

# **TYSO Strategic Plan FY15 – FY19**

## **Guiding Principles**

### **Mission**

The mission of the Texarkana Youth Symphony Orchestra is to foster a love of music and build friendships through excellence in orchestral education and performance experiences.

### **Vision**

It is our vision that the Texarkana Youth Symphony Orchestra will be widely recognized as a premiere orchestral education program.

## **Goals:**

I. The students will grow as musicians and individuals.

Objectives:

A. Students create a musical skills development plan.

Strategies:

1. Through a survey, students will set a musical goal for their own music skills development.
2. Provide leadership opportunities during rehearsals and performances, i.e. earn principal position, lead/organize an ensemble.

B. Students develop a plan for self-achievement.

Strategies:

1. Through a survey, students will offer suggestions for developing personal goals.
2. Develop a student advisory committee and set tasks.
  - a. Plan fundraisers
  - b. Social activities
  - c. Explore other leadership opportunities outside of rehearsal and performance
3. Allow for a social time at practice, i.e. for snacks, announcements.

II. Orchestral education and performance experiences are challenging and rewarding.

Objectives:

A. Side by side concert opportunities for TYSO

Strategies:

1. TSO Music Director and TYSO Conductor collaborate to prepare date and repertoire.
2. Provide professional section coaches.
3. TSO Music Director leads rehearsals.

B. Create opportunities for ensemble experiences and performances.

Strategies:

1. Survey student interest.
2. Create ensembles and plan repertoire.
3. Create a structure for ensemble rehearsal.
4. Explore venues for ensemble performance opportunities.

C. Reward commitment to TYSO

Strategies:

1. Explore funders to provide TYSO members with tickets to professional orchestral concerts.
2. Offer resume references for further education.
3. Feature ensemble(s) at TYSO concerts and community events.
4. Offer scholarships to sponsor qualified TYSO students for summer music camp experiences.

D. Offer a summer week-long String Camp.

III. Organizational structure supports TYSO's growth.

Objectives:

A. Create a Community Advisory Council to:

- Communicate new mission, vision, and values to students and parents.
- Recruit council members and volunteers to accomplish Strategic Plan goals and objectives.
- Plan and implement programs and projects.

B. Create a marketing plan for TYSO.

Strategies:

1. Expand TYSO presence on TSO website. (Include the TYSO Strategic Plan online)
2. Coordinate with TSO for email blasts, print materials, and advertising.
3. Promote short and long-term benefits for students and parents.
4. Create awareness of community benefits from students' TYSO experience.

C. Develop an evaluation plan for measuring effectiveness of TYSO programs.

Strategies:

1. Periodically review programs and their impact on students achieving their musical and individual goals.
2. Conduct annual student and parent surveys.
3. Survey concert audiences.
4. Create an online survey for music educators to get input regarding TYSO.
5. Track the TYSO students' high school graduation and college admission rates.

IV. Funding fully supports TYSO operations.

Objectives:

A. Develop a funding plan that diversifies TYSO funding across multiple funding streams.

B. Work with TSO's funding committee to identify income sources.

Strategies:

1. Corporate sponsors
2. Grants
3. Patrons