

# South Jersey Area Wind Ensemble

## Strategic Plan 2020-2025



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# SOUTH JERSEY AREA WIND ENSEMBLE STRATEGIC PLAN 2020-2025

## MISSION

**The South Jersey Area Wind Ensemble is committed to musical excellence, engaging local and global communities through live and recorded performances, and instilling a lifetime love of music and the arts.**

## VISION

**For the South Jersey Area Wind Ensemble to be recognized locally and nationally as a model of community band excellence.**

## CORE VALUES

**Musical Excellence**

**Financial Stewardship**

**Education and Development**

**Diversity and Access**

## STRATEGIC DIRECTIONS

MUSICAL DEVELOPMENT	FINANCIAL DEVELOPMENT	AUDIENCE DEVELOPMENT	MEMBER DEVELOPMENT
1. Create opportunities for its members to rehearse and perform quality wind band repertoire.	1. Encourage members to pursue Chair Sponsorships.	1. Use technology to promote SJAWE throughout various platforms.	1. Engage regional and national conductors and clinicians to provide professional instruction from various points of view.
2. Educate members and student participants through rehearsals and the audiences through engaging concerts.	2. Create grant writing and grant finding committees.	2. Develop advocates in education, media, government, and businesses to promote SJAWE.	2. Utilize sectionals to increase performance skills by teaching and learning from each other.
3. Encourage everyone to "Make Music Last A Lifetime" through listening and/or performing.	3. Instill individual responsibility for the financial health of the organization by each member.	3. Combined concerts with other musical groups.	3. Provide leadership experiences through various roles within the band.
4. Promote the rich traditions of the wind band through live performances as well as online video and a desire for unending self-improvement, community service, and recognition for those who support the arts.	4. Utilize small ensembles for fund raising and band reimbursement.	4. Appeal to a more diverse audience to attract different ages and ethnicities.	4. Allow members to develop a sense of connection to the organization and each other.



# STRATEGIC DIRECTION #1: MUSICAL DEVELOPMENT

**Enduring Understanding: The South Jersey Area Wind Ensemble will rehearse, perform and promote a diverse repertoire of quality band literature.**

**We will do this by developing strategies that:**

- Create opportunities for its members to rehearse and perform quality wind band repertoire.
- Educate members and student participants through rehearsals and the audiences through engaging concerts.
- Encourage everyone to "Make Music Last A Lifetime" through listening and/or performing.
- Promote the rich traditions of the wind band through live performances as well as online video and a desire for unending self-improvement, community service, and recognition for those who support the arts.

<b>ACTION PLAN:</b>	<b>TIMELINE:</b>	<b>WHO:</b>	<b>METRIC:</b>
1A. Continuing to: Directors and members making suggestions for performance literature. Staying aware of trends in wind band literature by directors/members attending conventions *keeping up with social media by communicating with composers and online community of band directors and musicians/composers.	Ongoing	Directors  Members	Communications  Programs
1B. Continuing to have annual Side by side concert Bring in quality clinicians, composers, conductors, soloists to work with the ensemble. Expose members, students and audiences to a wide variety of quality band literature (classics, contemporary, pop. etc.) Introduce more challenging pieces (even if it's not for performance) Bringing in clinicians and having directors continue to work more on fine tuning fundamental skills such as intonation, tone quality, blend etc.	Annually	Directors  Board  Clinicians  Composers	Programs  Feedback from members, students and audience surveys  Testimonials
1C. Offer rewarding experiences in music making that make the members and audience want to be there on their own accord. Continuing the Side by Side and concerts, which draw students and new members through the enjoyment of our music making and inspirational performances.	Annual  Ongoing	All Members	Programs  Feedback from members, students and audience surveys  Testimonials
1D. Professionally record the ensemble for distribution on online platforms such as iTunes, Spotify, and other streaming services. To maintain the tradition of video and audio performances for reflection, online sharing and educational purposes. (after each performance) Upgrade and/or add new cameras for video recordings. Possibly purchase quality audio equipment.	1-2 years  When financially able	Board	New recordings  New equipment



## STRATEGIC DIRECTION #2: FINANCIAL DEVELOPMENT

*Enduring Understanding:* **The South Jersey Area Wind Ensemble will solidify financial stability and growth.**

**We will do this by developing strategies that:**

- Encourage members to pursue Chair Sponsorships.
- Create grant writing and grant finding committees.
- Instill individual responsibility for the financial health of the organization by each member.
- Utilize small ensembles for fund raising and band reimbursement.

