



The Rockville Bach Academy, Inc/ChorSymphonica
Strategic Plan - February 10, 2021

OUR VISION STATEMENT

Our vision is to contribute to a high quality of life through choral music for all.

OUR MISSION STATEMENT

ChorSymphonica performs unique choral concerts for the enrichment, education, and inspiration of equitably diverse audiences.

OUR GOALS

1. SHARING OUR MUSIC/CAPACITY BUILDING:
To bring our music to the widest possible audience we will strengthen our capacity for underwriting four performances a year by 2025.
2. ANTI-RACISM:
Increasing access to our programming, diversity in our audience, equity in opportunity to participate in our performances, and inclusiveness of as wide as possible part of our community, we will move the needle towards anti-racism across the entire organization by increasing participation of Black and Indigenous People of Color (BIPOC) in our organization's musician roster, staff, and board of directors to 33% by 2025.
3. OPERATIONALIZE EQUITY:
Create an artistic policy of offering increased opportunity to African-American musicians in our database of singers, players, and soloists to reach 25% of our musician roster by 2025. Promote this policy through our marketing, so that people, especially African-Americans and BIPOC individuals can see our movement towards anti-racism.

OUR CURRENT MAJOR INITIATIVE

MENOTTI'S AMAHL AND THE NIGHT VISITORS IN WHEATON

In cooperation with the Arts and Humanities Council of Montgomery County's Wheaton Cultural Project Grants Program and Hughes United Methodist Church, we continue to work to provide the community with two performances of this classic and healing operatic short work, one sung in English and one sung in Spanish, at low admission cost with world-wide broadcast through our website on New Year's Eve, beginning in 2021.



OUR CORE VALUES

- Choral music is a necessity, not a luxury. As artists, we are strongly convinced that our effort holds great spiritual value and communicates a much-needed message, an ingredient vital to individual and community health and growth.
- Choral music is relevant. Our work confronts the question, “What value does this music have for us, here in 21st Century America?” We answer with an artistic approach that takes the historical, spiritual, musical, and cultural context in which the music was created, and highlights its relevance for our time.
- Choral music engenders contemplation and growth. Informed by analysis and scholastic training, we pursue our interpretative ideas, refine them with the critical thinking of the latest research and the most rigorous published scholarship that we can comprehend, and present our product in life-giving performances that touch our audiences deeply, and stir in them, and us, contemplation of the most significant human experiences.
- Our focus is on sharing our gifts of music, knowledge, and experience, with audience members, emerging, and seasoned professional musicians. We strive for performances that cause both musician and audience to think and re-think human relationships, the world in which we live together, and how we live in the community.
- We hold ourselves to the same standard of excellence in our personal, professional, organizational, administrative, and leadership capacities, as we do in our artistic capacity.
- We believe that choral music is a catalyst for public dialogue, and that shared cultural experiences like the ones we provide contribute to a sense of place and communal identity. We believe music, especially choral singing, brings people together in community, and is itself a symbol of community.
- We are committed to anti-racism, and are striving to create opportunities for professional musicians of color in all projects through operationalizing access, diversity, equity, and inclusion.