



choir alberta

A photograph of a diverse group of young people, likely students, performing in a choir. They are dressed in formal attire, including suits and dresses. Many are holding black songbooks and appear to be singing. In the foreground, a conductor with curly hair and glasses is seen from the back, leading the group. The background is dark, suggesting a stage setting.

Raising the voice of choral music.

STRATEGIC PLAN (FINAL DRAFT): 2022 - 2025



**In this plan, we have charted a path
for Choir Alberta that:**

- Honours our past,
- Enables resilience in our present,
- Imagines a vibrant future for group singing in our province.



For nearly 50 years, Choir Alberta has been an integral part of the provincial choral community. We are dedicated to raising the profile, elevating the quality, and highlighting the benefits of group singing by providing choral practitioners with valuable resources, training, and performance opportunities.

Throughout the two years preceding the development of this plan, Choir Alberta worked alongside hundreds of choirs and thousands of choral practitioners in navigating challenging and unstable circumstances. In addition to responding to the urgent need of preserving the vitality of group singing during the global pandemic, historic events including the murder of George Floyd and the discovery of hundreds of unmarked graves at Canadian residential schools have prompted a re-examination of our approaches to the choral art.

At the time of this plan's release, we are in the early stages of establishing choral culture in the COVID era and responding to the socio-cultural issues we currently face. Through this initial work, a new future for Alberta's choral landscape has begun to emerge and we feel tremendously excited about the wide-ranging possibilities for choral music making across the province well into the future.

In 2022-2023, Choir Alberta celebrates its 50th Anniversary Season. At the heart of the season is building community through group singing while expanding the boundaries of traditional choral music making. In doing so, we open the door to new singers, explore new practices, and invite new audiences. Furthermore, we set the tone for the remaining two years of this Strategic Plan during which we will continue to explore, evolve, learn from one another, and advocate for group singing in our schools and communities.

The arts have played a critical role in helping us to cope, understand, and express our emotions around some of the most pivotal moments in history. As we continue to navigate the series of events that will undoubtedly have a profound impact on our lives, choral music making has a critical role to play. By singing together, we buoy our tired spirits, build our fractured communities, and create beauty in a world that needs it now more than ever.

Respectfully,

Julie Freedman-Smith, President & Brendan Lord, Executive Director

VISION

A vibrant and connected choir community across Alberta.

MISSION

We celebrate and champion group singing by empowering Alberta's choral practitioners.



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OUR VALUES & BELIEFS

VALUES

- We foster connection and belonging through our work.
- We create spaces for authenticity and courage.
- We build on a foundation of inclusiveness and accessibility.
- We deliver inspiring and uplifting experiences for our singing communities.
- We encourage exploration and innovation in all that we do.

BELIEFS

- Group singing is fundamental to our well-being.
- There is power in all group singing.
- Lifelong learning is integral to the group singing experience.
- The past has paved the way to the present – we are grateful for, and honour the work and knowledge of our choral predecessors.



OUR GOALS



To cultivate connection and belonging.



To remain responsive to the needs of our stakeholders, both now and in the future.



To contribute to the renewal of Alberta's choral community through celebrating and leveraging Choir Alberta's 50th Anniversary season.



To build financial and organizational sustainability through strategic development and long-term thinking.



OUR COMMITMENTS

For our 50th Anniversary Season (2022-2023) and the duration of this Strategic Plan, Choir Alberta carries these commitments:

- Invest in rebuilding and renewing programs that continue to hold relevance.
- Broaden our understanding of the fabric of group singing across the province.
- Keep an eye on the future by focusing our efforts on youth and experiences through which youth can be positively impacted.
- Gain capacity for steady, regular and expanded communication.
- Improve access to resources and training.
- Provide resources and training to advance accessibility, equity, diversity, and inclusion across the provincial choral community.
- Support ongoing digital opportunities.
- Seek like-minded partners to increase impact and leverage advocacy capacity.



PATHWAYS TO STRENGTHENING OUR FUTURE

INSPIRE by showcasing the transformative power of choir

STEWARD a vibrant future through innovation & education

CONNECT with our existing community while making space for new voices

ENGAGE the group singing community to better understand its breadth

NURTURE the integrity and importance of group singing



PATHWAYS TO STRENGTHENING OUR FUTURE

MATRIX OF PATHWAYS & INITIATIVES		PATHWAYS				
		INSPIRE	STEWARD	CONNECT	ENGAGE	NURTURE
INITIATIVES	Establish new and inclusive multi-choir events (ex. Choralfest, Alberta Vocal Festival, Choir Junction)	■	■	■	■	
	Push the boundaries of, and explore new approaches to choral music making (ex. spark!series. Pop-Up Choir)	■	■	■		
	Keep an eye to the future through youth-focused programming (ex. Alberta Youth Choir, Alberta Children's Choir)	■	■			■
	Explore collaborative opportunities within our programming to broaden support and reach	■		■		
	Remove concerts from religious spaces to support inclusion and diversity			■	■	
	Provide IDEA training for Choir Alberta Board and stakeholders		■	■	■	
	Build IDEA and decolonialist approaches within our programming		■	■	■	
	Offer digital training and resources (ex. webinars)	■	■	■		
	Cultivate relationships with the breadth of choirs and singing groups across Alberta			■	■	
	Develop and implement a social media strategy that offers opportunities for regular engagement and that showcases group singing	■	■		■	
	Establish periodic forums for knowledge sharing (ex. Virtual Roundtables)		■	■	■	■
	Develop the revenue-generating potential of the library		■			
	Market training and resources to external groups where appropriate		■	■		
	Support meaningful research to better understand the group singing landscape regionally and province-wide			■	■	■
	Engage in music advocacy through consistent engagement with the Alberta Music Advocacy Alliance					■
	Develop and deliver a choir-focused advocacy plan		■			■
	Support leadership transition for Music Conference Alberta		■	■		■
	Support the creation of new choral works (ex. Composer-in-Residence Program)		■			■
	Provide professional development opportunities for choral conductors (ex. Conducting Apprenticeship Program, Music Conference Alberta)		■	■		■
	Celebrate the achievements of Alberta's choral conductors and leaders (ex. Awards of Distinction)	■				■
Offer unique training opportunities to choral practitioners (ex. Visiting Choral Artist Program, Alberta Choral Workshops)		■				

MONITORING & REPORTING

To ensure the successful implementation of this Plan, the Choir Alberta Board and leadership commit to:

- Incorporating Strategic Plan reporting into all Board Meetings and to actively monitor progress by completing quarterly checkpoints to analyze successes, challenges and any appropriate amendments.
- Integrate this Plan into the annual operating budget and biennial event calendar.
- Report annually to members and stakeholders.
- Include a copy of this Plan and any Annual or other Reports on the Choir Alberta website.



GRATITUDE

COVID-19 has presented one of the greatest challenges of all time to the choral community. However, here in Alberta, the vitality of group singing has been maintained thanks to the ingenuity, positivity, and perseverance of our choral practitioners. We celebrate them and applaud their inspiring work.

Choir Alberta's network of supporters has enabled the organization to continue to do meaningful work throughout the COVID era. Whether through financial support or sharing their time as volunteers, these contributors have been and continue to be integral to realizing our mission. We are deeply grateful to them.

We also benefit from an outstanding leadership team comprising our staff, Board of Directors, and committee members – their energy and commitment to “raising the voice of choral music” is foundational to the success of all of our programs and initiatives. Without them, we couldn't do what we do.





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