

## Data Points to Support Public Value Message Framework

Orchestras serve their communities in many different ways. Just as the needs of one community may differ greatly from those of another, each orchestra develops programs that meet needs that are evident in its own environment.

The following data points are organized to support the Public Value Message Framework, which lays out four key ways that orchestras respond to community needs. These points are offered as a menu of possible options. They are NOT intended to function as measurement or expectations. Just choose the data points that are most relevant to your orchestra and community.

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### Public Need

Communities want to broaden public access to economic and cultural resources.

### Value Provided

Orchestras are helping to expand access to music by working collaboratively with more— and more diverse—communities.

- Free concerts: We served more than \_\_\_\_\_ people in the \_\_\_\_\_ area with our free concerts, donating the equivalent of \$ \_\_\_\_\_ in paid ticket sales.
- Low-cost tickets: We are removing cost barriers to participation by offering \$ \_\_\_\_\_ in reduced price tickets at paid events, representing % \_\_\_\_\_ of total inventory.
- We provided access to \_\_\_\_\_ people who earn below the median income in our community through free or reduced price tickets. This represents \_\_\_\_\_% of total ticket sales/inventory.
- Seniors: We provide special opportunities for senior citizens to access our music with free or reduced price tickets. This represents \_\_\_\_\_% of total ticket sales/inventory.
- Community venues: We presented \_\_\_\_\_ programs in \_\_\_\_\_ community venues, and provided \_\_\_\_\_ residents with free or low cost tickets to these programs.
- We recognized a local need to provide access to vulnerable / underserved populations. Therefore, we are proud to offer special opportunities for \_\_\_\_\_,

\_\_\_\_\_, and \_\_\_\_\_ to experience our music.  
(disabled, assisted living, veterans, immigrants, people in health care settings).

- Creative collaborations with community service, educational, and other artistic organizations create authentic relationships with youth, and seniors. We have partnered with \_\_\_\_\_ and \_\_\_\_\_ to create \_\_\_\_\_ programs serving \_\_\_\_\_.
  - Under 40: We have worked to expand access to younger generations by providing targeted programs and reduced prices. We have increased our under-40 audience by % \_\_\_\_\_.
  - Diverse cultures: Programs with themes tied to specific cultures are one way for orchestras to bring together and connect diverse groups to our art form. Our orchestra has created the \_\_\_\_\_ programs targeted specifically to \_\_\_\_\_ audiences. We partnered with \_\_\_\_\_ and \_\_\_\_\_ organizations to engage the population. \_\_\_\_\_ tickets or \_\_\_\_\_% of total inventory was distributed or sold to members of the targeted population.
  - Locally driven: Programs with themes that resonate for residents of a locale can be meaningful touch points for communities. Our \_\_\_\_\_ program \_\_\_\_\_ celebrated \_\_\_\_\_ community event, occasion, personality, landmark).
  - Technology: We strive to meet changing audience demands by providing access through technology. Through our use of (webcasts, mobile apps, etc.) more than \_\_\_\_\_ households or individuals in the \_\_\_\_\_ area have accessed our music (free or at low cost.)
  - We use social networking to engage more deeply with our audiences. Our social metrics show that \_\_\_\_\_
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## Public Need

Community health and vitality are urgent public priorities

## Value Provided

Orchestras contribute to healthy societies through their increasingly active participation in civic life.

# League of American Orchestras

- Creative capital: Our musicians and staff contribute creative capital and energy to the communities where they live, work, and play. Our musicians spend an average of \_\_\_\_\_ hours a year teaching and \_\_\_\_\_ hours a year performing in community venues.
- Strong volunteer networks strengthen the fabric of communities. \_\_\_\_\_ volunteers contribute \_\_\_\_\_ hours a year to help our orchestra bring music to more people.
- Community partnerships: We take pride in working with like-minded partners also committed to improving the quality of life for all. Among our community partners are \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. (food banks, blood banks, libraries, etc)
- Neighborhood ties: Working with our partners we have established special relationships with the \_\_\_\_\_ and \_\_\_\_\_ neighborhoods through our \_\_\_\_\_ and \_\_\_\_\_ programs.
- Other nonprofits: We raised \$\_\_\_\_\_ for \_\_\_\_\_ (other nonprofit causes?)
- We make our building available to nonprofit and civic groups such as \_\_\_\_\_ and \_\_\_\_\_ at no or low cost.
- Economic impact: Orchestras are proven magnets for business, investment, and tourism. According to \_\_\_\_\_ report, our orchestra is responsible directly and indirectly for \_\_\_\_\_ jobs and \$\_\_\_\_\_ in retail, parking and other revenue.
- \_\_\_\_\_ and \_\_\_\_\_ (companies) tell us that our presence influenced their decision to locate here.
- Our international tours provide ideal opportunities for business and government leaders to cultivate new business and investment for our region. (Example)
- Responsibility and accountability: As a responsible nonprofit organization, our orchestra's commitment to quality extends beyond concerts, to embracing best practices in management, governance, and accountability. Among these are \_\_\_\_\_.

