

Our Strategic Plan

MISSION STATEMENT

We create meaningful arts experiences supporting lifelong learning, wellness, and fun for all older adults.

VISION STATEMENT

Older adults everywhere have a place in the arts.

CORE VALUES

- **Celebrating** the older adult voice
- **Creating** an accessible and inclusive arts community
- **Improving** health and wellness
- **Inspiring** a passion for quality lifelong learning
- **Cultivating** opportunities for social connection and friendship

You belong here.

Everyone has a place at Encore!

Encore Creativity for Older Adults values diversity and invites all to share, learn, and create in an environment of respect.

We are dedicated to inclusion and welcome all staff, singers, and audience members: those of every race and ethnicity, age, sexual orientation, gender expression and identity, disability, veteran status, and religious and socio-economic backgrounds. We are a caring and equitable community where participants with different backgrounds, abilities, and experiences can thrive within our artistic family.

The Path Ahead

Honoring the past

Embracing the present

Looking forward to and
being excited about the future

Key Considerations

Navigating founder
transition

Recovering from the
effects of COVID

Building financial stability

Focusing on
organizational capacity
and sustainability

The Process

Focus Groups

Formulated and executed focus groups with various stakeholders and supporters, with a particular emphasis on singers past and present

Surveys

Surveys conducted at the end of each semester and program to gather feedback and qualitative data about our offerings

Committees

The Strategic Planning Committee formulated a year-long conversation about our new strategic plan, facilitated by Chorus America

You Make It Happen!

Over **90 volunteers** will work together to guide
this strategic plan

- Board of Directors
- Encore Central Team
- Strategic Planning Committee
- Governance Committee
- Finance Committee
- Diversity, Equity, Inclusion, and Accessibility Committee
- Health and Research Committee
- Artistic Advisory Committee
- Coordinator Task Force
- Advancement and Fundraising Committee
- Marketing and Public Relations Committee

Our Strategic Plan

(September) 2023 - (August) 2026

Diversity, Equity, Inclusion, Accessibility

Repertoire selection

Partnerships & Collaborations

Talent pipeline with higher ed

Overcoming barriers

National Expansion

Brain health

Encore University and education

Research

Program offerings

Organizational Capacity

Policies/Procedures

Financial stability

Staff growth

Thought Leadership

Training/Resources

Collaboration

Bridge building to other sectors

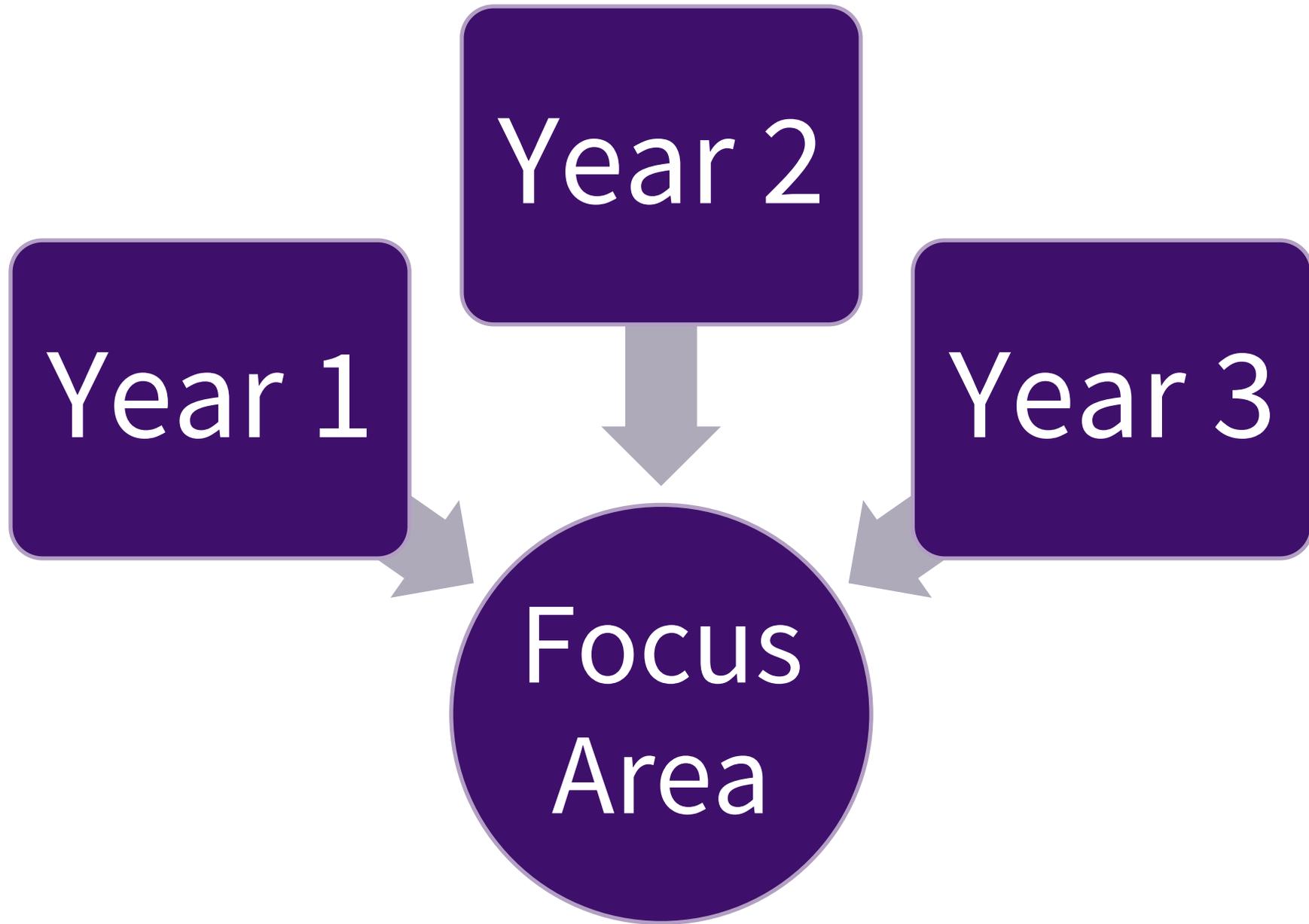
Influencing policy-makers



Strategic Plan in Detail

In the following slides, each year of our plan is a text box from left to right. Follow our plan from year-to-year and learn how we'll accomplish our goals.

