

SUZUKI ASSOCIATION OF ONTARIO STRATEGIC PLAN 2009-2012

Report from the committee:

As a committee, we were charged with updating the Strategic Plan developed in 2001. Facilitated by Gayle Valeriotte from the Guelph Volunteer Centre, we had many productive discussions, beginning with the re-development of our Vision and Mission statements. These now read:

VISION:

The Suzuki Association of Ontario seeks to improve the quality of life in Ontario through Suzuki education, creating a learning community that nurtures the human spirit.

MISSION:

The mission of the Suzuki Association of Ontario is to promote and support the Suzuki Method™ of learning by nurturing excellence in education.

We kept the question “What is the highest potential for promoting, engaging, and supporting Suzuki education for parents, teachers and students” in mind as we did this work, and also tried to tie everything we discussed to the Vision that we all share for Suzuki families in Ontario and beyond. We were encouraged by Gayle to keep everything “SMART”, ie Specific, Measurable, Attainable, Realistic, and Timely in our outlines. In future Plans, the needs of all members, including “veteran” teachers, new teachers, and parents must be considered constantly. The questions “Who is SAO for?” as well as “How is SAO different from SAA” will also need constant evaluation and re-evaluation. Room exists in future Plans to consider the Board as well, especially how to do “more celebration and less arm-twisting”. We had an extremely productive and interesting day, and submit the following Plan to the Board. Thank you for this opportunity to further support and contribute to the creation of our “learning community” here in Ontario.

Respectfully submitted,
Strategic Plan committee 2009,
Vicki Blechta, Tracey Clarke-Rankine, Gail Lange, Susie Chase, Elayne Ras, Liz Biswas
May 23, 2009
Approved by the Full Board, November 9, 2009

Suzuki Association of Ontario

Strategic Plan, 2009-2012

A. FINANCIAL-We will promote the financial stability of our organization

ACTIVITY	HOW	WHO	WHEN
We will facilitate participation in SAO events for members living far distances from the events.	<ul style="list-style-type: none"> *Investigate adding Skype, or VLR-type electronic participation *Offer 3 travel bursaries (\$200) for people from the north *Add info to the newsletter about possible carpooling/ billeting available for SAO events 	<ul style="list-style-type: none"> *Create technological committee to investigate electronic possibilities *Approach businesses / sponsors who may be willing to finance bursaries *Area reps will contact members and find out willingness to carpool/billet 	Committee will be struck at 2009 AGM. Area reps will contact members in their area, to hopefully have these in place for the 2010 conference.
We will increase our members' awareness of Teacher Training scholarships	<ul style="list-style-type: none"> *Through website/newsletter *Have applications available at conferences 	Newsletter committee along with Marjorie	On website now. Put info in Fall/Winter/Spring newsletters
We will facilitate access to professional, financial, and career services for our members. This will include referrals to accountants, software packages, financial planners etc.	<ul style="list-style-type: none"> *Add links on website (if the service/professional agrees, and is looking for new clients) *Create listserv *Add notice in newsletter and/or email members for suggestions *Encourage these references to advertise in our newsletter as well 	Vicki (with assistance and suggestions from the membership)	Summer 2009
We will solicit articles on specific financial issues to be published in our newsletter.	<ul style="list-style-type: none"> *Create a "Business advice" column, and solicit articles from members *Sharing success stories will help strengthen our organization 	Tracey will get this started with information about Tax Credits, and will serve as the liaison to whom members will send articles/suggestions.	Next newsletter
We will pursue charitable status	<ul style="list-style-type: none"> *Requirements need to be investigated. *More outreach, parent/child programs will be necessary to be successful. 	Vicki will talk to schools etc that already have charitable status, and find out how they achieved it, and what we will need to do to be successful this time.	Summer 09
We will pursue government funding options.	<ul style="list-style-type: none"> *Investigate what's available *Look for specific project grants, (ie for a concert , conference, marketing, fundraising, website updates, new teachers, remote locations, special needs, diversity, etc), not to be used for operating expenses. *Look at Ontario Arts Council possibilities 	<ul style="list-style-type: none"> *Strike a committee *Approach people experienced in grant writing for assistance (ie Vicki Barham, Paule Barsalou) 	*At June 09 board meeting to present a report of possibilities at the Nov board meeting.

<p>We will establish a fundraising committee.</p>	<p>*To be separate from the government funding, and advertising committees *The specific goal of this committee will be fundraising for operating costs. The focus will be finding a way to cover the Executive Assistant's salary (\$5000 per year), funds for yearly workshops (\$2000), for students going to institutes/ workshops, and for website updates.</p>	<p>This committee will consist of: The Treasurer 2 Members-At-Large 2 volunteers (could include parents).</p> <p>*We need to start with our vision, how to get to that point, and then focus on the specific funding needs from there</p>	<p>This will be an ongoing committee, to be struck at the June 09 board meeting, and to report on possibilities at the Nov 09 meeting.</p>
<p>We will pursue revenue from expanding membership, especially through parents.</p>	<p>*Include membership cost in the cost of attending parent events sponsored by SAO *Investigate what parents would like to have included as part of a membership., (ie, parent events at conferences, parent column in newsletter etc)</p>	<p>*Conference committees *Approach members (esp. schools) to consider adding parent memberships as part of their school registration costs.</p>	<p>Fall 09 or 10 *Register at conference, or through studio registrations</p>
<p>We will pursue revenue from advertising in our newsletter</p>	<p>*Ideally ad revenue will pay our newsletter costs. *Potential advertisers are those who want to be visible to our demographic—make them aware of our members, the # of potential clients they'll be reaching etc *Develop a package of info for new advertisers *Place an ad form in each newsletter</p>	<p>*Area/Instrument reps will solicit businesses in their areas. *Conference committee will solicit businesses in the city in which the conference is to be held.</p>	<p>Jun 09 Board meeting</p>

B.MEMBERSHIP-We will increase our membership in the Suzuki community

<u>ACTIVITY</u>	<u>HOW</u>	<u>WHO</u>	<u>WHEN</u>
<p>We will enlist and encourage all Suzuki teachers in Ontario to join SAO</p>	<p>*Personal phone conversations asking why they're not members already *Promoting SAO—esp. Discussing our vision, and why it is applicable to them *Networking *Mentorship program for new teachers *Website restructuring</p>	<p>*Board members plus others. Have prearranged topics for conversation *Conference committee *Youth MAL plus committee</p>	<p>*Ongoing, immediate *Conference, website *Next year *Immediate, ongoing</p>
<p>We will encourage parents to join SAO</p>	<p>*Find some parents willing to take on this task and do some of the work *Ask for parent/teacher feedback on this issue via a survey</p>	<p>*Establish task force to examine whether parent memberships will be helpful. This should be mixed with board members and parent volunteers. *Have a designated MAL on board focussed on this issue</p>	<p>Next 2-3 years</p>

<p>We will update our brochure, which will include an application form.</p>	<p>*Brochure also to be available online *Have funds payable online *Have registration forms available online *Decide who the brochure is to be directed to. Perhaps separate parent and teacher brochures? *Emphasis needs to be on the text of the brochure, esp. how SAO is different from SAA</p>	<p>*Committee formed to update brochure.</p>	<p>By 2010 conference, have glossy print available for purchase.</p>
<p>We will enlist the support of music businesses to distribute and display the brochure.</p>	<p>*Approach local businesses through letters, esp. those already advertising in our newsletter.</p>	<p>*Exec. Asst *Area/Instrument reps.</p>	<p>Immediate and ongoing</p>
<p>We will investigate the opportunity to establish cross communication with agencies that are familiar with Suzuki in Ont.</p>	<p>*Clarify which agencies *What opportunities do we want</p>	<p>*Board *Committee</p>	<p>*Short term: Develop what this means, and create specific goals *Long-term: 2-3 yrs: Establish communication</p>
<p>We will seek the support of the SAA to distribute the SAO brochure through its mailings to the Ont Suzuki community</p>	<p>*This may be easier to accomplish once we become a Chapter Affiliate</p>	<p>Vicki will pursue this idea in her work on becoming a Chapter Affiliate.</p>	<p>Immediate</p>
<p>We will investigate becoming a Chapter Affiliate of the SAA</p>	<p>*This could include membership fees for both SAA and SAO being incorporated into one payment, with funds disbursed to the appropriate organization.</p>	<p>Vicki will pursue this idea in her work on becoming a Chapter Affiliate.</p>	<p>Immediate</p>
<p>We will encourage Instrument Chairs to contact their like-instrument colleagues and raise the awareness of SAO with the goal of recruiting more Suzuki teachers to SAO membership.</p>	<p>*Give each Instrument Chair a section on the website to promote instrument specific information, which could include a chat space for their instrument specific colleagues *Instrument specific info included in brochure</p>	<p>Instrument Chairs</p>	
<p>Mentorship/Networking for New Teachers</p>	<p>*Networking at annual conference *Create a "matching" system *Develop roles of mentors, and find members willing to serve as members</p>	<p>*Youth MAL and committee *Recruit a Teacher Trainer volunteer</p>	<p>Immediate, in process</p>

