

University of Rochester Orchestras Committee - Fall 2023 Action Plan

Mission

The University of Rochester Orchestras Committee is dedicated to more closely connecting the UR Orchestras to the University and Greater Rochester communities by fostering social involvement within our ensembles, increasing awareness of our concerts, and creating more opportunities for our musicians to further connect with these communities through music.

The Fall 2023 Action Plan outlines the five primary initiatives that will guide the actions of the University of Rochester Orchestras Committee in the Fall 2023 semester. This document establishes a list of goals - voted on by members of the committee and confirmed on Friday, May 5th, 2023 - that this committee desires to achieve by December 13th, 2023, or the last day of classes for the Fall 2023 Semester. This document does not limit the actions of the committee to the scope of these five initiatives, nor does it overrule any decision made by the orchestras' Music Director or Chair of the Music Department. This document will not be used to assign any unwanted additional work to committee members in order to achieve these initiatives. But it remains the intention of this committee to complete these initiatives by the end of the semester, in addition to whatever may be asked by the Music Director or Head of the Music Department.

- I. *An initiative to create marketing material, including in hard copy and on social media, to promote the concerts and events of the UR Orchestras.*

The University of Rochester Orchestras Committee aims to promote the concerts and events of the UR Orchestras by creating posters, listing all relevant information, that catch the public's attention and encourage attendance. For each concert put on by the UR Orchestras, the committee will design a poster and, upon its approval by the Music Director, accompanying promotional material to be posted on the orchestras' official Instagram and Facebook pages. The committee will also lead the effort to display posters on public boards, physical and electronic, around campus.

- II. *An initiative to assist, however possible, in the efforts to repair and improve Strong Auditorium.*

The University of Rochester Orchestras Committee aims to help, however appropriate and possible, in the efforts to repair Strong Auditorium, including but not limited to fixing the leaking cracks in the ceiling. The committee will bring the awareness of university administration to the ongoing problems with Strong Auditorium, and the committee will work with the Music Director and the Music Department to assist in these efforts whenever called for.

- III. *An initiative to produce merchandise for members of the UR Orchestras.*

The University of Rochester Orchestras Committee aims to design, produce, and help distribute merchandise for musicians in the UR Orchestras featuring the UR Orchestras' new logo. We will

work with the Music Department to outline the process and production means by which we intend to order merchandise, and we will oversee the creation of merchandise designs featuring our new logo.

IV. *An initiative to plan bonding events for musicians of the UR Orchestras.*

The University of Rochester Orchestras Committee aims to create, plan, and produce one or bonding events for members of the UR Orchestras. The committee will work with the Music Department to reserve a space and time to host a social event open to all musicians in both the Chamber and Symphony Orchestras, and the committee will run an activity or activities to help foster community and social interaction between musicians.

V. *An initiative to produce a monthly newsletter for members of the UR Orchestras.*

The University of Rochester Orchestras Committee aims to produce a brief, monthly email newsletter for musicians of the UR Orchestras, alerting them to important dates such as concerts and dress rehearsals, performances in the Greater Rochester area, and any other information and messages the committee and/or the Music Director and/or the Music Department wishes to be included.