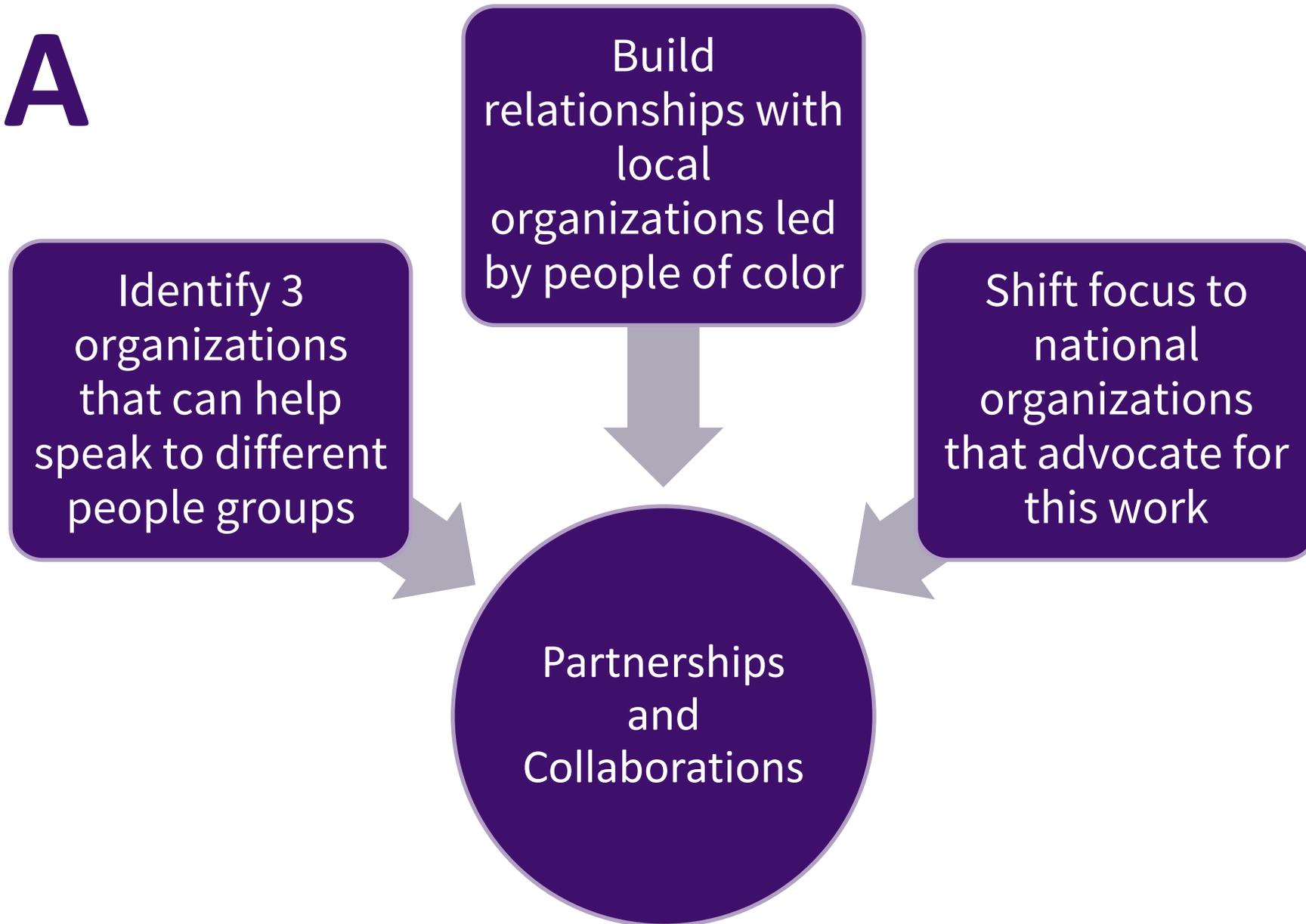




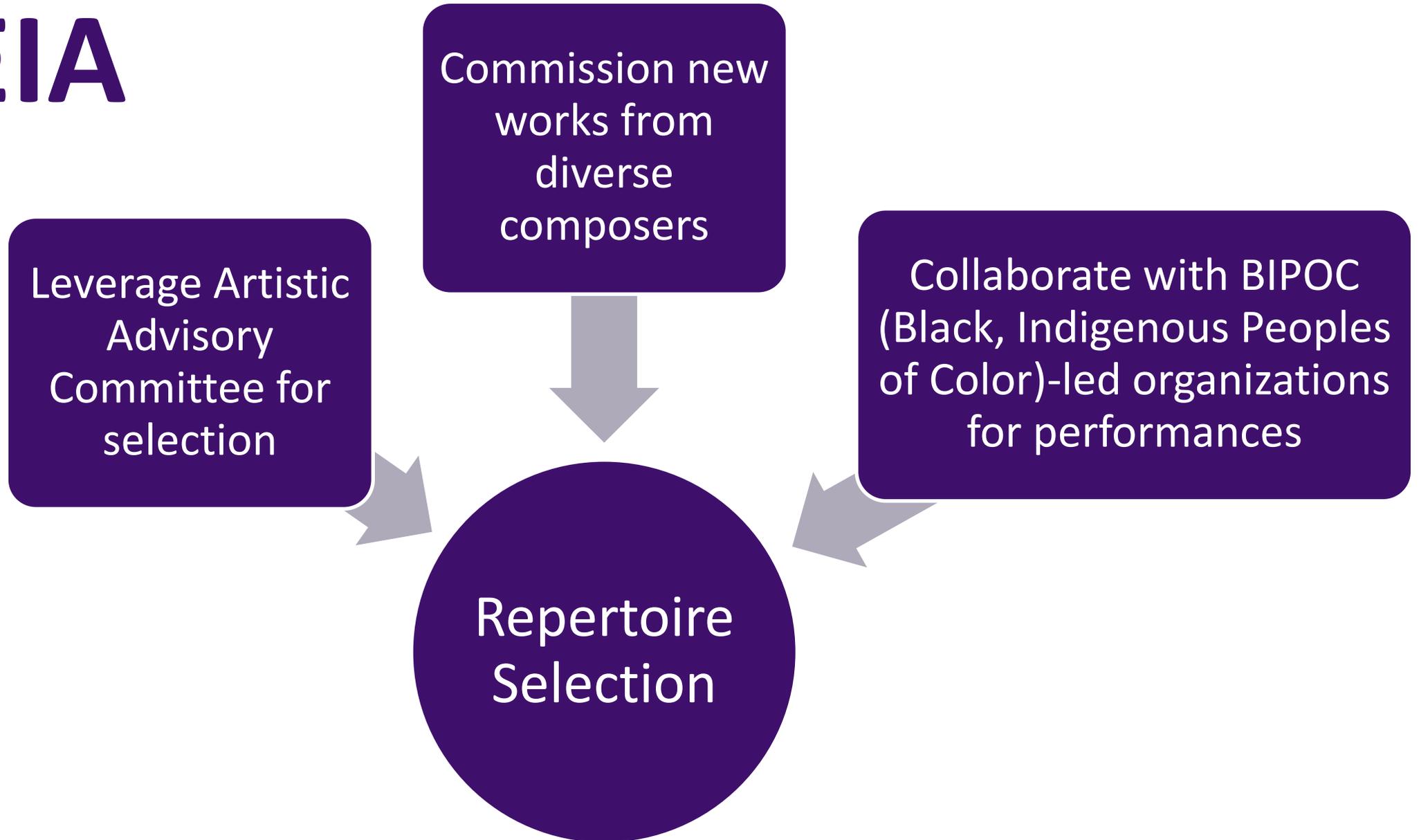
Diversity, Equity, Inclusion, and Accessibility