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## Public Need

Lifelong learning is essential in the 21st century.

## Value Provided

# League of American Orchestras

Orchestras provide and champion lifelong musical experiences and participation in the creative process.

- Investing in education: More than 60% of all the concerts given annually by the members of the League of American Orchestras are specifically dedicated to education or community engagement.
  - We invest deeply in education and community engagement activities. \_\_\_\_\_% of our budget is dedicated to community and education activities. This is an increase of \_\_\_\_\_% over (10 or 20) years ago.
  - Range of activity: We provide a range of activities for young and adult audiences. They include \_\_\_\_\_, \_\_\_\_\_, etc.
  - \_\_\_\_\_% of these activities are free events.
  - Enhancing student success: Orchestras infuse an appreciation and love for music in children. Studies increasingly show that creating, performing, and responding to music improves students' success in school, work, and in life. Our musicians spend \_\_\_\_\_hours a month on educational activities.
  - Our orchestra reaches \_\_\_\_\_ students each year. \_\_\_\_\_% of these are eligible for the free or reduced cost lunch program in their schools.
  - We partner with our schools to offer \_\_\_\_\_ and \_\_\_\_\_ programs to \_\_\_\_\_ students.
  - Adult and youth orchestras give amateur musicians – from pre-schoolers to seniors – greater access to instrumental instruction. Playing in an orchestra fosters discipline and teamwork as well as individual skill, expression, and confidence – an experience that every young person deserves. Our youth orchestra includes \_\_\_\_\_ students. \_\_\_\_\_ students participate on scholarships. The average cost to participate in our youth group is \$\_\_\_\_\_.
  - Access to instruments: Many young people have difficulty obtaining musical instruments. Our orchestra has provided access to instruments for \_\_\_\_\_low-income students.
  - Music education advocacy: Orchestras can be strong partners with schools, but we cannot replace comprehensive K-12 music programs. We strongly support the presence of full-time certified music teachers in our schools and are committed to advocating for equitable access to music education in our schools.
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## Public Need

A citizenry steeped in creativity, excellence, and the ability to navigate differences strengthens a democracy.

## Value Provided

Orchestras are large groups of people collaborating to inspire audiences through the power of the creative process. Their collective pursuit of high artistic goals in collaboration with cultural and civic partners demonstrates how much humans can achieve when they work together. The new ideas and sounds that orchestras present help people embrace and understand the unfamiliar.

- Across disciplines: Orchestral music is a living, creative art form. It both inspires and draws on musicians from all genres and artists from many disciplines. Some of these artists include \_\_\_\_\_ and \_\_\_\_\_, who perform with our orchestra.
- Across cultural backgrounds: Orchestras present western European music that is highly value by diverse audiences. We also present non-Western works, such as \_\_\_\_\_ by \_\_\_\_\_.
- We expose our audiences to music by composers whose music draws on diverse cultural influences, including \_\_\_\_\_.
- We engage international artists and composers with strong cultural identities such as \_\_\_\_\_, and invite them to participate in residencies and other programs to engage specific groups.
- Innovation and new music: Orchestras present time-honored masterworks as well as new music. Contemporary artists have limitless potential to be innovative in creating orchestral works. We are dedicated to championing new work, and have commissioned/performed \_\_\_\_\_ works by living composers, including \_\_\_\_\_ and \_\_\_\_\_.
- A growing body of new work reflects our time and place, and can be a catalyst for important conversations. Our presentation of \_\_\_\_\_ generated meaningful discussion and interaction in the following ways:  
\_\_\_\_\_.