Because we believe in the transformational power of orchestral music

Creativity, Engagement, Impact:
The League of American Orchestras’ Strategic Plan, 2016-2020
“This plan was developed in a moment of great possibility. It builds on the momentum generated by orchestras and the League following the last strategic plan. Today, orchestras are embracing the opportunities presented by the current environment with vigor and ingenuity. The rate of experimentation is at an all-time high. As audiences, current and prospective, reveal increasingly new and varied preferences, the experience of orchestral music, its very nature and access to it, is evolving rapidly.

Looking from 30,000 feet at the evolution taking place, we observe that orchestras are adding to their transactional role – i.e., the production of high-quality concerts – a relational role. In their relational roles, orchestras continue to strive for excellence in performance, but now bring equal attention to the nature of the orchestral experience itself: the interplay with different audiences; synergistic and authentic engagement with communities; expanding roles of musicians, composers, and conductors as ambassadors, advocates, and educators; and increasing activity in lifelong learning and civic participation.

The League then needs to support orchestras in realizing more fully their role in this period of broad social, demographic, and technological change. It must embrace its role both in supporting orchestras and in promoting public understanding of their role in civic and community life. It must lead its members in collectively advancing, articulating, and advocating for the essential experience that only orchestras can provide.”

~Jesse Rosen, President and CEO, League of American Orchestras

Our **Mission**: To advance the experience of orchestral music, support the people and organizations that create it, and champion the contributions they make to the health and vibrancy of communities.

Our **Vision**: The orchestral experience is shared by all and supported by artistically vibrant, robust, and civicly engaged organizations, and the League is an indispensable leader, resource, and voice for the orchestra community and its value to the public.

Our **Strategy**: To support and lead the work of orchestras in this exciting time, the League will focus on **five strategic priorities** in the next five years.
Advance the Orchestral Experience

Increase orchestras’ capacity to be relevant and responsive to the civic and artistic needs of their diverse communities by:

• Fostering new community engagement practices
• Identifying new pathways for orchestras to be more diverse and to serve audiences that are more reflective and inclusive of their communities
• Gathering and disseminating stories and practices that reflect the breadth, scope, and impact of orchestral experiences in America, including the impact of youth, small-budget, and adventurous emerging orchestras
• Supporting the creation and performance of orchestral music at the highest levels of inspiration and quality
• Representing the orchestra field in public policy, government relations, media relations, and national and global cultural and civic conversations, implementing strategies that no single orchestra can achieve on its own

Develop the Field

Help orchestras develop inspiring and effective leadership, healthy cultures, and robust and sustainable business models by:

• Expanding digital learning experiences that reach more members
• Promoting the elements and practices of good governance
• Building partnerships with national associations devoted to identifying African-American and Hispanic talent
• Collecting and sharing best practice on organizational culture
• Building on the League’s long-standing role in bridging the gaps between early- to mid-career conductors and composers with orchestras

Better Serve Members

Become a stewardship-focused and knowledge-driven organization by:

• Improving the League’s relationship-management infrastructure
• Helping members connect according to affinity, topic, and geography while maintaining activities focused on budget size where relevant
• Fully dedicating a staff person to member stewardship and engagement
Strengthen the League’s Business Model

Build the capital structure and revenue base to support the League’s mission delivery by:

- Developing earned income generating strategies, based on analysis of trends and testing of new opportunities such as a broad-based individual membership program
- Developing a National Advisory Council to provide visibility and anchor fundraising in target markets
- Strengthening the League’s approach to fundraising and sales in target markets to cultivate a national donor base
- Growing operating reserves and increasing the risk capital fund

Grow the League’s Capacity

Develop staff structures, expertise, organizational culture, and technology to ensure excellence in management and operations by:

- Developing and implementing an Information Services and Technology Plan
- Forging partnerships with national arts databases to access the most robust data and to facilitate efficient collection and analysis
- Identifying gaps in human resource needs, and securing access to professional human resource support
- Investing in personnel for departments that require additional capacity including the creation of a Chief Technology / Information Office Position
- Revamping the League’s online platforms to design systems and resources that connect members and stakeholders with what they need

Find details of the plan at www.americanorchestras.org/strategy. Questions? Ideas? Call us at 646-822-4074 or email us at member@americanorchestras.org.