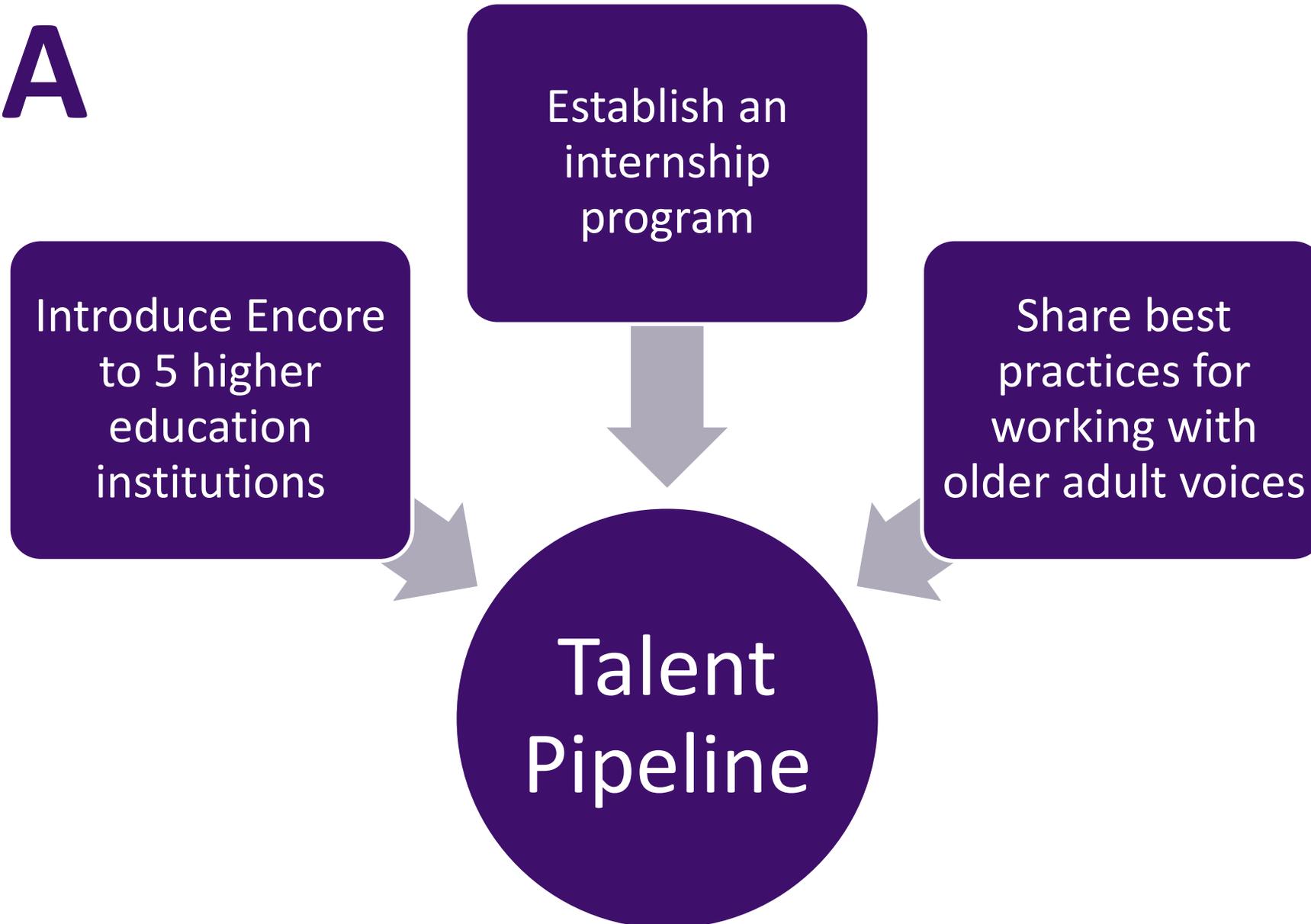
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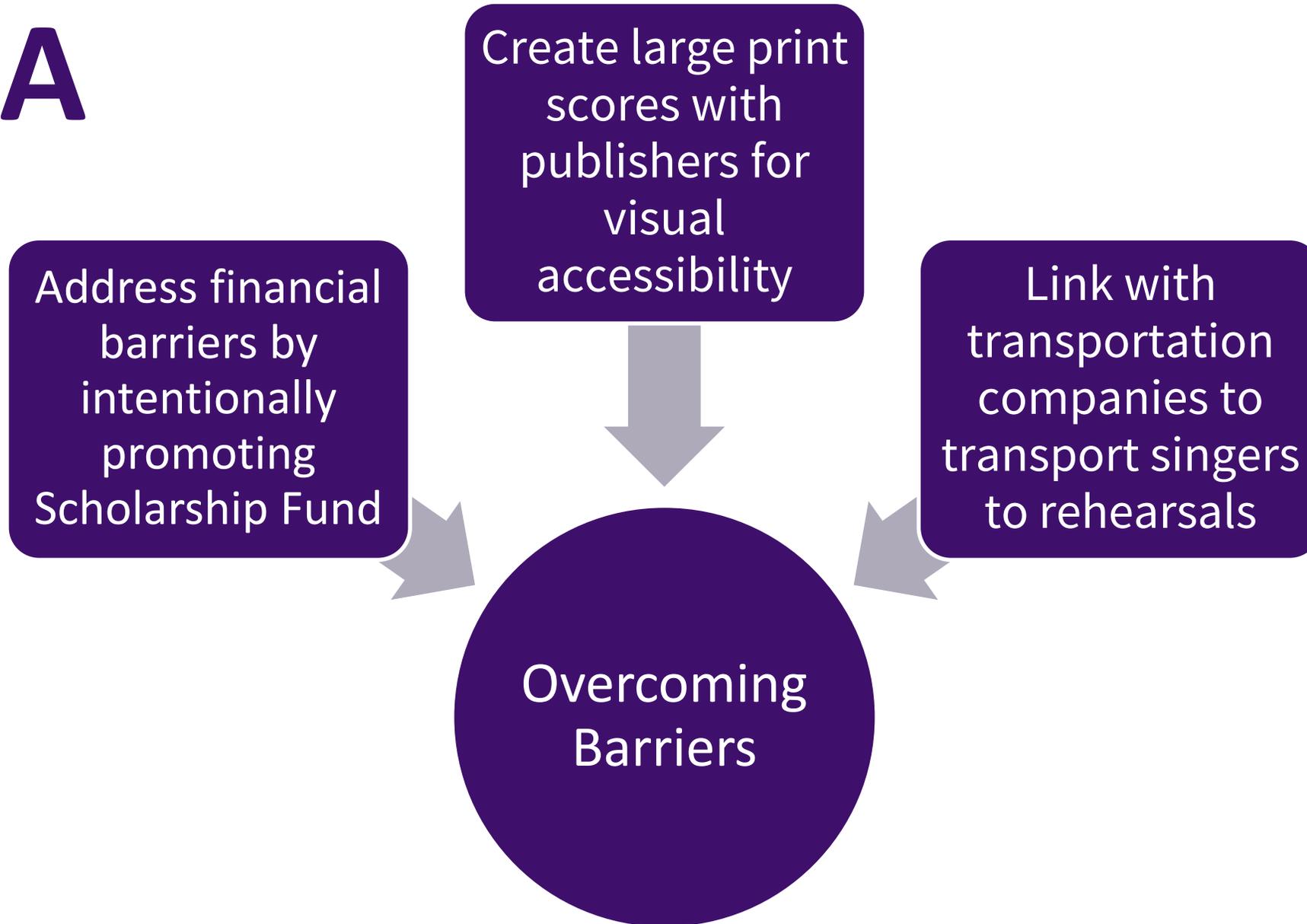
