

CONSPIRARE  
Strategic Plan  
February 28, 2013

OUR VISION

We enrich lives and engage the heart with extraordinary listening experiences grounded in creativity, integrity, excellence, our abiding passion for music and our devotion to the choral repertoire and choral expression.

In fulfilling our mission we are led by the distinctive voice and musical expression of Craig Hella Johnson as conductor, artist, composer-arranger, curator, teacher and leader and we engage with his gifts and share them through the work of Conspirare and in the world.

We fulfill our mission while living our core values and demonstrating artistic and organizational excellence as a leading international choral ensemble, deeply proficient in a wide variety of styles, always with a distinctive voice, and always aware of the extraordinary privilege to serve the world's awakening. We tell our story in the boldest and most imaginative ways, inviting others into the deepest experience and participation in the Eternal Song.

Together, we create a distinguished body of work with a lasting impact that is our legacy of sound and spirit. We sing life and life sings us.

OUR MISSION

Inspired by the power of music to change lives, Conspirare engages audiences in extraordinary musical experiences through world-class choral performances and recordings.

OUR GOALS

1. TRANSMITTING OUR MUSIC:  
To bring Conspirare's music to the widest possible audience, maximizing traditional and cutting edge formats, technologies, and distribution channels
2. EXPORTING CONSPIRARE (LIVE):  
To develop an export (touring and residency) program to include one domestic and/or international tour per year to 18 months
3. GROWING OTHERS/SHARING OUR GIFTS:  
To awaken in others a passion for and knowledge about choral music including cultivating younger audiences
4. BRANDING, MESSAGING, AND VISIBILITY:  
To be recognized internationally, nationally, and locally for preeminence, innovation, and inspiration in choral performances, recordings and a full range of media presentations

5. **THRIVING FINANCIALLY:**

To maximize funding locally, nationally, and internationally to support the organization overall and specific initiatives.

6. **ORGANIZATIONAL VIBRANCY:**

To continue to develop a world class Board and Staff who demonstrate excellence, collegiality, transparency and accountability in our governance, administrative, financial, organizational, and leadership roles

OUR CURRENT MAJOR INITIATIVE

**LEGACY OF SOUND:**

To work toward fulfillment of the above goals by continuing and successfully concluding our five year (2012-2017) \$2.2 million campaign to fund an expanded recording program, support groundbreaking innovative programs and new works, present performances of choral/orchestral masterworks (especially Baroque), begin an expanded touring program, and retire debt and establish a cash reserve.

TWO NEW INITIATIVES CURRENTLY BEING DEVELOPED (SPRING, 2013)

**GLOBAL AUDIENCE:**

To build and develop a substantial international audience (Global Audience of One Million new listeners in three years) through the internet and related technologies and videos; and, to discover and access funding sources for this effort.

**CONSPIRARE TOURING INITIATIVE:**

To design and implement a structure, financial model and strategy for regular national and international touring and residencies, including geographic areas, repertoire, management, and execution.

OUR CORE VALUES

*Breathing together, we hold the following values:*

**1. THE INTEGRITY AND POWER OF MUSIC**

- To transform lives
- To open hearts
- To transcend human and cultural differences
- To elevate, ennoble and heal the human spirit
- To bring people together in joy, humanity and peace

## **2. THE ART OF CHORAL SINGING**

- In that we are dedicated stewards of the vast and honorable choral repertoire and its noble procession
- In that we are committed to the deepest and widest exploration of new expressions, styles and presentations
- In that we are devoted to the craft of choral performance at the highest level
- In that we champion new musical creation and inquiry
- In that we hold choir as a symbol of community
- In that we both listen and are heard on the global stage

## **3. EXCELLENCE**

- As creators, artists and musicians
- As colleagues and collaborators in the Conspirare family
- As stewards and participants in the daily operations of Conspirare –in our administrative, financial, organizational and leadership capacities

## **4. GENEROSITY OF SPIRIT**

- That creates and sustains community
- That respects differences and fosters inclusion
- That embraces humanity
- That engenders compassion
- That results in fairness and respect

## **5. HONESTY, CANDOR AND OPENNESS**

- That encourage us to deeply engage with the world
- That invite us to embrace new and innovative ideas
- That support transparency in our relationships
- That enable us to hold one another accountable, own our own mistakes and acknowledge one another's successes