

International Symphony Orchestra

Strategic Plan

2016-2018

Priority Goals To Be Initiated and Implemented Over a Three Year Period

GOAL: Expand the scope and diversity of ISO audiences

Objectives	Strategies	Tactics/Action Steps	Cost	Responsibility
To attract and engage new audiences	Expand on use of theme programmes geared to diverse audiences	Programme guest artists and repertoire which will appeal to diverse groups	Artist Fees / Music Costs (all variable)	Programme Committee
		Assign Board members to make contact with specific demographics to market the performances		Board President
	Consider the feasibility of diversifying the ISO's current use of the web.	Research the sale of tickets online if the demand warrants such a move	Nil	Board reps and ED
To expand our reach to outlying communities	Collaborate with one or two "new" community groups each year	Identify prospective groups and create strategies for engagement	Nil	Community Relations Committee
	Provide small ensembles in unique/ unusual venues throughout the counties	Designate/secure funding for musicians Grants or ISO funds	\$5,000	Board and ED
		Work with ISO professional musicians to form appropriate and varied ensembles	Nil	
		Identify and facilitate performance opportunities/locations		ISO volunteer musician in collaboration with ED

GOAL: To Improve our Financial Position

Objectives	Strategies	Tactics/Action Steps	Cost	Responsibility
Increase Performance Revenue by 2% each season.	Increase Subscription and Individual Ticket revenue by 2% each year	Review all subscription and individual ticket prices	Nil	Ticket Committee
		Book artists/repertoire with a strong audience appeal	Artist Fee	Programme Committee with ED
		Review/augment benefits for subscribers Investigate special offers for ind. tickets	unknown	Ticket Committee
Increase Community Support Revenue by 5-8% each Season.	Increase Sponsorship/Corporate support by 4% each year Attempt to secure Sponsorship support for all performances	Approach current sponsors to investigate increased commitment	Nil	Board Member and ED
		Contact past Sponsors to re-establish a fresh collaboration		Board Member and ED
	Compile a list of possible partners and assign responsibility	Nil	Board Member and ED	
	Review and revise structure to include partial sponsorships or support of specific performance components	Nil	Ex. Committee and ED	
	Increase Individual Contributions by 4% each year	Personal approach to both donor and non-donor subscribers	Copies & Postage	
	Develop a Need Statement as an insert in ISO Programmes	Nil		

GOAL: To Ensure Stable Governance for a Sound Future

Objectives	Strategies	Tactics/Action Steps	Cost	Responsibility
Have an engaged, diverse, and multi-dimensional Board of Directors	Develop and maintain a Governing Board representing a balance of: nationality, gender, ethnicity, varied talent and professional expertise.	Inventory current Board composition and identify need	Nil	First Vice President with input from Board and ED
	Nurture new members to facilitate quality participation	Compile a list of potential candidates Assign a "Board Buddy" to new members	Nil	Exec. Committee
		Review Board and Committee Roles and Responsibilities	Nil	First Vice President with input from Board and ED
		Review Board relationship and interface with the Executive Director and the Music Director	Nil	
		Update Board of Director's Handbook	Nil	