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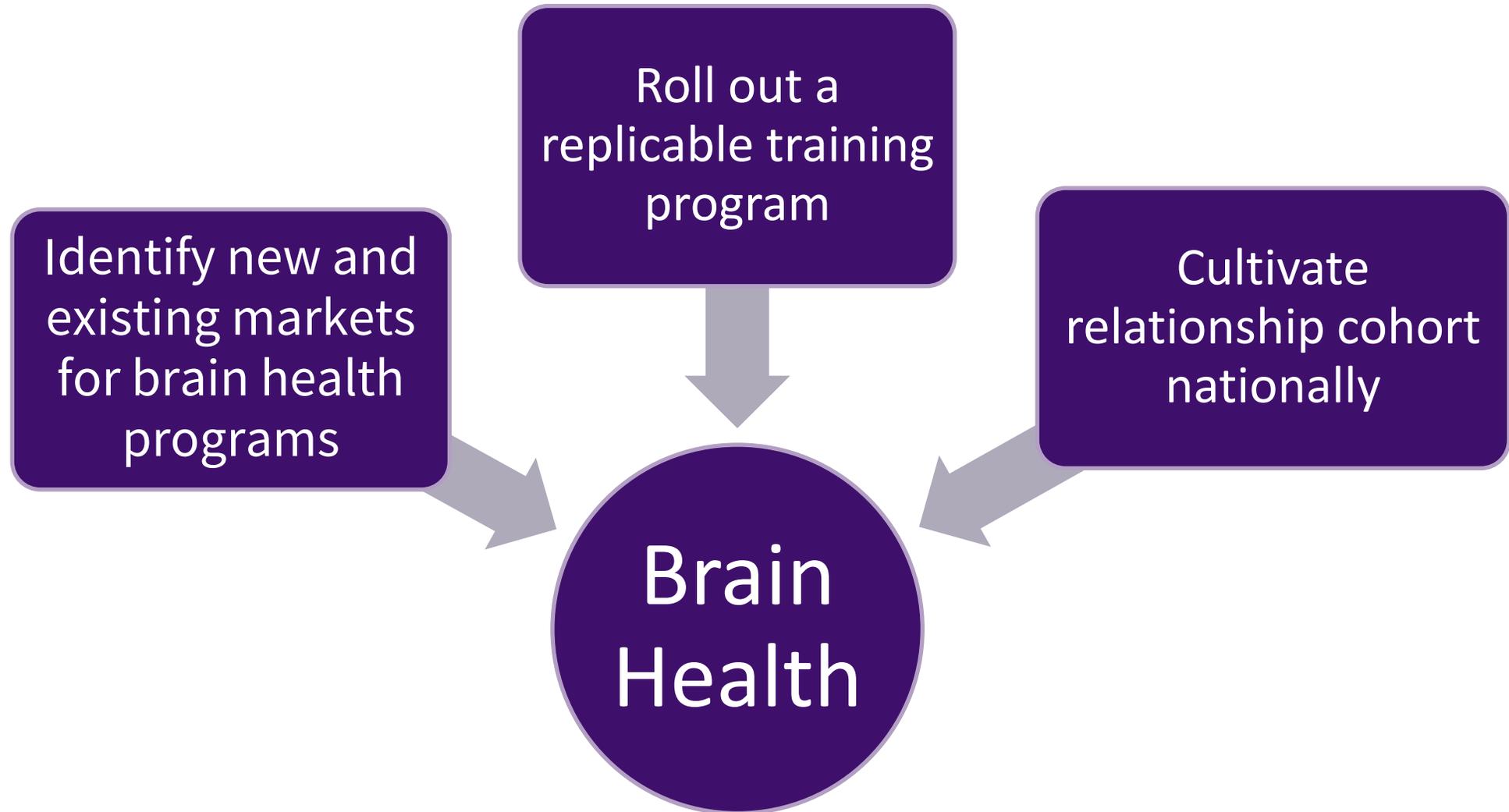




