

5-Year Program Planning

Organization Name

Detroit Children’s Choir, Inc.
Eric Taylor, Artistic Director

	2018 - 2019	2019 - 2020	2020 - 2021	2022-2023	2023-2024
Program Area In-School and Neighborhood Programming Community choir programming sponsored by schools and churches throughout the Metro Detroit area	Retain schools and create multiple choirs in larger programs wherever possible.	Develop in-school and neighborhood programs that address Detroit, including Midtown, the eastside and the westside of the city.	Address any gaps in the number of choir programs from the 2019-2020 goals.	Address any gaps in the number of choir programs from the 2019-2020 goals.	Develop in-school and neighborhood programs that address city of Detroit as well as neighboring cities in Wayne County.
	Create concerts and programs specifically targeted to each regional location. Choirs of Detroit (East) Choirs of Detroit (West) Civic Choirs (Midtown)	Address any gaps in regional choir programming so that each region can participate in a portion of DCC Tours or Concerts.	Address any gaps in regional choir programming so that each region can participate in a portion of DCC Tours or Concerts.	Address any gaps in regional choir programming so that each region can participate in a portion of DCC Tours or Concerts.	Address any gaps in regional choir programming so that each region can participate in a portion of DCC Tours or Concerts.
	Implement revised curriculum for in-school programs (see Artistic Team Development for 2017-2018). Solicit	Implement revisions (if any) of in-school / neighborhood curriculum.	Implement revisions (if any) of in-school / neighborhood curriculum.	Implement revisions (if any) of in-school / neighborhood curriculum.	Review and revise in-school program curriculum for the 2024-2025 school year.

	feedback from Faculty and Parents on curriculum through survey and data collection.				
		In partnership with the Detroit Symphony Orchestra, expand one in-school program to include strings.		In partnership with the Detroit Symphony Orchestra, expand one in-school program to include strings.	
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Program Area Civic Choirs	Build rosters to allow for growth in the Civic Choir program. Singers in the D will have high school and middle school students, while Concert Chorale and Midtown will have elementary and beginning middle school singers. All choirs will come together every rehearsal to prepare music together to build on mission of community.	Implement updated Civic Choirs program: Detroit Symphony Youth Chorale (HS) Singers in the D (MS/HS) Concert Chorale (ELE/MS) Midtown Chorale (Elementary)			
Choir programs housed at Orchestra Hall in partnership with the Detroit Symphony Orchestra	Retain tours from previous seasons with one tour (Holiday or Spring) to travel across Michigan.	Retain tours from previous seasons (Holiday and Spring) with one tour to travel across Michigan.	Retain tours from previous seasons with one tour (Holiday or Spring) to travel across Midwest.	Retain tours from previous seasons with one tour (Holiday or Spring) to travel across Michigan.	Retain tours from previous seasons with one tour (Holiday or Spring) to travel across Midwest.

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	<p>Gather facts and proposals for international tour in July 2021. Release information to parents.</p> <p>Develop scholarship program for students who cannot afford to go on the international tour on their own.</p>	<p>Continue preparations and meetings with Civic Choir families to prepare for international tour to Europe.</p> <p>Gather facts and proposals for American tour in July 2022. (Possible locations of Florida or California)</p>	<p>Rehearse and prepare students for the Europe tour in July 2021.</p> <p>Begin preparations and meetings with Civic Choir families to prepare for American tour (July 2022).</p> <p>Develop scholarship program for students who cannot afford to go on the American tour on their own.</p>	<p>Continue preparations and meetings with Civic Choir families to prepare for American tour.</p> <p>Gather facts and proposals for international tour performance in July 2023 (possible location in Europe or South America).</p>	<p>Rehearse and prepare students for American tour in July 2024.</p> <p>Begin preparations and meetings with Civic Choir families to prepare for international tour stop.</p> <p>Develop scholarship program for students who cannot afford to go on the American tour on their own.</p>
	<p>Record album in collaboration with YEA Agency to coincide with holiday tour.</p> <p>Secure performance at either the Michigan Music Conference (January 2020) or American Choral Directors Association MI (October 2020)</p>	<p>Record music for future Detroit Children’s Choir album release (June 2021).</p>	<p>Secure performance at either the Michigan Music Conference (January 2022) or American Choral Directors Association MI (October 2022)</p>	<p>Record music for future Detroit Children’s Choir album release (June 2023).</p>	<p>Secure performance at either the Michigan Music Conference (January 2024) or American Choral Directors Association MI (October 2024)</p>

