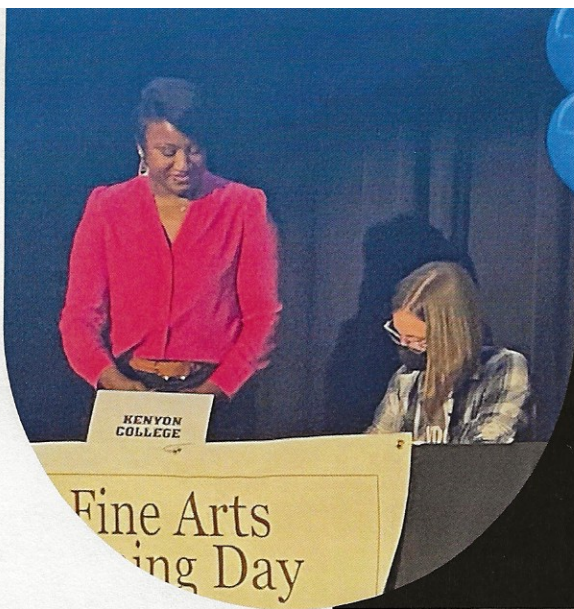




Huntsville Symphony Orchestra Guild

2020 Fine Arts Signing Day



ORCHESTRA

Huntsville Symphony Orchestra
700 Monroe Street, Suite 250
Huntsville, AL 35801

Metro population: 500,000
Orchestra group size: 5

ORGANIZATION

Huntsville Symphony Orchestra Guild
501 (c) (3)
www.hsoguild.org

PRESENTER

Susan Anderson
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PROJECT DESCRIPTION

2020 Fine Arts Signing Day (FASD) recognizes graduating high school seniors committed to pursuing a fine art at the collegiate level. Fine Arts for this purpose is defined as visual arts, music, performing arts, and architecture/design. HSOG partners with high schools for an event at which honorees sign certificates of commitment, their high school fine arts activities are recognized; their fine art and post-secondary institution are noted; a local fine arts contributor speaks; refreshments are served; decorations feature high school colors

PROJECT GOALS

- Honor graduating high school seniors in community who are committed to pursuing fine arts at the collegiate level
- Partner with as many high schools as Guild has capacity and schools are willing
- Conduct event meaningful to honorees
- Emphasize to honorees, schools, community the value fine arts contribute to individuals and the community's culture

PROJECT TIMELINE

- Fall - Contact partner high schools; identify fine arts contact person
- January - establish date and time for each partner event; assign specific tasks to committee members; establish printing schedule and affirm with printer
- Month prior to event - meet with partner fine arts contact: view event venue; affirm tasks of Guild and school; receive names of honorees as soon as available
- Week prior to event - reconfirm with committee that all tasks are completed/ready to implement
- Hour prior to / after event - set-up and take-down as required
- FASD event at each school
- Post event - thank you to school administrator and fine arts contact



BENEFITS TO ORCHESTRA & COMMUNITY

- increased enthusiasm toward studying the fine arts prior to and especially at the collegiate level
- Increasing community recognition of and interest in Huntsville Symphony Orchestra offerings: varied concerts, Third Grade Violins, Adult Strings Program, Music Explorers Club, Free Family Concert, Young People's Concerts, Young Artists Auditions, Master Classes, Pre-Concert Lectures, Sneak Previews, Student Rush, Symphony School, Violin Summer Camp

PARTNERS & COLLABORATORS

- Trustees who are also Guild members
- Fine arts organizations and practicing artists as event speakers
- Arts Huntsville - FASD events recognition
- Future: HSO musicians as FASD speakers

VOLUNTEERS & STAFF

- FASD Guild Committee
- 4 + members
- Chairman, co-chairman, members
- Each is liaison for 1 or more partner schools
- One is printing coordinator
- One is refreshments coordinator

RECOMMENDATIONS FOR THE FUTURE

- Add additional partner schools
- Expand public recognition of events through the community
 - HSO programs
 - Chamber of Commerce
 - City of Huntsville, City of Madison, Madison County commission
 - Social media