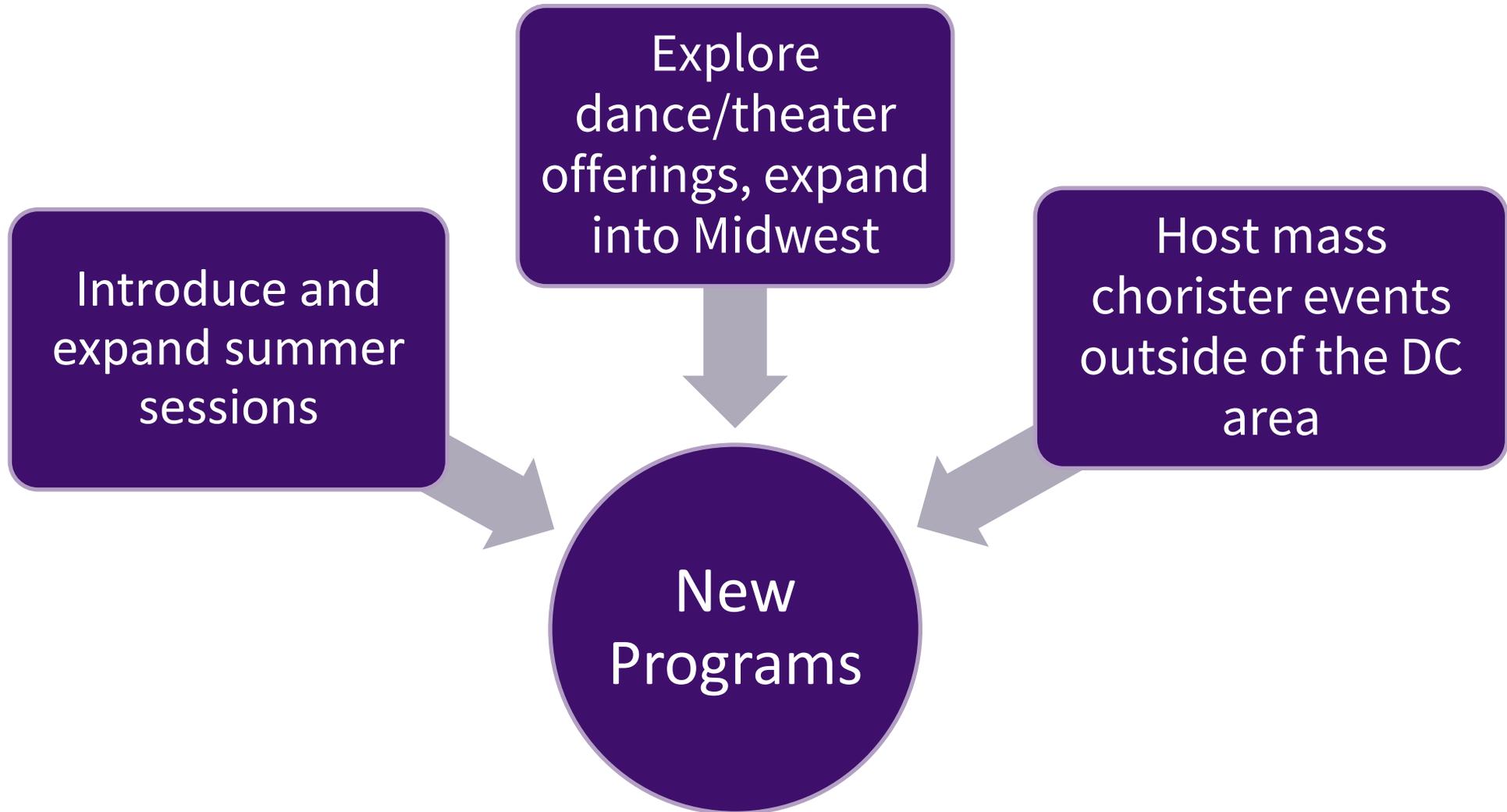
National Expansion



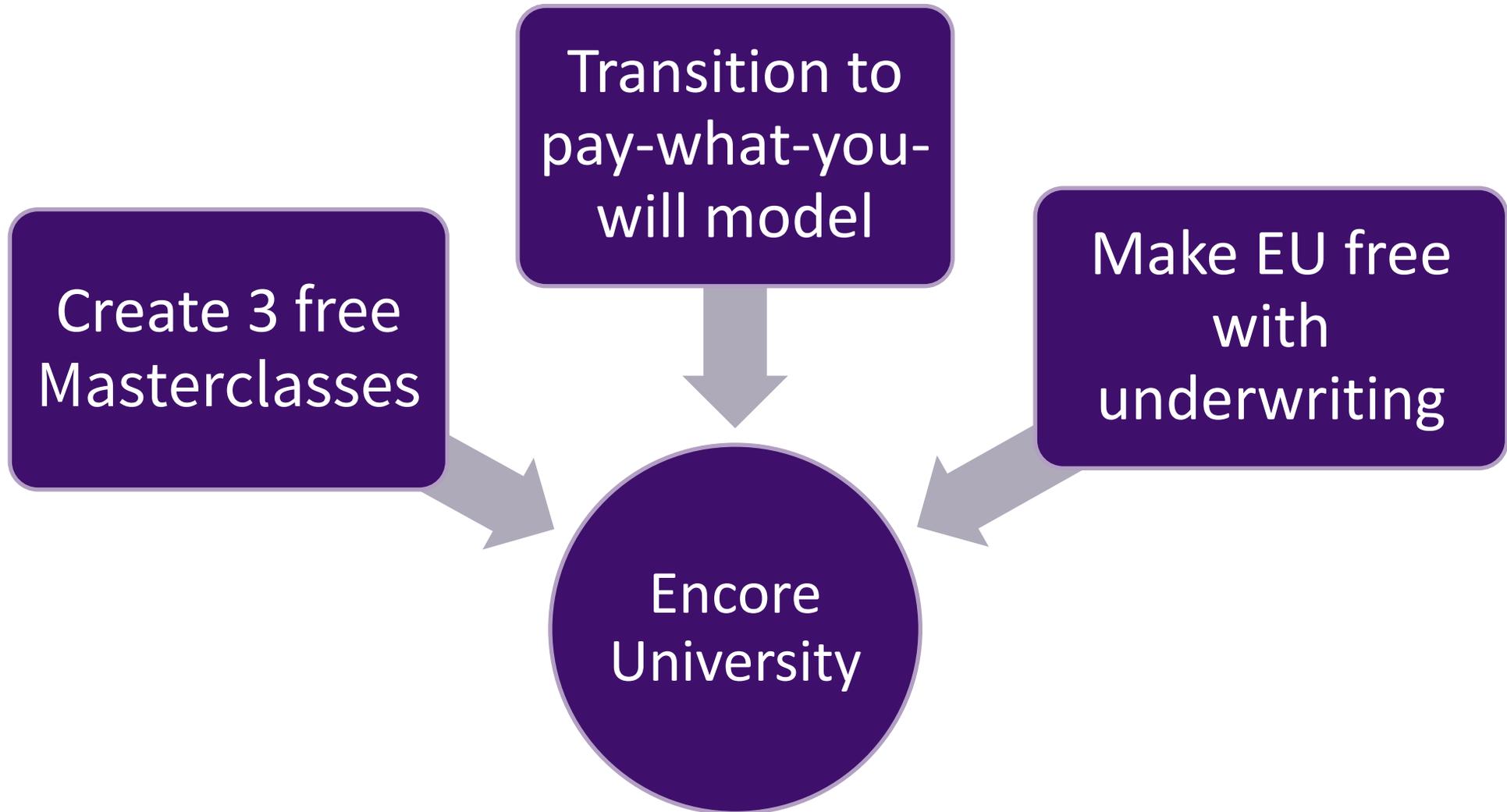
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