



**THE KALAMAZOO CIVIC THEATRE
PURPOSE, MISSION, VISION
AND CORE VALUES STATEMENTS**

Statement of Purpose:

We exist to celebrate and nurture creative theatrical expression, to foster human communication and understanding, and to delight and challenge our audiences and volunteers through theatre and the performing arts.

Statement of Mission:

Our mission is to produce a diverse spectrum of theatre of the highest quality, to provide hands-on learning experiences in all aspects of theatre production and management, to provide a sequential program of educational experiences, to celebrate the achievements of volunteers and staff, to provide value for our supporters, and to join with other community theatres for mutual assistance and celebration.

Vision Statement:

Our theatre is the best community theatre we can be, as evidenced by:

- The production of high quality theatrical presentations, and theatrical experiences for the community.
- Financial stability through annual growth in earned income, contributed dollars, and endowment, within a balanced budget.
- An environment where volunteers, students, and staff can continuously develop their skills, support and mentor each other, and remain fulfilled with their Civic experiences.
- Comfortable, accessible, safe, and state-of-the-art facilities and equipment which advances our creativity in production.
- A passionately committed, effective Board of Directors with vision and a can-do attitude.
- A respected reputation locally, regionally, and nationally for the quality of our work.

Core Values:

Our core values include a commitment to: integrity, diversity, inclusiveness, fairness, internationality, excellence, accessibility, accountability and growth.

THE KALAMAZOO CIVIC THEATRE VALUE STATEMENT

1. ***Volunteers are the heart of our work; without their involvement, we would not exist***
 - a. Make all volunteers feel welcome and included
 - b. Respect their time, talent and ideas
 - c. Treat them fairly and honestly at all times
 - d. Help them grow and improve, offering them learning opportunities and additional responsibilities, as appropriate
 - e. Thank and honor them for their commitment to good work, their reliability, their willingness to learn, and their love of our theatre
 - f. Help them understand the value of their contribution to the whole theatre program, sharing history, achievements, and strategic planning

2. ***Commit to continuous quality improvement and inclusiveness in everything we do***
 - a. Always strive to produce the best quality experience onstage, backstage, front-of-house, in rehearsal, in meetings, or in class - give each task/responsibility our best shot and give all our stakeholders reason to take pride in our work
 - b. Remember, the enemy of “great” is “good”
 - c. A commitment to teamwork is essential - what each of us does impacts everyone else and the overall success of our program
 - d. Everyone accepts personal responsibility for results
 - e. Be willing to learn new ideas and new skills
 - f. Be willing to listen to other points of view; believe everyone is “partly right”
 - g. Be willing to put the greater good of the theatre ahead of other considerations

3. ***Treat our members/customers and donors with respect and courtesy at all times.***
 - a. Provide superior quality service in every situation
 - b. Be professional and responsive in understanding and satisfying the needs of both external and internal customers
 - c. Be accessible, courteous, timely, friendly, honest and fair at all times
 - d. Provide communications, both written and spoken, that are clear as to purpose and content and make it easy for them to respond
 - e. Thank them personally, appropriately and on a timely basis every time they attend and/or support the theatre

4. ***Treat our paid staff as the professionals they are.***
 - a. Interact with them through the chief staff officer
 - b. Respect their talent, training, experience and dedication
 - c. Treat them as important members of the community theatre team
 - d. Compensate them honorably
 - e. Recognize their contributions to the level of quality the theatre has achieved
 - f. Provide opportunities for skill building

5. ***Support the field of community theatre and the community in which we live and work***
 - a. Enhance the quality of life in our community
 - b. Participate as appropriate in civic activities
 - c. Participate in and support state, regional and national community theatre work
 - d. Advocate for theatre and all the arts