Program Matrix Template

Our mission is:

We are unique in our community because:

Our primary focus is (include things like a specific period of time, an artistic discipline, genre, cultural focus, etc.):

Secondary interests/other areas of focus are:

Our primary audience is (include things like gender, age, income level, education level, ethnicity, religious preference, zip code, profession, other interests, and values):

Other definable groups that comprise our audience are:

We are working to enhance participation from this segment of our current audience:

We are working to expand the people from this segment of our current audience:

We are working on attracting this new audience:

The current perceptions of our organization and our programs in our community are:

We want to enhance these perceptions:

We want to change these perceptions:

We want to build these new perceptions:

Our most popular programs/events are:

They are popular because:

We do them because:

Our least popular programs/events are:

They are not popular because:

We do them because:

The programs/events we do that are outside of mission are:

They fall outside our mission because:

We do them because: