

OUTREACH CHAIR

Duties and Responsibilities

As the Outreach Chair for Theatre West, the primary responsibilities will involve connecting the club with the community, engaging new audiences, and promoting the club's activities and performances. The role will play a significant part in expanding the club's reach and impact beyond its regular members. Here are the key duties and responsibilities:

- **Outreach Strategy:** Develop a comprehensive outreach strategy that aligns with Theatre West's mission and objectives. Identify target audiences, goals, and appropriate outreach methods to effectively engage with the community.
- **Community Engagement:** Establish and maintain positive relationships with community organizations, businesses, local schools and other relevant audiences. Actively seek opportunities for collaborations and partnerships to increase the club's visibility and impact.
- **Promotional Campaigns:** Work with other relevant board members to create and implement outreach materials, including flyers, posters, social media content, and press releases, to effectively communicate the club's activities and performances to the public.
- **Events and Workshops:** Organize and coordinate outreach events, workshops, and educational programs that showcase the club's talents and contributions to the community. These events could include performances, acting workshops, improv sessions, or theater-related discussions.
- **Audience Development:** Implement strategies to attract new and diverse audiences to the club's performances and events. This may involve targeted outreach efforts to specific demographics or communities.
- **Community Needs Assessment:** Conduct research or surveys to understand the community's interests and needs related to theater and performing arts. Use this information to tailor outreach initiatives effectively.
- **Collaboration with Club Members:** Work closely with the club's members and the board to ensure that outreach efforts align with the club's artistic vision and production schedules. Encourage and involve club members in outreach activities as appropriate.

- **Feedback and Evaluation:** Collect feedback from outreach events and activities to evaluate their success and impact. Use this data to make improvements and refine future outreach strategies.
- **Advocacy:** Serve as an advocate for the Theatre West's outreach mission within the club and the broader community. Highlight the importance of theater arts in community engagement and personal development.
- **Budget Management:** Collaborate with the club's treasurer to develop and manage an outreach budget. Seek cost-effective ways to implement outreach initiatives while maximizing their impact.
- **Continued Learning:** Stay informed about current trends and best practices in community engagement and audience development within the performing arts industry. Attend workshops, conferences, or training sessions to enhance your outreach skills and knowledge.

The Outreach Chair's role is essential in ensuring that Theatre West connects with a diverse audience, fosters community partnerships, and positively influences the lives of those who may not typically engage with the performing arts. By implementing effective outreach strategies, the outreach chair will contribute significantly to the club's growth and relevance within the community.

These chairpersons are encouraged to establish standing committees to assist with these responsibilities.