



STRATEGIC PLAN

2019-2020

“Our 55th Season”

UPDATE: *The 55th Season was interrupted on March 12, 2020, for the remainder of the Fiscal Year 2020 due to the national coronavirus pandemic. 34% of the 55th Season scheduled performances and activities were cancelled.*

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THE MISSION OF THE LIVONIA CIVIC CHORUS:

To nurture the vocal talents of its members while providing choral performances.

THE VISION OF THE LIVONIA CIVIC CHORUS:

Enriched musical experiences for our members and the cultural life of our community.

THE VALUES OF THE LIVONIA CIVIC CHORUS:

COMMUNITY: We build an engaged and connected group of avocational singers by providing access to musical experiences.

EXPLORATION: We provide learning opportunities to enable all segments of our Chorus to discover, re-discover, and sustain the joy of singing.

EXCELLENCE: We continuously strive to excel in programmatic and operational effectiveness.

COLLABORATION: Through collaboration we can provide community service with a variety of performances and outreach programs.

2019-2020 STRATEGIC PLAN FOCUS AREAS:

MUSIC COMMUNITY OUTREACH MEMBERSHIP
ORGANIZATIONAL GOALS LEADERSHIP
MARKETING AND FUNDRAISING



UPDATE: JUNE 2020

2019-2020 STRATEGIC PLAN FOCUS AREAS: OBJECTIVES/OUTCOMES, REQUIRED ACTIONS

FOCUS AREA #1: MUSIC

Outcomes and Actions:

1. Continue to reorganize the Music Library

- A. Analyze the music holdings of the LCC Music Library
- B. Incorporate what remains of the Blanchard donation into Winter and Spring holdings
- C. Review and Update the Winter music holdings

UPDATE: *The Music Library holdings of 800 titles have been divided, with the input of our Music Team, to KEEP (about 300 titles) and DONATE (500 titles). It is expected that the downsizing process will be completed by the end of July 2020 when our rental renewal at National Storage is due. The remaining titles of the KEEP spreadsheets will be stored in our free storage provided by Parks and Recreation.*

2. Consider criteria for vocal rehearsals and performances

- A. Continue the implementation of the concepts of our **“Choral Etiquette”** document for rehearsals and performances.
- B. Make recommendations at the Annual Meeting for any adjustments to the **“Choral Etiquette”** document
- C. Engage a consultant to conduct rehearsal and performance observations based on criteria set.**

UPDATE: *The “Choral Etiquette” document is incorporated into the Livonia Civic Chorus ByLaws and most of the members have adjusted to the expectations. **Item C** was not addressed during this shortened Season and might be considered as a future Action when we are able to rehearse and perform in a face-to-face setting as has been our practice to date.*

3. Prepare and record performance tracks for demonstration purposes

- A. Investigate the process of a studio recording of selected musical numbers for demonstration purposes including copyright requirements.

UPDATE: *This Action has not been addressed but should be considered in our Outcomes for the future.*



UPDATE: JUNE 2020

2019-2020 STRATEGIC PLAN FOCUS AREAS: OBJECTIVES/OUTCOMES, REQUIRED ACTIONS

FOCUS AREA #2: COMMUNITY OUTREACH

Outcomes and Actions:

- 1. The Livonia Civic Chorus will continue to engage in partnerships and collaborations to increase our mission impact.**
 - A. Identify key strategic partners for collaboration to result in tangible outcomes for both parties.
 - B. Continue to engage in a network of senior care facility Activity Directors for the promotion of ***“Musical Interlude for Seniors”*** Program.
 - C. Continue to research community events for possible performance venues.

UPDATE: *The Livonia Civic Chorus has continued to engage with community organizations for performances. Collaborations with Greenmead, Harry J. Will Funeral Homes, New Resident Corn Roast, City of Livonia Parks and Recreation for the Parade/Tree Lighting and Memorial Day Event continued. A new collaboration with the Friends of the Livonia Library was established but the performance was cancelled because of the pandemic. There were six (6) Community Outreach Performances scheduled (four completed). We continued expanding our collaborations with senior care facilities with 15 performances scheduled (nine completed). We are now working on plans to support the senior residents using technology-based tools and performances.*

FOCUS AREA #3: MEMBERSHIP

Outcomes and Actions:

- 1. Increase membership**
 - A. Continue working with the Membership Committee formed in 2018-2019 reporting to the Board Secretary
 - B. Develop a “Membership Plan” to present for Board Action.
- 2. Develop and Share Member Profiles**
 - A. Create a Profile of LCC Members to use for Membership and Social Media opportunities.

