

Old Courthouse Theatre Logic Model

Problem	Root Cause	Strategy	Activity	Short-Term Outcome	Long-Term Outcome
There is no permanent staff at Old Courthouse Theatre	Lack of funding	Establish Development / Funding BOD committee	Recruit committee members Draft and implement Development / Funding plan	\$250,000 raised to pay for permanent staff for 1 year.	
	Lack of clear organizational design	Restructure BOD to ensure strong organization & fiscal responsibility.	Conduct Market Analysis	Identify appropriate compensation for staffing	
			Develop position/role description for BOD and staff members	Role descriptions completed	Staff is hired by 7/1/2020
				BOD restructured	
	Lack of priority for Board of Directors	Prioritize hiring permanent staff	Include on strategic plan	Identify staffing candidates	

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	Lack of funding	Identify donors specific to youth programming	Include in Development / Funding Plan	\$100,000 raised to fund youth programming for 1 year.	
	Lack of program leader	Hire staff member to develop / oversee youth program	Include in organizational restructure plan	Include in identifying staffing candidates	
	Low recruitment of youth programming participants	Market to schools, youth-serving organizations	Increase social media presence	50% increase in social media aimed at recruiting youth programming	
			Partner with existing youth arts programs	Marketing materials distributed to 25 organizations. Establish partnership with at least 5 youth arts programs in 1 year	
There is no youth programming at Old Courthouse Theatre		Diversify programming	Expand acting classes / workshops to include technical and other topics not offered by area youth arts programs	Offer at least 10 classes / workshops in 1 year	Youth program exists with 100 youth enrolled in programs by 7/1/2020

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			Youth co-directing projects	1 youth co-directing project per season	
			Community service hours programs	Offer community service hours to assist in post primary school.	
		Establish scholarship program to offset Participation Fees	Include in Development / Funding Plan	Establishment of scholarship program	
		Offer transportation solutions to participants	Establish partnership with schools' transportation dept	Transportation available through schools	
			Identify alternative transportation solutions	Transportation solution available	
		Promotional events that highlight youth programming	Identify promotional events	Execute 2 promotional events in 1 year	