C: EDUCATION-We will provide opportunities for education in Suzuki method and philosophy

ACTIVITY	HOW	WHO	WHEN
We will allot funds which will be available to assist teachers in providing like-instrument workshops, separate from the conference	<ul style="list-style-type: none"> *A specific amount will be available, ie \$150-200 *Teachers will apply, present a budget *Up to 10 workshops per year will be funded (one in each of the instrument categories, ie flute, viola, piano, violin, guitar, harp, cell, ECE, recorder, plus one for parents/special needs) 	Fundraising committee will allocate these once funding has been established	Working towards having applications from teachers in Fall 2010 to be used in the 2010/11 year
We will provide workshops for parent education every year	<ul style="list-style-type: none"> *At conferences *As part of the workshop category 	<ul style="list-style-type: none"> *Conference committee *Create workshop committee to disburse/allocate funds 	<ul style="list-style-type: none"> *Beginning with 2010 conference *Workshops can occur at any time in 2010/11, but must be applied for by Sept 2010
We will update our brochure, and include a separate brochure for parents	<ul style="list-style-type: none"> *Online, free to download *Include info about Suzuki, and SAO *Include local teacher info *Put in libraries 	This would be a one-time commitment, so people may be more willing to be part of it. Ask for volunteers at AGM 09	Form committee at 2009 AGM.
We will publish a history of the Suzuki Method in Ontario	<ul style="list-style-type: none"> *To be online on website only 	*Ask Wendy to put the presentation she is preparing for the 09 conference into web form	After 09 conference
We will provide bursaries for students of members to attend Suzuki Institutes in Ont for the first time	<ul style="list-style-type: none"> *Pursue funding (either through government agencies, or fundraising) *Link to Sheila Van Gijn scholarship 	<ul style="list-style-type: none"> *Vicki will talk to Ella Diamond about #'s who apply for the SvG scholarships each year *Ask music stores for specific bursary \$ *Fundraising committees 	Report for Nov 09 board meeting
We will encourage area Suzuki Youth Orchestras	<ul style="list-style-type: none"> *Could be part of conferences if desired 	Conference committees, as desired	Opportunity exists for each conference committee, if they choose to pursue it

<p>We will explore ways for SAO to obtain more publicity for SAO events</p>	<p>*Through website *Conference committee will seek publicity in their areas *In brochure *In ASJ</p>	<p>*Conference committee sends info to members *Workshop committee to send info to members</p>	<p>Immediate and ongoing</p>
<p>We will recognize the contributions of past volunteers</p>	<p>*Thank yous at conferences, in newsletters, and on website *Have a nomination process in the newsletter *Perhaps a category for outstanding contribution to a Suzuki community?</p>	<p>Board member, or sub-committee</p>	
<p>SAO will send a letter of congratulations to all students who graduate</p>	<p>*Determine graduation from what (high school, all the Suzuki books, from a Suzuki program, from a university music program etc) *Form to be filled out by teacher/student/parent *Standard certificate to be developed, stamped with an official stamp</p>	<p>*Teachers will send in a list of students *EA to print and mail stamped letter</p>	

E: EXECUTIVE ASSISTANT

We will institute a yearly evaluation of the Executive Assistant's contract and position, and offer her the opportunity to discuss her concerns at that time as well. Included in the review will be a reworking of the contract, if necessary, and yearly COLA adjustments will be added to the EA's salary with each contract renewal. In addition, merit increases will be offered when the Board deems it appropriate, added on to the salary of the new contract. This will be done by the Chair before the June Board meetings, and before renewing the contract, beginning in June 2010.