<b>ACTION PLAN:</b>	<b>TIMELINE:</b>	<b>WHO:</b>	<b>METRIC:</b>
2A. Fall Chair Sponsorship Drive to include individual testimonials, mailers, sample letter, member and sponsor recognitions.	Fall Annually	Assistant Treasurer  Personnel Manager  Secretary	Increased number of sponsors
2B. Communicating incentives for successful grant writing and encouraging members to be involved in the grant efforts.  Establishment of a Grant Writing Committee	Annually  Within 1 year	Grant Writing Chair  President	Establishment of the committee  Number of grants written  Number of grants received
2C. Present a short budget overview for the full membership. To educate member responsibility to support the financial health of the organization.	September  January  Annually	Treasurer  Assistant Treasurer  Member presentation involvement	Membership meetings
2D. Create a small ensemble manager to promote groups on the website and seek venues and opportunities.	Within year 1  Ongoing	Board	Small ensemble successes



## STRATEGIC DIRECTION #3: AUDIENCE DEVELOPMENT

**Enduring Understanding:** The South Jersey Area Wind Ensemble will expand and engage diverse audiences locally and globally.

**We will do this by developing strategies that:**

- Use technology to promote SJAWE throughout various platforms.
- Develop advocates in education, media, government, and businesses to promote SJAWE.
- Combined concerts with other musical groups.
- Appeal to a more diverse audience to attract different ages and ethnicities.

**ACTION PLAN:**

**TIMELINE:**

**WHO:**

**METRIC:**

3A. Develop a media campaign to promote concerts.  
Using social media and networking tools such as LinkedIn, area chambers, personal contacts and other groups.

Year 1  
Ongoing

Board  
Social Media Chair  
Treasurer  
All members

Google Analytics  
Social Networking Analytics  
YouTube Traffic and subscribers

3B. Establish a committee to pursue outreach to attract senior citizens communities to our concerts and to provide livestream capabilities for those who cannot attend concerts.

Annually  
Ongoing

Board  
Committee Chair and committee

Establishment of committee  
Senior citizen attendance at concerts  
Livestream capability established

3C. Make contacts with high school bands, college bands, orchestras, community bands, choirs and virtual ensembles.

Annually  
Ongoing

Directors

Number of collaborations

3D. Develop programming for the entire band or small groups which appeal to audiences with different backgrounds.

Annually  
Ongoing

Directors  
Small ensembles

Programs  
Feedback and testimonials



## STRATEGIC DIRECTION #4: MEMBER DEVELOPMENT

**Enduring Understanding: The South Jersey Area Wind Ensemble will promote and provide personal and professional development.**

**We will do this by developing strategies that:**

- Engage regional and national conductors and clinicians to provide professional instruction from various points of view.
- Utilize sectionals to increase performance skills by teaching and learning from each other.
- Provide leadership experiences through various roles within the band.
- Allow members to develop a sense of connection to the organization and each other.

<b>ACTION PLAN:</b>	<b>TIMELINE:</b>	<b>WHO:</b>	<b>METRIC:</b>
4A. Create in person and virtual instruction opportunities with both individual sections and the full ensemble.	Annually Ongoing	Directors Clinicians	Increased skill of members and sections
4B. One sectional evening planned within each concert series. Sectional leadership will be run by members on a rotating basis.	Annually Ongoing	Directors Section members	Increased skill of members and sections
4C. Leadership experience opportunities will be provided through conducting, leading sectionals and masterclasses and administrative roles.	Annually Ongoing	Members Directors Board	Member survey
4D. To provide the opportunity for members to engage with each other socially.	Annually Ongoing	Board Social Coordinator	Scheduled events