VP Programs, VP University Relations, and VP for Freelance Dramaturgs for the creation of programming specific to, or that includes, the needs of institutional dramaturgs.

VP Freelance Dramaturgs, *Heather Helinsky*: represents freelance dramaturgs, brainstorms programming specific to freelance dramaturgs, coordinates with the VP Programs, VP University

Relations, and VP for Institutional Dramaturgs for the creation of programming specific to, or that includes, the needs of freelance dramaturgs.

VP Equity, Diversity and Inclusion, Jenna Rodgers: collaborates with LMDA leadership to build and strengthen LMDA's diversity programs and policies. Work with the VPs for Advocacy, Membership and Communications to build on LMDA's efforts to actively recruit & retain a diverse membership and to identify opportunities and partnerships that deepen LMDA's engagement with issues of environment and sustainability.

Equity, Diversity, and Inclusion Committee: *Elizabeth Williamson, Michael Chemers, Ramoma Ostrowski, Walter Byongsok Chon*