Strategic Plan

Last Updated Monday, 22 March 2010

Mission: RiverSong of Sweet Adelines International is a fellowship of women singers committed to personal and musical growth through ongoing education and performance.

Vision: RiverSong of Sweet Adelines International will be recognized in the community as an organization which provides a quality musical product, opportunities for personal growth and fellowship, and is financially stable.

Strategic Planning Objectives

Musical Goals:

Continuously improving musical product that we are proud to present.
Organized & fun rehearsals focused on chorus and individual improvement.
Individual singer commitment and improvement.
Frequent performances:

A fun, entertaining show package that can easily be modified for multiple venues.
Singing for diverse audiences.

Corporate sponsorship for performances.

More members singing in quartets.

Educational Goals:

Develop a strong music education program.

Regular coaching program.
Regular chorus-wide Personal Vocal Improvement sessions (PVIs).
Regular instruction in music notation and theory.

Increase member attendance at Regional and International educational events.
Invest in leadership development.

Membership Goals:

1. Increased chorus membership:

a. Retention of current members through membership development and recognition activities.

b. Recruitment of quality singers through innovative programs.

c. Grow to meet mid-sized chorus criteria.

2. Maintain member satisfaction through education, challenging opportunities, and communication.

Competition Goals:

Consistently higher scores in all categories.
Regional recognition for our efforts.
Win small chorus division.
Qualify to compete at small-/mid-sized chorus competition.

Marketing Goals:

Stronger presence in northwest Missouri area associated with high quality.
Stronger relationship with Allied Arts Council.

Financial Goals:

Increased paid performances.
Increased funding through grants and corporate partnerships.
Less reliance on non-performance fundraising (sales, dues, etc.)