STRATEGIC PLAN

Primary Objectives

Integrate DEI Initiatives Across Organization

- Focus on organizational culture through recruitment, board, and staff development.
- Integrate DEI work across musical performances, education programs, and events.
- Reflect our community, audience, and partners in all we do.

Deepen Engagement with Community

- Create a welcoming environment for all audiences.
- Create a communication plan that invites participation in different ways.
- Enhance involvement in the community.

Grow and Diversify Audience

- Define the desired audience expansion.
- Create and execute segment-specific growth and loyalty campaigns.
- Broaden programming to engage a diverse audience.
- Enhance the patron experience to entice patrons to return and invite others.

Strengthen Governance

- Increase representation of community on the board of directors.
- Implement comprehensive training opportunities for board members.
- Create a disciplined strategy around policies and procedures.
- Enhance the relationship between board members and musicians.

Improve Financial Sustainability

- Expand and diversify revenue.
- Manage expenses to create a balanced budget.
- Prepare for the next fundraising campaign.
- Manage and sustain a healthy endowment.

Bolster Quality of Performances and Programs

- Attract and retain a talented roster of orchestra musicians.
- Enhance the level of guest artist to elevate the artistic product, community engagement, and reach.
- Optimize the reach of education and community programs.

Identify Long-Term Facility Solutions

- Develop organizational infrastructure to successfully do this work.
- Conduct a thorough assessment of KSO and community needs.
- Research and analyze possible facility solutions and select best option.