



ELEKTRA WOMEN'S CHOIR

creating • exploring • celebrating

To inspire and lead in the choral art form through excellence in performance and the creation, exploration, and celebration of women's repertoire



THREE YEAR STRATEGIC PLAN • JULY 2023—JUNE 2026

OBJECTIVE I - DEMONSTRATE LEADERSHIP IN THE CHORAL WORLD

Strategy I. Deliver a concert season that embodies excellence in programming and performance

- 2023/2024 task: Include a season concert featuring all music by women composers and extend its reach through online innovation
- 2024/2025 task: Exemplify relevance and innovation in season programming and continue to develop multiple modes of performance delivery
- 2025/2026 task: Present music developed with Indigenous collaborators

Strategy II. Cultivate strategic partnerships and networks

- 2023/2024 task: Collaborate with local arts organizations to showcase Elektra's repertoire
- 2024/2025 task: Maintain and grow connections with Indigenous knowledge keepers
- 2025/2026 task: Host *Tapestry International Celebration of Women's Choirs* (May 2026)

Strategy III. Share our resources, knowledge, and experience

- 2023/2024 task: Work to ensure sheet music publication of *Teachings of the Water* for use by other choirs
- 2024/2025 task: Work to ensure sheet music publication of *Earth, Beloved* for use by other choirs
- 2025/2026 task: Tour beyond Vancouver with innovative repertoire

OBJECTIVE II. SUSTAIN AND GROW OUR IMPACT

Strategy I. Encourage lifelong participation in choral music through a suite of community engagement programs

- 2023/2024 task: Revive **Reading Session of New Compositions** post-pandemic
- 2024/2025 task: Research impactful online **Community Engagement** programming
- 2025/2026 task: Launch online **Community Engagement** programs based on research

Strategy II. Grow our local, national, and international communities

- 2023/2024 task: Strengthen ties with college/university choral programs across North America
- 2024/2025 task: Identify new audiences for live and online content promotion
- 2025/2026 task: Develop and promote online Tapestry content to choirs across and beyond Canada

Strategy III. Reinforce the Elektra brand

- 2023/2024 task: Review current branding to align with EDIA policies
- 2024/2025 task: Assess current Elektra brand
- 2025/2026 task: Implement brand refresh per assessment results

Strategy IV. Maintain Artistic Excellence

- 2023/2024 task: Program repertoire that excites and motivates singers
- 2024/2025 task: Produce and present a staged production with new work by Canadian composer(s)
- 2025/2026 task: Produce and launch innovative online content featuring strong Canadian work(s)

OBJECTIVE III: EXPAND THE BODY OF QUALITY WOMEN'S CHOIR REPERTOIRE

Strategy I. Commission new works for women's choirs

- 2023/2024 task: Premiere commissioned work with orchestra
- 2024/2025 task: Premiere staged commissioned work
- 2025/2026 task: Premiere commissioned work(s) by indigenous composers

Strategy II. Create opportunities for composers

- 2023/2024 task: Feature **Nicholas Ryan Kelly** in online content associated with the premiere of ***Earth, Beloved*** and publication of its sheet music
- 2024/2025 task: Premiere innovative work by **Cecilia Livingston**
- 2025/2026 task: Work with and commission West Coast indigenous composer(s)

Strategy III. Bring attention to existing quality works

- 2023/2024 task: Post and promote Canadian works on elektra.ca and streaming services
- 2024/2025 task: Support the sheet music publication and dissemination of recently-commissioned Canadian works
- 2025/2026 task: Create added-value online content bringing attention to works by women from previous generations

OBJECTIVE IV: THRIVE AS AN ORGANIZATION

Strategy I. Attract support, and retain individuals and organizations in alignment with the mission and values of Elektra

- 2023/2024 task: Develop framework for *Annual Report*
- 2024/2025 task: Develop strategy for identifying mutually-beneficial organizational partnerships
- 2025/2026 task: Implement strategy to build mutually-beneficial organizational partnerships

Strategy II. Ensure strong governance through effective documentation, communication, and evaluation processes

- 2023/2024 task: Strengthen processes for recruiting, orienting, and evaluating board and committees
- 2024/2025 task: Implement updated security protocols for organizational records
- 2025/2026 task: Ensure all stakeholders are fluent in the organization's record-keeping and security protocols

Strategy III. Ensure financial resources are in place to achieve our mission

- 2023/2024 task: Update fundraising plan and strategies, including Legacy Giving
- 2024/2025 task: Implement new fundraising strategies
- 2025/2026 task: Measure success of fundraising strategies