STRATEGIC PLAN: 2026-2030

MISSION STATEMENT

Mission: The mission of Summit Choral Society is to provide a continuum of musical training for young children through senior adults, produce exceptional choral performances, and preserve the art of choral music for the enrichment and enjoyment of the greater Akron community.

VISION STATEMENT

To provide valuable musical experiences and opportunities based in the rich history of choral music, heritage songs and music education to the greater Akron Community.

BELIEF STATEMENT

SCS believes these services impact the community and its stakeholders by contributing positively to the general health and well-being of greater Akron.

STATEMENT OF EQUITY

SCS is committed to serving a diverse population representative of greater Akron's broad demographic by providing access to high-quality music education and performance programs that complements and enhances a thriving, vibrant community that is equitable and inclusive for all.

NON-DISCRIMINATION POLICY STATEMENT

Summit Choral Society does not discriminate based on race, color, national origin, religion, sex, gender identity, sexual orientation, disability, age, marital status, family status, or political beliefs.

GOALS

PROGRAMMING AND SERVICES

- SCS will operate artistic choral music education and performance programs to serve the diverse needs of the greater Akron community with the highest quality of program services
- SCS will operate music education and performance programs and services that stimulate personal growth
- SCS will feature performance experiences that represent the highest quality of live, inspired, acoustic music
- SCS will found and host a nationally recognized bi-annual children's choir festival featuring a prominent clinician and conductor

COMMUNITY ENGAGEMENT AND INCLUSION

- SCS will increase visibility through targeted public and private events
- SCS board, staff and program participants will reflect the diversity of community demographics of community members served and serving in programs
- SCS programs will assess, adapt and evolve to meet the needs of the community based on feedback from surveys, community partners, leaders and participants
- SCS will maintain funding to provide equitable access for all people with demonstrated financial need for program services
- SCS will promote mental health of community by fostering relationships among participants of all ages

OPERATIONAL EXCELLENCE: PROGRAMMING

- SCS will create a process and identify grantors at the local and state level and corporate donors for specific programs
- SCS will aim to create new and unique opportunities to engage with new audiences and advertise the organizations service footprint
- SCS will create new and unique opportunities to engage with our members through increased outreach and partnerships, i.e. local schools, churches, community groups, foundations, guest conductors, professors, teachers, etc.
-SCS will execute an artistic and financially successful choral festival that is engaging and satisfying to all constituents and utilize learnings and feedback for future offerings
- SCS will develop a process to survey singers, staff and audience members on a consistent basis and gather feedback
- SCS will increase participation in the Children's Choir Program to pre-Covid participation levels by 2030

OPERATIONAL EXCELLENCE: STRUCTURAL

- SCS will evaluate and streamline job descriptions and develop Employee handbook by end of 2026
- SCS will conduct and annual update of Board of Director bylaws to include: annual assessment of committee charter by Executive Committee, annual strategic planning meeting to include SWOT and historic comparison, assess employee structure annually, or as needed by the Executive Committee
- SCS will conduct a physical operating space assessment and evaluate opportunities for alternate space annually
- SCS will create a secure webpage for Board of Directors with secure, password protected resources by 2027
- SCS will Create a one page document with Board of Director Expectations

FINANCIAL SUSTAINABILITY AND TRANSPARENCY

- SCS will seek to diversify funding sources to support an annual operating budget of $500k by 2028 & $600k by 2030.
- SCS will develop a strategy to maintain and grow the principal of our endowments while also developing a strategy and process that uses the endowments to offset the operating costs
- SCS will begin a capital campaign to raise funds for an organ by 2030
- SCS will create an endowment to raise capital funds to purchase a building and\or equipment for SCS program and venue expansion by 2030