

MISSION STATEMENT

The Minnesota Boychoir, through inspirational music and performance, develops exceptional character and musical ability in boys of many backgrounds.

VISION

We nurture boys to find their voice and become leaders of the next generation.

GOAL 1: Diversity

Strategy

- Increase racial and ethnic diversity of the Minnesota Boychoir.
- Brand and Market the Boychoir as inclusive and welcoming of all manners of diversity.

Tactics

- Update materials to include new statement of inclusion and more diverse pictures;
- Increase awareness of the Boychoir in broader communities;
- Identify barriers to entry and barriers to continued participation;
- Identify musical groups to partner with as part of cultural exchanges/work with education outreach to identify opportunities.

GOAL 2: Educational Outreach

Strategy

- Nurture relationships with educators, schools and other educational institutions
- Share our methods and pedagogy with others

Tactics

- Collect and distill feedback from teachers and schools to provide focus and direction for the following tactics.
- Develop CEU offerings to teachers.
 - Vocal pedagogy
 - Changing voice
 - Warm ups/ basic rehearsal techniques
- Continue School Tours. Assess current tour and consider ways to improve – possible give away a SING MN scholarship at each school and/or teacher award.

- Create a one-page educational standards sheet to highlight what a Boychoir performance would offer a school.
- Create spotlight concert relationships with other choirs and/or Teacher Residence.
- Mark creates a TED talk about music as a vehicle for forming character.
- Create a potential Cantar/Cantando satellite location.

GOAL 3: Alumni Engagement

Strategy

- Build a database to include current contact information of more alumni.
- Increase alumni engagement.

Tactics

- Boychoir Alumni Representative to update the Boychoir Alumni Facebook page once per month and encourage other alum to post relevant information.
- Designate a class representative for graduating seniors
 - Alumni representative connects with representatives at a minimum of once per quarter.
- Promote a Google Form with alumni contact information.
- Include return address cards with care packages.
- Contact all alumni through email and physical mail leading up to Annual Winter and Spring Concerts.
- Boychoir Alumni Representative to individually connect with alumni with an invite to AlumSing.
- The Boychoir Alumni Representative to create and send an e-card to all alumni in December.
- Explore an Alumni Mentor Program, an opportunity for alum to be paired up with current members.
- Consider other opportunities for alumni to volunteer (Ex. Gala, picnics, backstage).
- Acknowledge alumni donors in Annual Winter and Spring concert programs.
- Connect with more alumni during AlumSing.
 - Maintain or increase beyond 20 participants.
- Connect with similar non-profits to get best practices.