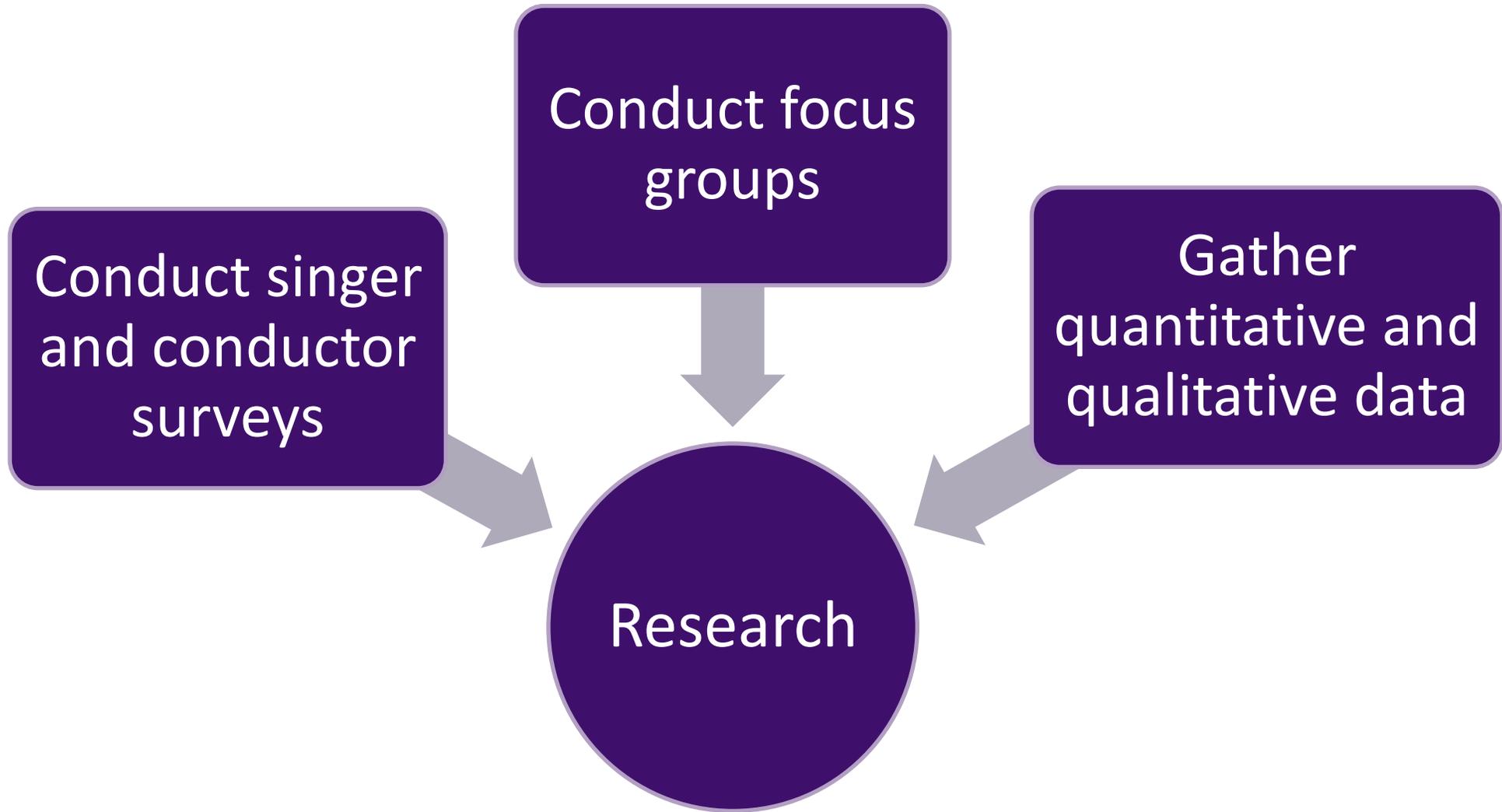
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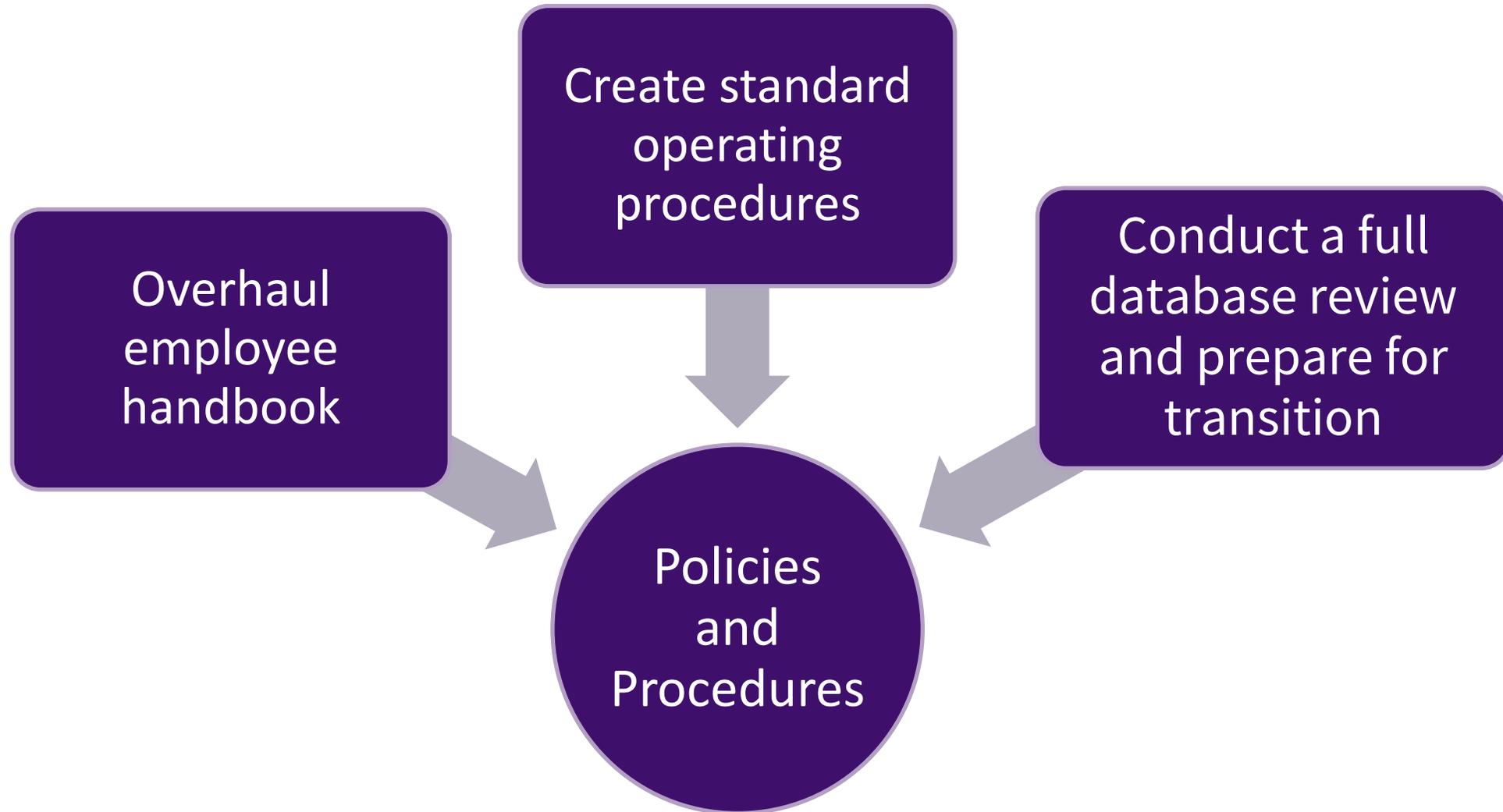




