

Hi Paul. Hoping the month of March is going well for you. It's a perfect time to check in, determine next steps, follow-up and wrap-up our work with you.

A review of the progress that has been made since we started work with you is impressive. Being the "one-man-band" that you are, this is a staggering list! I am hoping that I have included all the major areas, but if not, please let me know.

Happily, this list reflects the goals of our work via 501Commons.

Updated Mission Statement:

With leadership from Paul, the Board reviewed, discussed, and developed a rough draft new Mission Statement, to be finalized and adopted at a date to be determined.

Updated Vision:

The Board is in discussions regarding the long range vision for the organization including regional boundaries, partnerships with other entities, and future focus.

Organizational Strengths and Weaknesses:

A list of organizational characteristics was created and reviewed with the goal of becoming more aware of and actively addressing these positive and negative elements.

Board Development:

Paul has created a current outline of Board responsibilities and terms which is bringing about a positive focus within the board to increase engagement through clear definition of Board roles, creation of committee to best harness Board activity, and a drive to enlist new Board members.

Funding Opportunities:

Paul is actively researching and contacting prospective funding sources (private and public) to increase funding stability both short and long term. Funding sources have been discussed and reviewed - the process is ongoing.

Organizational Budget:

Paul has developed a three-year budget (income and expenses) to support ongoing program development and institutional financial tracking.

Activities and Program Timeline:

Paul created organizational timeline reflecting annual programs and activities. This facilitates further planning/promotion and future partnerships and involvement to best support institutional goals.

Participant Survey:

A Survey Monkey survey was created and sent to a majority of current/past participants. Over 100 responses were received. The information was reviewed in a meeting and valuable information will be utilized to further engage this audience and promote programs and activities.

Postcard Festival promotion:

Paul contacted Molly Gross who created a postcard festival promotional/branding campaign utilizing social media and electronic communication. The program focuses on expanding efforts to capture new audiences and would be used in conjunction with existing efforts to continue to engage current/past participants. The plan is robust and harnesses cost-effective ways to promote through a variety of avenues. The

campaign components could also be used for the Cascadia Poetry Festival and build further cross-promotion.

Communications and Audience Engagement:

The main portal for information dissemination is the organizational website which is being reviewed and changes/updates are being considered.

Long-term organizational branding:

Board discussions resulted in the consideration of an organizational name change from Seattle Poetics Lab to Cascadia Poetics Lab. This change better reflects the regional focus of the organization. This change will begin to take place with a more focused “rebranding” to occur in the fall. The name of the Postcard festival was also reviewed and has been updated as well.

Whew! Perhaps we can discuss this list and any further ways James and I can assist you prior to the April Board meeting. Can we set the date and time for this?

-Rebecca