

# Holland Chorale Strategic Planning Report - updated March, 2020

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## **Strategic Planning Purpose:**

The Holland Chorale seeks a clear vision and strategic framework to spark creative program development, steer the working Board of Directors, and drive financial growth and planning into the future.

## **Impact on Chorale Organizational Health**

As we celebrate our 60th anniversary season, it is essential that we further expand our outreach and relevancy to serve the needs and interests of the singers and broader community.

## **Strategic Planning Process & Overview**

-We are currently seeking financial support to hire a consultant to educate and guide the board and staff members through the development of a strategic framework.

-We have met with Tamela Spicer with the Johnson Center of Philanthropy and received a bid from her for this work in 2019. (The bid was \$14,500. It was decided to continue looking.)

-We are in process of considering other consultants who are well qualified professionals with excellent referrals.

-The board of directors, consisting of 12 members, plus the Chorale's artistic director, and operations manager will participate in the facilitated meetings to create the strategic framework.

## **Proposed Budget & Fund Raising**

\$7500 total

3 fold Action plan to meet the current budget goals

1. Alumni seed Money (\$2000 goal) Cards at alumni luncheon table, plus invitation to give
2. Possible Summer Fund Raiser Event (\$4000 goal)
3. Individual Sponsor Gift (\$1500 goal)

## **Proposed Time Frame**

January 2020 - applied for POD Grant (did not receive)

February 2020 - identify and refine goals through meeting between VP and artistic director (finished)

March 2020 - conduct audience survey at March 15th concert, interview & hire consultant,

April 2020 - create spreadsheet of survey data, set dates for facilitated meetings, plus put together a team to conduct focus group and stakeholder interviews.

May, 2020 - conduct focus groups and stakeholders interviews, and compile information with focus group team assistance.

June and July, 2020 - hold facilitated meetings

August, 2020 - Draft vision & strategic framework, artistic director and board review the framework

September, 2020 - adopt framework at board meeting, begin implementation