

Anchor East Singers Strategic Plan 2024

VISION: A vibrant choral community

MISSION: Working together to provide a welcoming and quality choral experience through skill development and community engagement

VALUES: *Respect *Commitment *Joy *Flexibility

GOALS:

- ❖ Increase opportunities for community engagement
- ❖ Provide suitable and supportive environment for choir members
- ❖ Continually improve the musical knowledge and skills of choir members
- ❖ Expand our repertoire with music from diverse backgrounds, styles and level of difficulty
- ❖ Maintain the long term financial viability of Anchor East Singers as a Not for Profit society

2024-2025 Actions

- **Increase opportunities for community engagement**
 - Contact two community organizations for choral opportunities
 - Participate in Kiwanis Festival
 - Collaborate with other choirs
- **Provide suitable and supportive environment for choir members**
 - Explore various rehearsal arrangements
 - Explore sound reinforcement systems
 - Plan, organize 3 socials per term (1 at workshop, 1 mid term, 1 end of term)
- **Continually improve the musical knowledge and skills of choir members**
 - Welcome new members through a set of clear criteria assessed by director in voice placement interview
 - Identify sectional reps who will organize sectional rehearsals as needed
 - Provide structured warm up before each rehearsal
 - Research how to set up mentorship program within the choir
 - Provide recordings of individual vocal lines as needed
- **Expand our repertoire with music from diverse backgrounds, styles and level of difficulty**
 - Select music that challenges and reflects abilities of the choir
- **Maintain the long term financial viability of Anchor East Singers as a Not for Profit society**
 - Increase concert ticket prices (from \$15 to \$20)
 - Develop annual fund raising plan
 - Explore setting up Anchor East Singers as charitable organisation