

NOYO Strategic Plan 2025-2028

Stability, Differentiation, Community

Statement of purpose

The Northern Ohio Youth Orchestra's Board of Trustees and administrative staff have developed this strategic plan to guide NOYO's activities over the next three years toward a set of goals that will advance our organization in a way that is consistent with our vision, mission, and values.

Mission

The Northern Ohio Youth Orchestra provides exceptional musical education through a variety of performance opportunities for young musicians of all backgrounds in an inviting community of learning and growth.

Vision

The Northern Ohio Youth Orchestra will be a national model for providing innovative music education while fostering growth and a sense of belonging in every young musician.

Values

- Learning and Creativity: To instill a love for continuous learning and creative expression.
- Access and Invitation: To make high quality music education available to students of differentiated backgrounds.
- Teamwork and Community: To inspire friendship and collaboration among our musicians; to work in partnership with music educators throughout the region.
- Quality and Dedication: To honor our tradition, the music, and our students.

Stability

Capacity | Development | Programs | Participants | Staff

Objectives

- Maintain our operating budget and program enrollments
- Retain our exceptional conducting and administrative staff
- Strengthen the experiences offered by our current ensembles and camps

Strategies

- Make full use of our staff and room capacity
- Recommit to seeking out corporate gifts, major individual gifts, and bequests
- Keep staff compensation consistent with cost of living
- Encourage conducting staff, collegiate assistant conductors and/or sectional coaches to make use of NOYO's professional development funds

Action steps

- Keep eligible participant retention above 70%
- Add 2-3 new planned gift donors to our Legacy Society by 2027-28 season
- Secure 2-3 new corporate sponsorships by 2028 season
- Share professional development opportunities with artistic & collegiate staff whenever possible

Differentiation

Capacity | Development | Programs | Participant Retention | Staff

Objectives

- Reflect the differentiation of the communities we serve in our participants, staff, and board
- Engage voices and amplify perspectives from marginalized groups
- Advance equality as it relates to the field of music education in our area

Strategies

- Renew collaborations with non-music community partner organizations
- Continue to lead the region in programming music by composers of marginalized backgrounds
- Recognize and accept different kinds of various differentiation (class, gender, etc.) in pursuing a broad based board, staff, and participant base

Action steps

- Partner with at least three Lorain County community organizations (El Centro de Servicios Sociales, Boys & Girls Clubs, Elyria Arts Festival, etc.) to reach a broader audience for our programs and performances
- Launch “second-performance” initiative to provide for second performances of band and orchestra repertoire by 2028
- Review practices to ensure that our postings encourage a wide array of applicants from different backgrounds and develop a set of guidelines for equitable hiring for open positions and board member recruitment by January 2026
- Engage in outreach for underrepresented areas of the NE Ohio region focusing on local orchestra and band programs where we have historically not had recruitment success, at least three new programs by 2028

Community

Collaborations | Visibility | Partnerships | Teachers | Team-building

Objectives

- Increase awareness and enhance perception of NOYO within Lorain County and across a broader geographic area
- Form strategic partnerships with peer groups and other organizations to help us reach our goals and maximize our impact
- Cultivate a sense of belonging and build strong relationships among our participants, our staff, and our board
- Work with local area organizations (i.e. Tri-M chapters) to provide opportunities for future music educators

Strategies

- Distinguish NOYO's programs from competing programs in the area through media and outreach efforts to highlight NOYO's accessibility and multifaceted programming
- Strengthen ties to area music teachers and other arts organizations
- Allocate time and resources to build cohesion within NOYO ensembles
- Send out surveys to gather more data (demographics, senior status, years in NOYO, music majors/minors)
- Maintain connections and relationships between older & younger NOYO students (utilizing older students / NOYO alumni as sectional coaches, summer camp counselors, combined performances to foster incentivization for younger students and mentorship for older students)

Action steps

- Collaborate with an area arts organization each (or at least every other) concert season
- Produce video content to display the musicality of our advanced ensembles by 2026 (highlight reel of seasonal accomplishments: concerto winners, world premiere compositions)
- Create short videos of summer camp activities / rehearsals / performances for social media outreach for spring of 2026
- Focus marketing efforts on our conductors' teaching experience and artistry (teaching strategies from conductors) for social media outreach by 2026

- Gather data on student retention in NOYO (How many are graduating seniors? How many years in NOYO? How many are potential music majors/minors in college?) beginning in 2025