



Washtenaw County's Original Mixed LGBTQA Chorus

FY2019 Strategic Plan

Approved by the Board of Directors: May 31, 2018

Our Mission

Out Loud Chorus is a mixed chorus for the lesbian, gay, bisexual, transgender, queer (LGBTQ) community, yet is open to all. Out Loud provides continuing musical education and performance experience as well as a social outlet for people interested in choral music and its production. Out Loud is fun and flexible, open to many levels of ability, and committed to embodying the diversity of our community. In addition, the chorus seeks to educate the general public about choral music and, through performances, to reduce bigotry and discrimination against the LGBTQ community.

How We Pursue Our Mission

Using music as a common thread, Out Loud Chorus fulfills its mission through great entertainment (artistry), greater understanding between all of us inside and outside the Chorus (community), and sustainable organizational operations (sustainability).

- **Artistry:** Out Loud Chorus strives to provide excellent musical performances, build understanding of LGBTQ issues through the selection and performance of important and entertaining music, and advance the LGBTQ choral movement by commissioning new works.
- **Community:** Out Loud Chorus aspires for strong relationships with our audience and supporters (external community) and among membership (internal community).
 - External: Much of our audience is connected to our singing membership and attends performances to show support for family members, friends, or colleagues.
 - Internal: Among the membership, Out Loud Chorus fosters a supportive environment to build fellowship and create strong interpersonal relationships. Out Loud Chorus is a safe place to creatively express oneself and serves as an important creative outlet.
- **Sustainability:** Out Loud seeks to be a financially stable organization with strong leadership, transparent operations, and full engagement by chorus members.



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Strategic Goals - Artistic:

“Provide musical programming that is exceptional, entertaining, and educational”

Three-Year Goals

- Grow the chorus to 75 members.
- Create a small auditioned chorus (12-30 members).
- Perform at the 2020 GALA Festival in Minneapolis.
- Be asked to perform at American Choral Directors Association-Michigan conference.

Five-Year Goals

- Commission new music for the LGBTQ choral movement that creates an artistic legacy for the chorus.
- Sell original compositions and arrangements to other choruses.
- Feature nationally recognized artists on its concert stage.

Beyond Five-Year Aspirations

- Become a nationally recognized and sought-after chorus.
- Professionally record and sell music.
- Collaborate with a local music festival to produce a concert of entirely LGBTQ composers.



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Strategic Goals - Community:

“Build a safe place where our achievements are recognized and our differences valued”

Three-Year Goals

- Collaborate with other LGBTQ and women's choruses.
- Regularly recognize those who provide extraordinary effort/work.

Five-Year Goals

- Produce programs that reach and develop new audiences. Perform outside of Washtenaw County.
- Regularly perform outside of the LGBTQ community within Washtenaw County. E.g. music at Mott's Children's Hospital, Ann Arbor Summer Festival or University Musical Society.
- Expand the Board to include non-singing community liaisons and business and political leaders.

Beyond Five-Year Aspirations

- Regularly perform outside of the LGBTQ community and outside Washtenaw County.



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Strategic Goals - Sustainability:

“Operate a strong organization that is financially stable, transparent, and lasting”

Three-Year Goals

- Obtain the financial and membership stability necessary to attend GALA Festival every four years.

Five-Year Goals

- Increase Artistic Director salary to equate 0.5 FTE
- Recruit recurring corporate and foundation donors.
- Create a twelve-month emergency fund.

Beyond Five-Year Aspirations

- Hire a part-time Chorus Administrator.