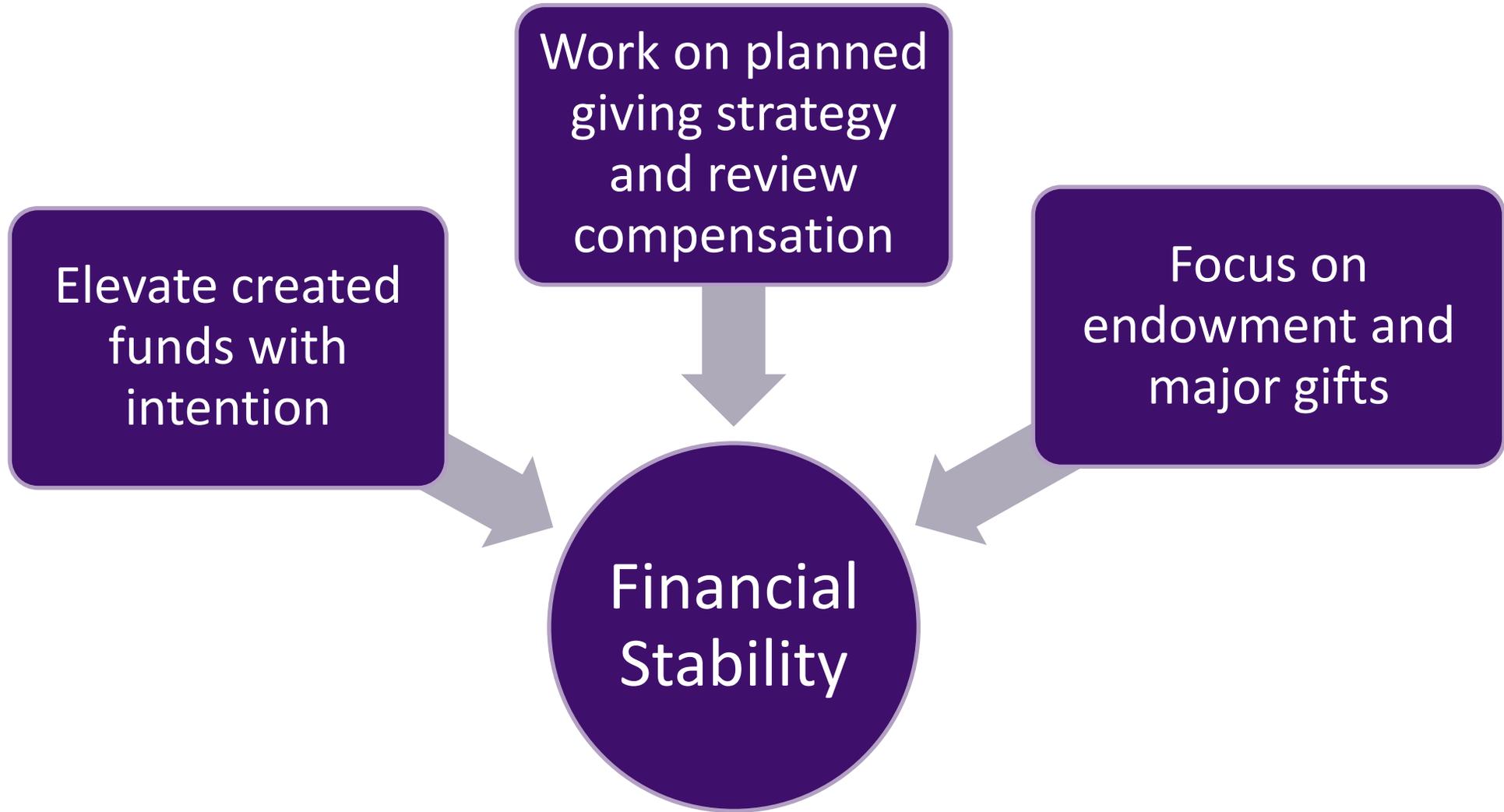
Organizational Capacity



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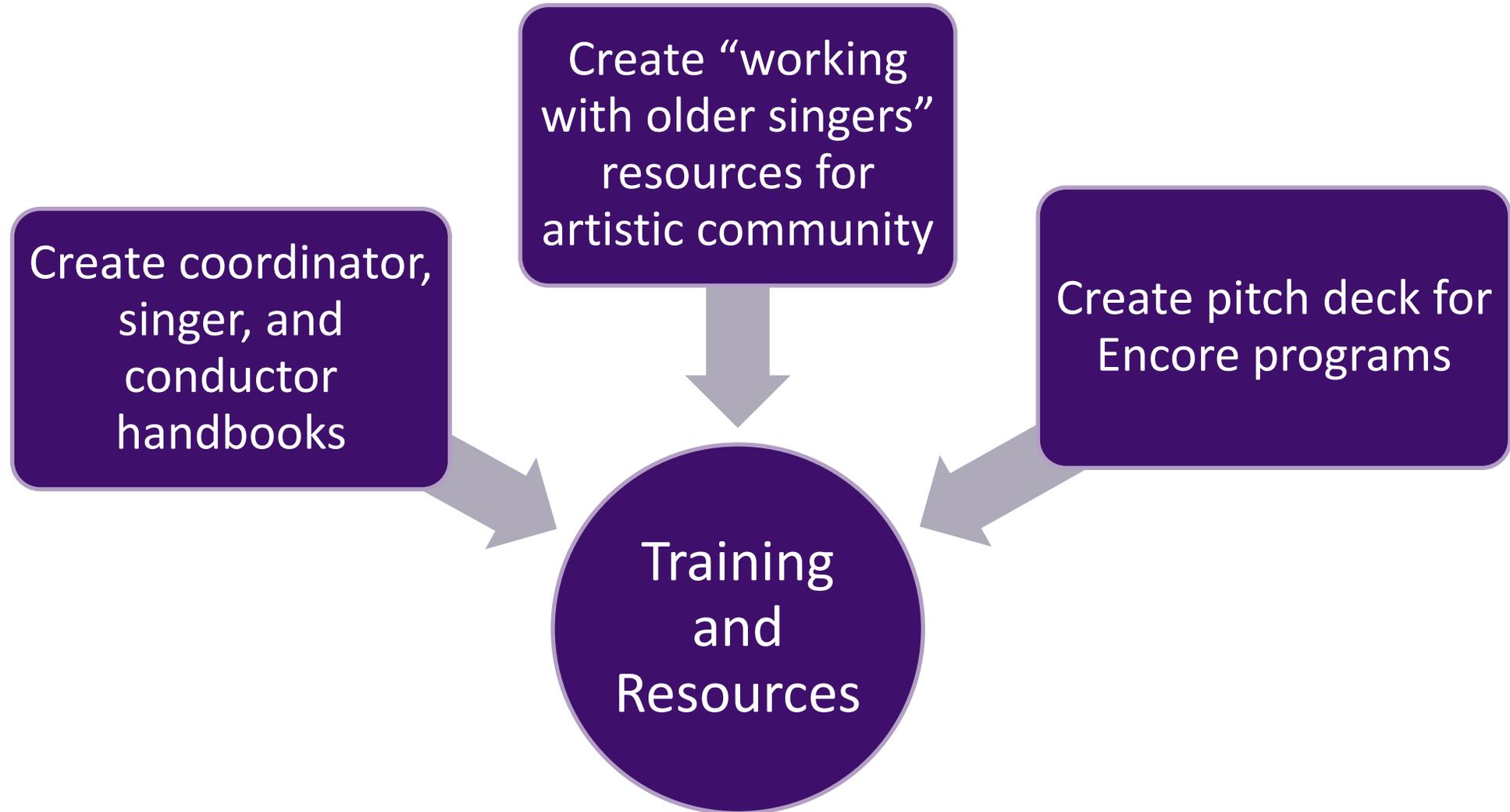