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<p>Program Area Collaborations and Development Strategies</p> <p>Strategic partnerships to develop the artistic vision of the Detroit Children’s Choir</p>	<p>Collaborate with DSO to develop a vocal program at a new school for next school year (2019-2020).</p> <p>Collaborate with Detroit Symphony Orchestra for a performance.</p>	<p>In partnership with the DSO, expand one in-school program to include strings.</p> <p>Collaborate with Detroit Symphony Orchestra for a performance.</p>	<p>Collaborate with DSO to develop a strings and vocal program at a new school.</p> <p>Collaborate with Detroit Symphony Orchestra for a performance.</p>	<p>In partnership with the DSO, expand one in-school program to include strings.</p> <p>Collaborate with Detroit Symphony Orchestra for a performance.</p>	<p>Collaborate with DSO to develop a strings and vocal program at a new school.</p> <p>Collaborate with Detroit Symphony Orchestra for a performance.</p>
	<p>Create partnerships with churches and local organizations to present in-school and neighborhood program concerts to the community.</p>	<p>Create partnerships with churches and local organizations to present in-school and neighborhood program concerts to the community.</p>	<p>Create partnerships with churches and local organizations to present in-school and neighborhood program concerts to the community.</p>	<p>Create partnerships with churches and local organizations to present in-school and neighborhood program concerts to the community.</p>	<p>Create partnerships with churches and local organizations to present in-school and neighborhood program concerts to the community.</p>
	<p>Meet with Artistic Advisory Committee two times a year.</p>	<p>Meet with Artistic Advisory Committee two times a year.</p>	<p>In partnership with Advisory Committee and Faculty, update and plan curriculum for school / neighborhood choirs for 2021–2022 implementation.</p>	<p>Meet with Artistic Advisory Committee two times a year.</p>	<p>In partnership with Advisory Committee and Faculty, update and plan curriculum for school / neighborhood choirs for 2024–2025 implementation.</p>
	<p>Retain WSU internship program and begin the process of implementing another university program (three students from each school).</p>	<p>Retain internship programs with Wayne State University and another program. Expand internships and volunteering to include other facets of the DCC (management, journalism, graphics, etc.)</p>	<p>Retain internship programs with Wayne State University and another program. Begin the process of implementing another university program (three students from each school).</p>	<p>Retain internship programs with Wayne State University and another program. Expand internships and volunteering to include other facets of the DCC (management, journalism, graphics, etc.)</p>	<p>Retain internship programs with Wayne State University and another program. Expand internships and volunteering to include other facets of the DCC (management, journalism, graphics, etc.)</p>
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	<p>Research sponsorships from local organizations to give scholarships to students for tour.</p> <p>Encourage donors and local organizations to “sponsor” an in-school program for next season’s expansion.</p>	<p>Receive sponsorships from local organizations to give scholarships to students for tour.</p>	<p>Address any gaps or financial needs for international tour.</p>	<p>Receive sponsorships from local organizations to give scholarships to students for American and international tour.</p>	<p>Address any gaps or financial needs for tour.</p>
	<p>Solicit a donor(s) to underwrite two more schools.</p>	<p>All in-school and neighborhood programs have been underwritten by DCC, donors, key supporters, or local organizations by this point.</p>	<p>Retain sponsorships or address any financial needs for underwriting an in-school or neighborhood program.</p>	<p>Retain sponsorships or address any financial needs for underwriting an in-school or neighborhood program.</p>	<p>Retain sponsorships or address any financial needs for underwriting an in-school or neighborhood program.</p>
<p>Program Area Artistic Team Development</p> <p>Artistic Faculty and Staff development within the Detroit Children’s Choir</p>	<p>Address any gaps or staff needs to accommodate two director system.</p>	<p>Hire new Artistic Faculty to accommodate for changes to the number of in-school and neighborhood programs.</p>	<p>Hire Associate Artistic Director to address gaps in in-school and civic programming.</p>	<p>Address gaps in 2019 Artistic Faculty goals or in “two director” system.</p>	<p>Address gaps in 2019 Artistic Faculty goals or in “two director” system.</p>
	<p>Research programs for Kodaly certification.</p>	<p>Apply for Kodaly certification for two Faculty members.</p> <p>Sponsor two Faculty members to attend a music conference.</p>	<p>Sponsor five Faculty members to attend a music conference.</p>	<p>All Faculty Members are sponsored to attend a music conference each year.</p>	<p>All Faculty Members are sponsored to attend a music conference each year.</p>
	<p>Enhance contracts of current Faculty.</p>	<p>Enhance contracts of current Faculty.</p>	<p>Enhance contracts of current Faculty.</p>	<p>Enhance contracts of current Faculty.</p>	<p>Enhance contracts of current Faculty.</p>

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Program Area Choir Marketing Tour campaigns, album releases, and other promotional opportunities for the students and key supporters.	Create Holiday Tour campaign (December) for Detroit area.	Create Holiday Tour campaign (December) for Detroit area.	Create Holiday Tour campaign (December) for Detroit area.	Create Holiday Tour campaign (December) for Detroit area.	Create Holiday Tour campaign (December) for Detroit area.
	Create Spring Tour campaign (May) across Detroit area.	Create Spring Tour campaign (May) across Detroit area.	Create Spring Tour campaign (May) across Detroit area.	Create Spring Tour campaign (May) across Detroit area.	Create Spring Tour campaign (May) across Detroit area.
	Promote DCC performance at ACDA or MMC (if applicable).	Promote DCC performance at ACDA or MMC (if applicable).	Promote DCC performance at ACDA or MMC (if applicable).	Promote DCC performance at ACDA or MMC (if applicable).	Promote DCC performance at ACDA or MMC (if applicable).
		Create DCC album marketing campaign. (June 2020)			
	Continue to develop social media presence.	Continue to develop social media presence.	Continue to develop social media presence.	Continue to develop social media presence.	Continue to develop social media presence.
	Explore new social media outlets.	Explore new social media outlets.	Explore new social media outlets.	Explore new social media outlets.	Explore new social media outlets.
	Implement 24/7/365 Recruiting strategies.	Implement 24/7/365 Recruiting strategies.	Implement 24/7/365 Recruiting strategies.	Implement 24/7/365 Recruiting strategies.	Implement 24/7/365 Recruiting strategies.