



FY2021 Strategic Plan

Approved by the Board of Directors: June 6, 2020

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

- Maintain a minimum level of at least 65 performing members.
- Create a small auditioned chorus (12-30 members).
- Be an organizational member of both GALA and the American Choral Directors Association.
- Perform at the 2021 GALA Festival in Minneapolis.
- Perform at American Choral Directors Association-Michigan conference (small auditioned chorus).
- Commission new choral music pertinent to the LGBTQ+ community.

Five-Year Goals

- Feature nationally recognized artists on our concert stage.

Beyond Five-Year Aspirations

- Become a nationally recognized and sought-after chorus.
- Sell original compositions and arrangements to other choruses.
- Collaborate with a local music festival to produce a concert of entirely LGBTQ+ composers.
- Perform at American Choral Directors Association national conference (small auditioned chorus).
- Professionally record and make the recordings available to the public.



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Strategic Goals - Community:

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

Three-Year Goals

- Sing with other LGBTQ+ and other choruses.
- Collect data on season-to-season retention rates and improve chorus member retention.

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, Top of the Park, 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 beyond Washtenaw County (small auditioned chorus).



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Strategic Goals - Sustainability:

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

Three-Year Goals

- Create a reserve fund that can sustain chorus operations without grant funding (e.g. \$15,000).
- Obtain the financial and membership stability necessary to attend GALA Festival every four years.

Five-Year Goals

- Recruit recurring corporate and foundation donors.
- Create a twelve-month emergency fund (e.g. \$30,000).

Beyond Five-Year Aspirations

- Increase Artistic Director salary to equate 0.5 FTE.
- Hire a part-time Chorus Administrator.