

## ATHE Strategic Plan, 2011

The following goals represent the next iteration of ATHE's Strategic Plan, arrived at through a lengthy process beginning with open sessions during the ATHE New York conference in 2009, Los Angeles in 2010, a Facebook site, and two mid-year meetings with Focus Group Representatives. Each goal will be accompanied by strategies that allow Focus Groups and Committees to implement the goals in a variety of ways.

**ATHE Mission: To support and advance the study and practice of theatre and performance in higher education.**

**Goal One:**

Promote theatre as an essential component in higher education and as a lifelong tool for learning.

**Goal Two:**

Position ATHE as a global participant within higher education.

**Goal Three:**

Continue to develop strategic and sustainable partnerships to advocate for and advance the study of theatre and performance in higher education.

**Goal Four:**

Support the professional development of ATHE members.

**Goal Five:**

Develop strategies for sustaining the administrative and organizational viability of ATHE.

**Goal six:**

Continue to diversify participation in every facet of the organization including membership, programming, scholarship and governance.