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## Strategic Priorities 2020-2025

adopted 2020-May 5

### Strategic Priority #1 Program Development and Expansion

Create and implement programming that provides greater artistic growth and depth both on campus and with collaborations in the community.

**We will continue to fulfill our mission to provide outstanding and diverse music education.**

### Strategic Priority #2 Marketing and Strategic Communication

Develop strategies for more effective communication with internal and external audiences.

**Using multiple strategies across the four pillars of our brand – messaging, visual identity, customer experience, and communications – we will refine and expand our communications to engage a variety of audiences. We will gauge the effectiveness of our marketing and communication efforts using data analysis and use the data collected to inform key decisions.**

### Strategic Priority #3 Customer Experience Improvement

Assess every point of contact to enhance customer service and safety.

**We are committed to proactively cultivating a warm and welcoming environment to ensure WCMS is accessible to all. We will strive to be responsive and adapt to the changing needs of our constituency.**

### Strategic Priority #4 Employee Engagement and Satisfaction

Maintain a supportive, diverse, and inclusive workplace consistent with attracting and retaining high quality teaching artists and administrative staff.

**We are committed to providing our employees with a supportive workplace culture. We will strive to be responsive to the needs and professional development of our teachers and staff.**

### Strategic Priority #5 Facilities Alignment with Performance & Programming Needs

Plan, organize fundraising, and implement building renovations to meet the current and future performance and programming needs of the school.

**We will examine fundraising potential for a capital campaign while continuing to refine plans for a building renovation and expansion. We will complete planning and construction in accordance with our fundraising capability.**