



Strategic Plan 2008 - 2011

Mission Statement

The Georgia Regional Girls Choir aspires to:

- develop a lifelong appreciation of music in choristers,
- expose choristers to challenging, multi-cultural, multi-part choral music,
- build the confidence and self-esteem of the young women choristers by exposing them to positive role models, and
- produce high quality recordings and live performances for local, national, and international communities that showcase cultural diversity and engage audiences in the beauty of choral artistry.

**Georgia Regional Girls Choir
Strategic Plan
2008 – 2011**

Introduction

In February 2008, the Georgia Regional Girls Choir (GRGC) Board of Directors (BoD) met to discuss GRGC's strategic plans for the future. This process began by re-evaluating the mission. The BoD then conducted an internal and external environmental scan, and brainstormed goals, objectives and tactics in support of the new mission. This document is a result of that process.

Goal 1. Organize to engage the staff, board members, young women choristers and alumnae and parent volunteers to improve administrative management and leadership, effectively raise funding, and increase public awareness to grow the choir to a diverse membership of at least 100 girls by 2011.

Strategies:

- Establish an Executive Director position to start in mid-March 2008 to manage the day to day operations of the GRGC and assure a stable, well-managed business foundation supporting the organizational mission and the artistic and choral directors.
- Identify a new slate of Board President, Vice President, Treasurer and Secretary officers by May 2008, with the Vice President responsible for managing parent volunteer committees as required by the Bylaws.
- Identify parent liaisons for each choir by April 2008 to assist with communications and organization.
- Identify and respond to grant opportunities.
- Identify and attend workshops for non-profit organizations on grant writing, board development and strategic planning.
- Engage the choir members in fund raising opportunities each semester to offset tour expenses.
- Annually solicit corporate and individual sponsors in support of tuition aid.
- Network with Georgia and Atlanta arts networks, community leaders, and education leaders.
- Develop an annual marketing plan and a PR package including posters, performance recordings, history, recruitment and performance information.
- Present a balanced budget at the annual parents meeting in support of this strategic plan.
- Conduct a summer workshop of the BoD to assess and evaluate progress toward achievement of the goals in this strategic plan.

Goal 2. Provide opportunities for the young women of GRGC to challenge themselves to perform high-quality, culturally diverse, multi-part choral music, develop confidence in working as a group, develop leadership skills, and learn music theory and artistic appreciation.

Strategies:

- Develop an annual artistic plan, implement the plan, assess and evaluate the performance in order to drive continuous improvement and challenging repertoire through quarterly meetings of the Artistic committee.
- Incorporate music theory instruction and critical musical review during regular rehearsals.
- Identify “choir captains”, one or two girls representing each choir (or sections in the choir) to the director, parent liaison and the BoD.
- Perform professional quality repertoire at least twice per year.
- Provide opportunities for choristers to perform locally, regionally, nationally and internationally.
- Produce professional quality recordings at least every other year.
- Acknowledge outstanding choristers annually at the spring performance by awarding of the Valerie Adams Memorial Scholarship and other awards as determined by the choir directors.

Goal 3. Share our enthusiasm for choral music and enhance the community's reputation for providing cultural opportunities through coordinated outreach efforts.

Strategies:

- The BoD and Artistic Committee will develop an annual plan of performances and activities to reach out to the communities, businesses, churches, non-profits and schools in the area.
- Network with other choirs and artistic organizations for outreach opportunities
- Identify and test expansion to areas that lack choral opportunities for young women.
- Develop an alumnae network.