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CODARTS
STRATEGIC PLAN

Our vision

At Codarts Rotterdam talented and driven dancers, musicians and circus performers are educated to become dedicated and inspiring artists, leaders and facilitators, ready to spread their wings in a dynamic, international context.

Our mission

is based on eight concepts, which constitute the Codarts vision:

1. Craftsmanship, 2. Self-Management, 3. Diversity, 4. Inquisitiveness, 5. Sustainability, 6. Connectivity. These 6 concepts are continuously sustained and complemented by:
7. Talent scouting, as one of the major focus areas to ensure the connection to (future) students. 8. Organisation & Resources, as the backbone of sustaining a healthy and functional organisation.

Main strategic goal

In 2022, Codarts will be a university of the arts, where all processes are meant to enhance the students' development.

Strategic sub-goals

To reach the main goal we will aim for the following strategic sub-goals:

1. AUTHENTIC, ARTISTIC CRAFTSMANSHIP

Goal: Provide (international) students with the tools to become authentic artistic craftsmen.

In 2022 we will have:

1. selected students with an open mindset and the urge to be(come) excellent on their own artistic path;
2. coached students to be critical, communicative entrepreneurs in the arts and beyond;
3. selected a team of teachers that is committed to providing the best artistic standard needed in an constantly changing environment;
4. created a dynamic structure and learning environment that is safe and sustainable;
5. provided multiple opportunities to connect with alumni and the working field.

2. SELF-MANAGEMENT

Goal: Educate future artists, teachers, therapists and artistic researchers in 21st-century skills.

In 2022 we will have:

1. educated all our talents to be engaged thinkers and ethical citizens with an entrepreneurial spirit;
2. developed a curriculum that embraces 21st-century skills and offers individual paths using blended learning tools;
3. selected a team of qualified teachers who continuously update both their artistic and teaching skills;
4. intensive national and international exchange programmes to enrich our perspectives and skills;
5. developed tools to ensure personal management from the perspective of lifelong learning.

3. DIVERSITY

Goal: Create an open and diverse learning and working environment.

In 2022 we will have:

1. selected students with diverse backgrounds in gender, culture and age;
2. consciously formed a varied team in terms of qualification, gender, culture and age;
3. ensured inclusive education: strengthened consciousness on diversity in our curriculum, organisation and staff;
4. a collaboration with a diversified working field, alumni, stakeholders and partners;
5. a strong relationship with several international institutes on scouting, exchange and research.

4. INQUISITIVENESS

Goal: Stimulate, participate and educate in research and develop an inquisitive and reflective attitude.

In 2022 we will have:

1. embedded a continuous research trajectory from pre-education to BA, MA and PhD in the curriculum;
2. dynamic professorships in close cooperation with national and international universities and other partners;
3. a research programme relevant to the profession of the performing arts;
4. an effective system of sharing knowledge with the professional practice;
5. a network of doctorate alumni and optimum conditions for PhD development.

5. SUSTAINABILITY

Goal: Create a safe and healthy environment for students, teachers and staff to optimize lifelong learning.

In 2022 we will:

1. be the most renowned institute for performing arts medicine in terms of support, education and research;
2. have ensured education for all students in developing and maintaining their mental and physical health, resilience and flexibility;
3. have developed a master programme in physical science based on research in performing arts medicine;
4. have developed tools on performing arts medicine for wider use in society;
5. have ensured ownership of the code of conduct by management, staff, teachers and students.

6. CONNECTIVITY

Goal: Have no limits in partnership with students, teachers, staff and partners to pursue the most dynamic, excellent and challenging, learning and working environment.

In 2022 we will have:

1. created a safe culture of open dialogue and sharp debate within the whole institute and at all levels;
2. ensured and valued all input from students, teachers and staff through strong participation panels;
3. ensured interactive dialogue with partners inside and outside our arts and disciplinary focus;
4. established innovative educational partnerships in arts, education and science;
5. be an active member of and have ensured a strong relationship with the national and international associations of the arts.

7. TALENT SCOUTING AND DEVELOPMENT

Goal: Scout and support talent in a diversified (international) society.

In 2022 we will have:

1. an informed, assured, solid, endorsed, authorized vision on (international) talent scouting, carried out by management, teachers and staff;
2. implemented an integral approach on complementary pre-education in cooperation with selected partners;
3. a high school of the arts in Music, Theatre, Dance and Circus in Rotterdam on a new location and at least two international locations for pre-education;
4. taken the lead in and fulfil the national goals on talent-scouting in close cooperation with sport talent scouting;
5. placed a professorship on talent development in the Centre of Expertise in the arts with the Royal Conservatoire in The Hague.

8. ORGANISATION AND RESOURCES

Goal: A healthy, dynamic, transparent and consistent administrative organisation ready for the 21st-century.

In 2022 we will have:

1. an organisation with a clear and well-defined distribution of authority and responsibilities;
2. a staff that serves all departments of education and know their main goals;
3. a healthy financial position;
4. a well-developed programme for personal development and share a common sense and mutual understanding about our conduct and behaviour;
5. fully integrated educational and organisational procedures.