
The plan comes at a moment of great possibility in the orchestral field, as orchestras are embracing the opportunities presented by the current environment with vigor and ingenuity.

“Orchestras are keenly aware of profound changes in their environment,” said Jesse Rosen, the League’s President and CEO. “Building upon the field’s momentum, the five-year Strategic Plan addresses a wide array of critical issues and internal and external field challenges in response to broad social, demographic, and technological changes, affirming the League’s vital role as a catalyst, convener, and source of knowledge.”

Synthesizing feedback from member orchestras and other stakeholders, including musicians, funders, external partners, and League board and staff, the plan identifies five outward- and inward-focused strategic priorities:

- Advancing the orchestral experience
- Developing the orchestral field
- Better serving members
- Strengthening the League’s business model
- Growing the League’s capacity

The organization’s mission and vision have also been refreshed. The mission is now: 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.

The vision is now: The orchestral experience is shared by all and supported by artistically vibrant, robust, and civically engaged organizations; and the League is an indispensable leader, resource, and voice for the orchestra community and its value to the public.

The League’s previous plan, Supporting Orchestras in a New Era, guided the League through a large-scale global economic recession. Since then, the field has pushed forward on a variety of fronts, and the new plan addresses such critical issues as the need for diversity, community impact and relevance, public perception, technological advances, and fiscal health. Internal and external challenges identified by League members and stakeholders are also assessed in the plan, such as music education, demographic change, changing patterns of philanthropy, and changing patterns in the use of leisure time.

Rosen commented, “Looking from 30,000 feet at the evolution taking place, 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 will embrace our commitment to support orchestras and promote public understanding of their role in civic and community life. We will lead our members in collectively advancing, articulating, and advocating for the essential experience that only orchestras can provide.”

The planning effort was led by a strategic planning task force of the Board of the League of American Orchestras. The task force was chaired by Steven C. Parrish, vice-chair of the Board. The process was facilitated by AEA Consulting.

Note:
- Find a brief overview of the plan here: http://americanorchestras.org/strategyglance
- Find an abridged and full version of the plan, both of which contain the President’s introduction, here: http://americanorchestras.org/strategy

The League of American Orchestras leads, supports, and champions America’s orchestras and the vitality of the music they perform. Its diverse membership of approximately 800 orchestras
across North America runs the gamut from world-renowned symphonies to community orchestras, from summer festivals to student and youth ensembles. The only national organization dedicated solely to the orchestral experience, the League is a nexus of knowledge and innovation, advocacy, and leadership advancement for managers, musicians, volunteers, and boards. Its conferences and events, award-winning Symphony magazine, website, and other publications inform music lovers around the world about orchestral activity and developments. Founded in 1942 and chartered by Congress in 1962, the League links a national network of thousands of instrumentalists, conductors, managers and administrators, board members, volunteers, and business partners. Visit americanorchestras.org to learn more.

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