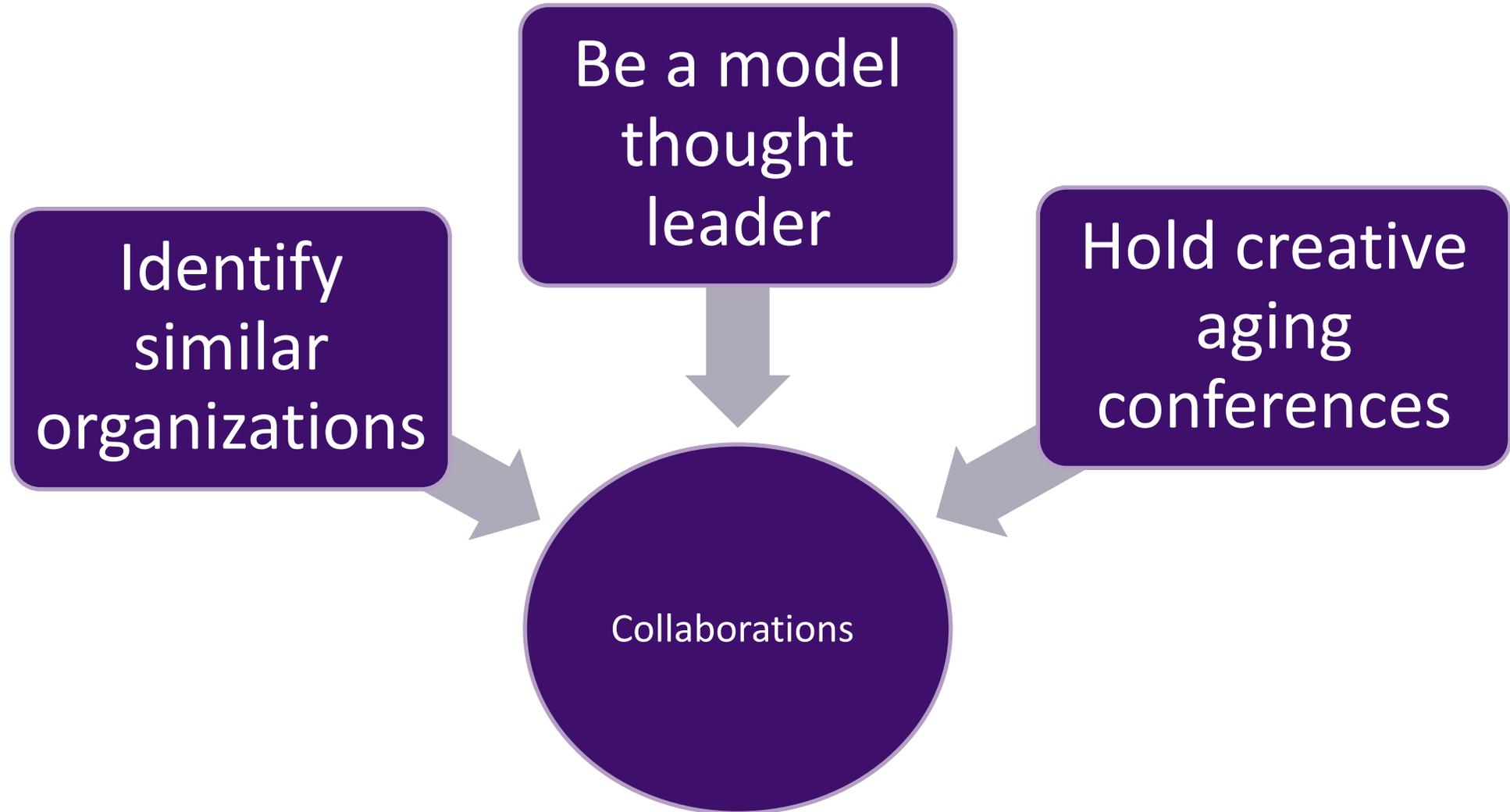
Thought Leadership



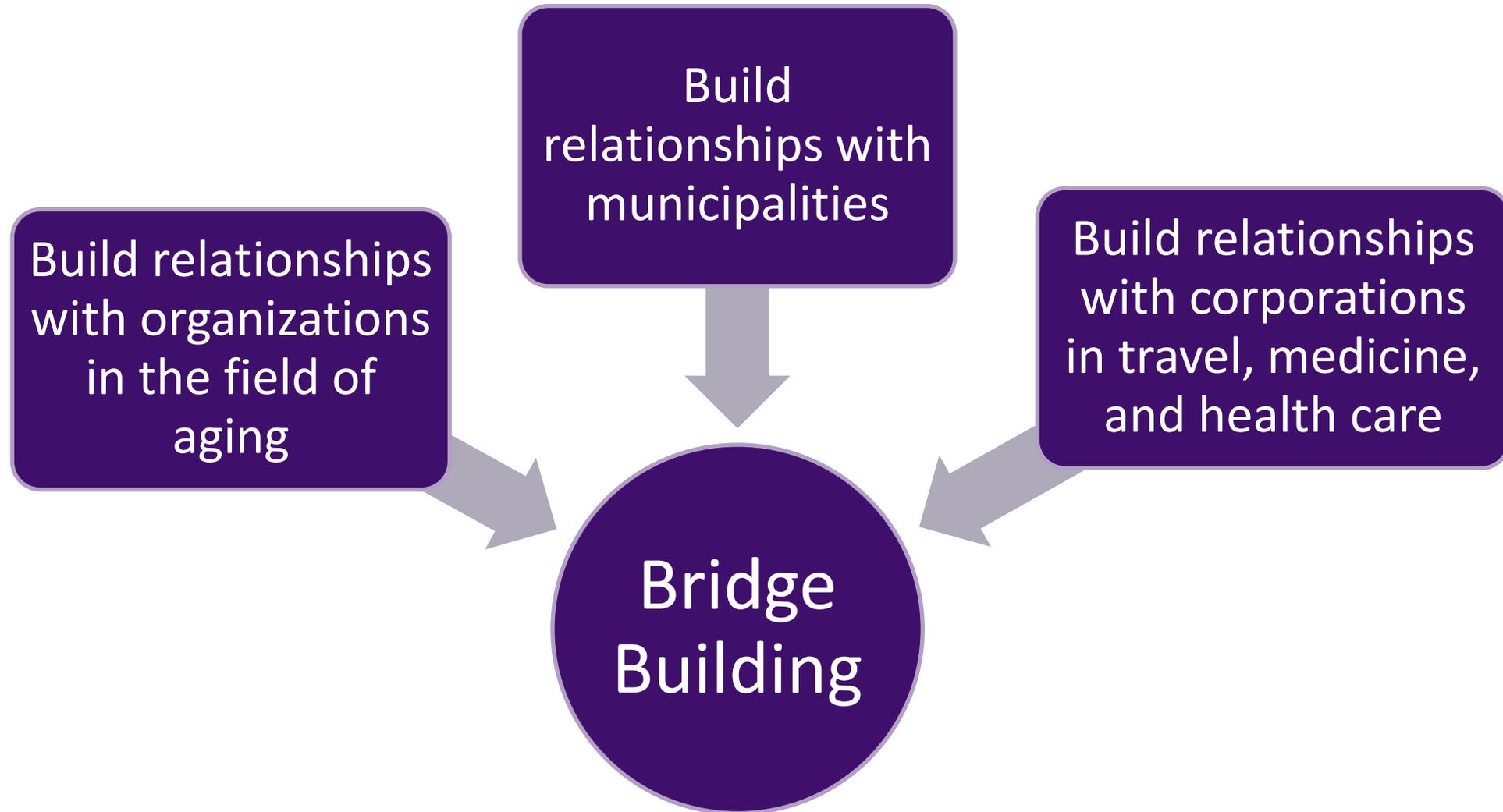
Thought Leadership



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