UPDATE: *While there was no official “PLAN” submitted, a group of members met to discuss possible groups in our community where we might recruit. However, there were still 16 new members for the Chorus this fiscal year with many finding us through Social Media. We are still trying to create Profiles of LCC Members which should continue as an Action item for next year.*



UPDATE: JUNE 2020

2019-2020 STRATEGIC PLAN FOCUS AREAS: OBJECTIVES/OUTCOMES, REQUIRED ACTIONS

FOCUS AREA #4: ORGANIZATIONAL GOALS

Outcomes and Actions:

- 1. Continue Implementation of the LCC Mission and Vision Statements**
 - A. Develop an “Elevator Speech” about LCC incorporating Mission, Vision and Values.
- 2. Continue to Emphasize and Monitor Implementation of the LCC Organizational Values**
- 3. Establish the LCC Strategic Plan for 2019-2020**
 - A. Update the Outcomes and Actions for 2019-2020 based on the results of activities during 2018-2019

UPDATE: *While we haven’t written out an “Elevator Speech”, we are seeing more usage of the Mission and Vision in written materials and presentations. This Action should be continued. Based on this UPDATE for 2019-2020, we will develop a new set of Outcomes and Actions based on what is being called the “new normal” in our community because of the global pandemic.*

FOCUS AREA #5: LEADERSHIP

Outcomes and Actions:

- 1. Provide Informational Opportunities for Chorus members to grow in their understanding of the leadership needs of the organization.**
 - A. Develop and present monthly information sessions on organizational topics chosen by members.
 - B. Board Members and Standing Committee Chairs will be available once a month to discuss issues with interested members.
 - C. Provide shadowing opportunities for members interested in a particular organizational function.

UPDATE: *One primary organizational topic highlighted this year was a five-year profile of the Livonia Civic Chorus related to revenue and expenses related to its various programs with special emphasis on its two annual Concerts. Unfortunately a deficit was discovered in the revenue generated in the last three years for the expenses incurred. An overhaul of the financial reporting system based on four classes: Concerts, Operational, Legacy and Community will be implemented on July 1, 2020. This Action of keeping the Chorus members informed should be continued.*



UPDATE: JUNE 2020

2019-2020 STRATEGIC PLAN FOCUS AREAS: OBJECTIVES/OUTCOMES, REQUIRED ACTIONS

FOCUS AREA #5: LEADERSHIP (continued)

Outcomes and Actions:

2. Develop and implement a Plan for increasing the size of the Chorus Board.

- A. The current LCC Board will develop a Plan, with input from Chorus members, to enlarge the Board to include additional internal and/or external individuals.
- B. Continue meetings of the newly formed **Citizens' Advisory Council** on a quarterly basis.

UPDATE: *The Board was enlarged by one member, a President-Elect, who is being mentored by the current President to take over that position as of July 1, 2020. We have yet to consider including additional internal and/or external individuals. We were able to implement the **Citizens' Advisory Council** and host three meetings to date. They were included in receiving data about the Chorus and its operations. To consider more community-based fundraising, we developed a "Corporate Sell Sheet" for use for future fundraising. We also expect to increase the number of community members and continue the **CAC** for 2020-2021.*

FOCUS AREA #6: MARKETING AND FUNDRAISING

Outcomes and Actions:

1. Develop the Livonia Civic Chorus "Story" to support the Marketing and Fundraising Committee.
2. Develop and implement a Marketing Plan for the Livonia Civic Chorus

- A. Continue the work of the Marketing Committee to develop a formal plan based on the data compiled during its work in 2018-2019.
- B. Use the data related to The LCC Story, 2018-2019 Strategic Plan and ByLaws, Livonia Parks and Recreation Community Standards, Information about Choral Programming, Funding Sources for the Livonia Civic Chorus, Membership Data, and Audience Impact to build the Marketing/Fundraising Plan.

UPDATE: *The LCC "Story" for Marketing and Fundraising was replaced by a Marketing "Corporate Sell Sheet" which has yet to be used since the global pandemic closed all of our active interactions with LCC committees and LCC community. We're pleased with this piece as a template for updating information put together by the Marketing Committee of the President, President-Elect, new Data Specialist, Social Media Specialist and Marketing Consultant, a former member of the Chorus. We hope to realize the benefit of this information when we are able to again interact and discuss the future. The Marketing Committee can now start developing Fundraising plans for moving forward after the pandemic.*