

MADISON YOUTH CHOIRS

Mission

Inspire youth with a choral experience that fosters creativity, reflection, and the exploration of ideas

Vision

Madison Youth Choirs guides a community of youth in finding and sharing their voices through the study and performance of diverse choral music that enriches their hearts, minds, and lives. Its work inspires communities locally, regionally, and around the world to embrace the transformative power of choral performance. The organization is central to a vibrant youth arts culture in Dane County that involves singers who reflect the cultural tapestry of the community. A strong financial position minimizes barriers to participation and offers staff the capacity and flexibility to ensure meaningful experiences that students carry with them for the rest of their lives.

Values

- Connection – Relationships among people, musical ideas, and experiences are central to our work.
- Curiosity – Our experiences are safe places for people to discover what's possible as they explore ideas and cultures through music and conversation.
- Growth – We want those involved with our programs to build an appreciation for risk, a capacity for resilience, and a confidence in acquiring skills that enrich their lives.

Operating Philosophy

Our work is built from three cornerstones: education, collaboration, and community. Our educational efforts support musical and personal growth for students of all backgrounds. They are led by experienced staff and educators who not only respect and value each other but also work closely with other arts organizations to deepen the educational experience and broaden the reach of our combined efforts into the community. We support the pursuit of excellence in every context. Any child who engages with our programs becomes part of the MYC community.

We believe in the power of the arts to make a difference in lives and communities. We believe in the potential of every child. We also believe that quality performance is part of their longer journey of discovery and growth. Our ultimate aim is to nurture curious, open-minded, caring, and thinking individuals who embody those principles for the rest of their lives.

Goal

Deliver a continuum of experiences that nurtures a culture of singing among youth in the greater Madison area

Strategies

- First – Focus programs, establish priorities, and stabilize operations
- Next – Reinforce the experience, diversify resources, and reach out to the community
- Then – Generate awareness, nurture connections, and expand opportunities

Critical Success Factors

- Understand risks and opportunities of diversity – membership, music, offerings
- Define growth strategies, building blocks, and capacity requirements
- Listen openly to stakeholders to surface needs, explore desires, and manage expectations
- Maintain razor sharp focus on planned progress in areas of:
 - Staffing – retention and succession
 - Space – programmatic needs and collaborative impact
 - Awareness – strategic messaging and targeted outreach

Strategic Initiatives

- Assess leadership structure and create succession plan (Board/ED)
- Determine near-term space solution (Task Force)
- Conduct a capacity assessment of programs, staff, and space (AD/Staff)
- Create a comprehensive marketing and recruitment plan (Staff/Planning Team)
- Document intentions and decision points for a Youth Arts Center (Planning Team)
- Devise a cultivation process for future Conductors (Task Force)
- Develop a Program Expansion Plan (Planning Team)
- Institutionalize a survey of the landscape to inform actions & discern opportunities (Task Force)
- Refresh organizational brand to reflect this strategic direction (Task Force)
- Promote social connections among students (Staff)
- Develop greater understanding of current offerings among participating families (Staff)
- Systematize an alumni pipeline (Staff)