Strategic Plan
2018 – 2022

Our Vision:
To create brighter futures through music

Our Mission:
To enrich and inspire all children through music education

Our Core Values:
We believe:
• music is foundational to every child’s development and fosters a lifelong appreciation of the arts
• one-on-one relationships between student and teacher are essential
• family has an important supporting role in the musical development of the student
• all children deserve to be applauded for their accomplishments
**Our Objectives:**

- Ensure every child who has a passion for music has access to affordable quality music education
- Empower families to be able to foster their children’s love for music
- Raise awareness of the benefits of musical instruction on the development of the whole child: academic, social, emotional, and physical

**Our Program Model:**

Community Music School is a premier organization in Wake County committed to providing the *full range* of musical services and instruments to all underserved youth who do not have access or opportunity for music education. For as little as $1 per lesson, the staff and professional teaching faculty

- Tailor musical instruction to the individual learning needs of each student, beginning as early as first grade
- Offer the full range of musical genres and interests from production to performance, through 1:1 private instruction and group sessions
- Support life-long educational opportunities for students who want to pursue careers in music

**Our Results:**

- 110 students from over 70 Wake County elementary, middle and high schools received over 1,100 hours of private and group music instruction during the 2016-2017 academic year
- 80 percent of Community Music School students performed in one of 23 recitals offered throughout the community during the 2016-2017 academic year
- Over 80 percent of Community Music School students receive private, 1:1 instruction from one of 18 highly gifted professional faculty members
- The instructional model creates an environment that encourages students to stay in school
• 100 percent of the seniors who completed the 2016-2017 academic year music program graduated from high school, and almost all of them are now enrolled in college
• More than 2,000 students have received music instruction since Community Music School’s founding in 1994

The Need:
• 40 prospective students for the Community Music School 2017-2018 academic year were waitlisted due to lack of funding
• New class-size restrictions for Wake County Public School System grades K-3 are driving principals to convert music and art classrooms to find adequate space for regular classrooms. Fifty-seven principals are proposing to convert either art or music classrooms, and the majority are converting both.¹

Five-year Strategic Planning Goals:
• Become the leading program for Wake County students who do not have access or opportunity for music education
• Build greater brand awareness of Community Music School and its programs to maximize impact and influence
• Double the number of students served to 200 annually

Strategies:
• Create an infrastructure to support Community Music School’s long-term growth and sustainability
• Strengthen and enhance Board of Directors’ roles and responsibilities to support strategic planning efforts
• Evaluate needs, program model and services to ensure desired outcomes and impact
• Develop strategic partnerships to broaden Community Music School’s visibility, awareness, influence and expand programs
• Promote and position Community Music School as a thought leader in the delivery and benefits of music education