

Summary of the Fenton Community Orchestra Strategic Plan for 2013-2015

The annual Fenton Community Orchestra (FCO) Strategic Planning Session was held on September 16, 2013. Board Members present included Jane Andersen, John Andersen, Tisha Deeghan, Jennifer Fleck, Steve Martin, Bob McLuckie, Patrick Perfitt, Michael Tesner, and Kirstin Tesner. Guests included Darlene Thomas, Consultant contracted via the BEST Project of Flint, and Cindy Bruett, Senior Planning Analyst from Genesys Health System of Flint. Ms. Bruett served as facilitator.

In the months prior to the planning session board members had gather information from a variety of sources as a means of supporting an informed and complete planning activity. Information sources included, but were not limited to, review of the strategic plans of other orchestras of similar size within Michigan and across the nation; the annual FCO member survey; discussion with audience members and members of the orchestra; a meeting with Dr. Robert Burek, retired superintendent of Fenton Area Schools, and discussions with various other local leaders and business persons.

The Mission of the Fenton Community Orchestra is *to provide a place for musicians of all ages to connect through music by providing an educational and entertaining music program both for its members and its audiences. FCO seeks to promote mutual growth and understanding through the experience of musical performance. Membership is open to musicians from age 8 and up, provided they have the desire to play and learn together.*

The Objectives of FCO as formalized in its bylaws are:

- A. To create and maintain a non-profit community orchestra,
- B. To offer qualified instrumentalists from Fenton and surrounding communities an opportunity to perform symphonic music.
- C. To foster music education for both youth and adults.
- D. To contribute to the enhancement of performing arts in the Fenton community.

The following were established as the highest **Priorities for Strategic Development** in the near term. Stated in order of importance:

1. Ensure the overall quality of the Orchestra including regularly scheduled focused and comprehensive rehearsals, quality of formal performances, a stable and capable membership.
2. Accomplish productive engagement with and contribution to the City of Fenton through outreach, contribution, partnership, and citizenship.
3. Create and make available high quality Special Ensembles for public performance, to entertain, to educate, and to encourage funding support.
4. Support local Schools to enhance music education, to build infrastructure supporting the arts, and to increase student exposure to symphonic instruments and music.

The annual strategic plan was reviewed and evaluated at the **August 12, 2014 FCO board meeting**. The four priorities for 2013-2014 were *extended into the 2014-2015 season with one addition*. The *Primary Strings* instructional program for beginner instrumentalists was elevated to the status of *priority for strategic development*. This music education project had been tested successfully in a limited pilot and in adding it to the list of core priorities the Board reaffirmed its commitment to establishing a sustainable Primary Strings project.

The **Strategic Priorities for the 2014-2015 Season** are:

1. Ensure the overall quality of the Orchestra including regularly scheduled focused and comprehensive rehearsals, quality of formal performances, a stable and capable membership.
2. Accomplish productive engagement with and contribution to the City of Fenton through outreach, contribution, partnership, and citizenship.
3. Create and make available high quality Special Ensembles for public performance, to entertain, to educate, and to encourage funding support.
4. Support local Schools to enhance music education, to build infrastructure supporting the arts, and to increase student exposure to symphonic instruments and music.
5. Support development of a sustainable Primary Strings instructional program for first-time instrumentalists.

The Fenton Community Orchestra Strategic Plan is established each year to guide allocation of resources and to inform development activities. The FCO Board amends the plan as required to support a vibrant successful community orchestral music program.