

**Delaware Symphony Orchestra
Education Committee Meeting**
Music School of Delaware, Room 224
January 12, 2016 * 5:00-6:30pm
Meeting Minutes

NEXT MEETING: February 9, 2016 @ 5pm * Music School of Delaware

Purpose: Update on current projects and obtain input on next year and strategic planning goals.

Desired Outcomes:

- Feedback on programming for 2016 – 2017
- Gather input on strategic plan goals that touch education directly
- Hear feedback on Carnegie’s Link Up Program
- Determine who else needs to be added to the committee
- Discuss future of DE Music Teacher Award

In Attendance: Marcia Acero, Cheri Astolfi, Jennifer Golek, Rachel Hoke, Alan Jordan, Grace Kwon-Kubacki, Nora McDonnell, Chris Nichols, Tess Pietrucci, Bob Stoddard, Margaret Murray, M. Ripsom

Agenda:

We welcomed 2 new members: Jennifer Golek, a DSO Board Member; and Margaret Murray, the music teacher at Carrie Downie Elementary school in the Colonial District.

2015 – 2016 Program updates.

- Still looking to sell more seats for Milford HS performance of the Explorer Concert. Currently sold 491/900 seats.
- Warner Math and Music still needs to be scheduled.
- Made contact with Jennifer Barker, UD Composition Faculty, and we are developing plans for an interaction with the AI DuPont Composer’s Award recipient April 3-4.
- No additional discussion regarding the DSO Education Update dated 12-28-15

Feedback on 2016 – 2017 Plan

The Committee looked at the proposed 2016-2017 Education Programming that Marjie submitted to Alan and thus the Board. The chart showed the cost comparison between the current year’s forecast and next year projected cost. The overall percentage of the DSO budget would increase from 3.8% of the budget to 8.9% - a significant amount. The biggest increases were in the Explorer Experience (# musicians and cost for guest artists/program), the introduction of small ensembles to visit schools primarily down state, and adding an additional school to both the Build the Orchestra and the Math and Music programs.

The committee provided positive feedback on what was proposed. They liked the increase in activities – adding more schools, and that the proposed programming related to what the Committee has talked about. Programs are also line with what is proposed with the Strategic Planning effort. Given the layout of programs, they approved that there are ways to preserve each line item if we need to scale back due to budget constraints. Members strongly advocated saving the pre-concert visits associated with the Explorer Experience as they help prepare the students for the concert much better and make the musicians real and accessible.

Discussion also branched into how we can better communicate our programs to educators in the state. Some suggestions and comments included:

- We need a better way to communicate to other districts and schools that are not represented on the Committee
- Each school/district has different people who make things happen; can be different from school to school and from district to district.
- Patron mail is being flagged as marketing and automatically put in junk mail folder
- Possibly have 1 contact in each district who can personally distribute the info (electronic messages opened, not deleted automatically)
- PTO/PTA contacts might be the right source for some schools (also a source of funding)
- Call the school principals directly – appeal to a larger portion of the school.
- Call Milford principals to try and help fill this year’s Explorer
- Target post cards to arrive the 2-3rd week of September instead of in-service days in August
- What can we do with social media?
- Make a presentation at the Board of Ed meetings and Superintendent Meetings
- In Colonial District, Gunning Bedford is an Arts Magnet School – possibilities there for collaboration?
- Let’s target Colonial for Math and Music next year – Carrie Downie.

DSO Strategic Plan

Marjie shared the latest on the Board’s Strategic Planning efforts. From all of the SWOT analyses, the top priority identified is “Enlightenment & Enrichment for Everyone.” Though education is not specifically identified, it is imbedded in this overall concept. The bottom line continues to be “Financing our Future.” While still working on language and organization of our strategy statements, 14 goals have surfaced. Three directly touch Education:

1. Play a role in the vibrancy of communities throughout Delaware
2. Enhance educational programs to engage a more diverse population
3. Collaborate with other arts, community and education organizations

The Committee brainstormed a single list of what success would look like for these three goals, and actions steps to get there. After the meeting, Marjie tried to put them under the appropriate goal.

1. Vibrancy of communities:

Success: community morale boosted, economy around performance venues favorably impacted, patrons feel safe attending our concerts

Actions: hold small outdoor performances during lunch hour – maybe outside the grand, during an Art Loop or start a “1st Friday” series.

2. Enhance programs and engage diverse population

Success: Attract visitors and neighbors from around the Grand, patrons feel safe attending our concerts

Actions: Use the “in Wilmington” network to expand awareness; perform free concerts such as 4th of July. DSO would apply for grants specifically for Explorer tickets for Title I schools. “We have # spots for Title I schools” – so they can attend with ticket prices totally covered.

3. Collaborate:

Success: DSO is collaborating with a diverse group of local artists

Actions: Combine with Art Museum and hold a small ensemble at an Art Museum event.

Other groups for partnering: LACC, Christina Cultural Arts Center, El Centro Culturale (Milford), DuPont Diversity Choir, Rainbow Chorale, UD – DSO Chamber Orchestra at UD

Master Singers of Wilmington (Mozart in 2015), Ann Tatnall Gross (UD), Delaware State University, Kuumba Academy, Collaboration with David Bromberg, lots of 1st class church musicians and choirs in the area (Examples to come from Bob)