



STRATEGIC PLAN

RSO ROCKFORD
SYMPHONY
ORCHESTRA
Steven Larsen, Music Director

**THREE-YEAR PLAN
APPROVED TO BEGIN
JULY 1, 2021**



MISSION

The mission of the Rockford Symphony Orchestra is to lead in the creation of vibrant music experiences that enlighten, educate, and entertain.

HISTORY

The RSO was founded in 1934 to celebrate the centenary anniversary of the City of Rockford. It quickly grew in size and stature in the community, and has remained an important cultural institution in the Northern Illinois Region. The Rockford Symphony Youth Orchestra was founded in 1969, and remains a cornerstone program of the RSO. The historic Coronado Theater, originally built in 1927 as an atmospheric movie theater, is the RSO's current performance home.

In a traditional season the RSO presents up to 14 performances featuring works from the core classical repertoire, works by contemporary composers, as well as popular music, film with orchestra, and Broadway. Through orchestra concerts, outdoor Independence Day concert, Youth Concert, RSYO concerts, and special events, the RSO serves approximately 14,000 individuals annually. More than 55,000 citizens across Northern Illinois have access to our Classics Series concerts through broadcasts on the regional public radio affiliate, Classical WNIU. In addition to performances, the RSO is committed to education outreach in our region. The RSO's education and outreach programs typically reach more than 4,000 people annually of all ages, backgrounds, and socioeconomic status.



STRATEGIC GOALS

1. Ensure our organization is thriving and strong.
2. Maintain artistic excellence through comprehensive programming and outreach.
3. Serve a diverse and ever-changing community.
4. Foster and lead a culture of music in our region.



GOAL 1: Ensure our organization is thriving and strong.

RSO can best execute its mission when it is thriving and strong both artistically and financially. The board and staff must have excellent communication, a clear artistic vision, and robust reserves.

Objectives:

- Reimagine artistic and administrative staff roles and fill open positions.
- Break out of the standard artistic model and explore new ways to present music.
- Reduce production costs.
- Sustainably support artistic programs.
- Increase effectiveness of Board Members.



GOAL 2: Maintain artistic excellence through comprehensive programming and outreach.

Ensure all performance and education programming throughout the organization is integrated and consistent and always held to the highest artistic standards. Be ever mindful that we are here to serve the community and must consider what our patrons and the broader community want from an orchestra.

Objectives:

- Commit to a unified artistic vision, including integrated education and outreach programs.
- Ensure continuity during the artistic transition.
- Retain and attract top artistic talent.



GOAL 3: Serve a diverse and ever-changing community.

Our region's population and industries are always changing. The resulting diversity is a tremendous opportunity, but we must stay agile and be willing to adapt to external change.

Objectives:

- Create targeted programming, engagement, and marketing/promotion for designated groups.
- Commit to a culture of Diversity, Equity, and Inclusion.
- Ensure RSO is clearly identified as a vital component of our region's quality of life.



GOAL 4: Foster and lead a culture of music in our region.

RSO can solidify itself as an essential community asset by being a leading force in our community to champion music education, nurture music making for all levels of musicians, and bolster other arts organizations through collaboration and shared resources.

Objectives:

- Create opportunities to connect with the community.
- Support the region's music education efforts.
- Capitalize on public relations opportunities.

