

BSYO *Strategic Plan*

Final -- Approved February 13, 2006

To provide an exceptional musical experience for the youth of Brevard County by promoting growth, development and quality of music experience through education and by encouraging participation with the community and industry of Brevard and surrounding counties.

Administrative Goals: By 2011, the Brevard Symphony Youth Orchestra will:

- Initiate a Student to Student recruiting plan;
- Create an Endowment and Planned Giving program;
- Implement a Parent required volunteer program;
- Hire a full-time General Manager & Part-time Clerical Assistant.

GOAL 1

By 2011, the Brevard Symphony Youth Orchestra will establish a Student to Student recruiting plan.

Objective:

- A. Training program for the Orchestra membership on recruiting peers to join in and profess the benefits and experiences of the Brevard Symphony Youth Orchestra.
- B. Increase membership, which, in turn, increases the budget for the BSYO.

GOAL 2:

By 2011, the Brevard Symphony Youth Orchestra will create an Endowment and Planned Giving program.

Objective:

- A. Establish means whereby individuals can bequest personal or real property to the BSYO.
- B. Create a planned giving brochure highlighting the benefits to Brevard's musical youth provided by the Orchestra.
- C. Create a stock-giving program, whereby individuals can transfer ownership of stock to the BSYO and thereby create a tax saving for the transferor.

GOAL 3:

By 2011, the Brevard Symphony Youth Orchestra will implement a Parent-required volunteer program.

Objective:

- A. Increase parent participation in the BSYO and its concerts/programs.

GOAL 4:

By 2011, the Brevard Symphony Youth Orchestra will hire a full-time General Manager

Objective:

- A. Increase budget to allow for the hiring of a full-time BSYO General Manager.
- B. Explore funding opportunities with the Brevard Symphony Orchestra or creating umbrella whereby Brevard Symphony Orchestra defrays some of the cost for the G.M. to increase

Artistic Goals: By 2011, the Brevard Symphony Youth Orchestra will:

- Increase musical instrument inventory;
- Develop a Youth Symphony Orchestra Exchange Program;
- Create Community Outreach programs for Brevard County;
- Implement two (2) Spring/Fall fund-raisers;
- Regular performances with the Brevard Symphony Orchestra;
- Establish a Fourth (4th) Youth Orchestra; and
- Plan and celebrate 25th Anniversary BSYO Alumni Concert & yearly Alumni concert.

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GOAL 1

By 2011, the Brevard Symphony Youth Orchestra will increase musical instrument inventory.

Objective:

- A. Increase the amount of musical instruments to assist some of Brevard's youths who are interested in pursuing music, but cannot otherwise afford.
- B. Increase especially the amount of Orchestra percussion instruments.

GOAL 2

By 2011, the BSYO will develop a Youth Symphony Orchestra Exchange Program.

Objective:

- A. Implement a plan whereby BSYO students travel to various counties or states with a youth orchestra.
- B. Enhance the BSYO members' cultural and life experiences in addition to growing their musical talents.

GOAL 3

By 2011, the BSYO will create Community Outreach programs for Brevard County.

Objective:

- A. Ensure performance dates are accessible to senior citizens in Brevard County.
- B. Make arrangements with local assisted living facilities or nursing homes for their seniors to attend BSYO performances or for BSYO to go to their facilities.
- C. Enhance community awareness thereby increasing planned giving and donations.

GOAL 4:

By 2011, the Brevard Symphony Youth Orchestra will implement two (2) Spring/Fall fund-raisers.

Objective:

- A. Decrease the amount of staff time to plan and organize small, less productive organizers.
- B. Increase larger corporate donations through more streamlined fund-raisers.

GOAL 5:

By 2011, the BSYO will have regular performances with the Brevard Symphony Orchestra.

Objective:

- A. Provide the BSYO members with the unique experience of playing with the experienced BSO.

GOAL 6:

By 2011, the Brevard Symphony Youth Orchestra will establish a fourth (4th) Orchestra.

Objective:

- A. Increase the number of participants in the Brevard Symphony Youth Orchestra.
- B. Assist in the transitions of students from one (1) level of the Orchestra to the next.

GOAL 7:

By 2011, BSYO will plan and celebrate a 25th Anniversary BSYO Alumni Concert & yearly Alumni concerts.

Objective:

- A. Allow BSYO alumni to convey the benefits of the Orchestra to the current participants.