# Five-Year Strategic Priorities 2022-2027

## MISSION
To inspire joy and unity among all people through black gospel and spiritual music traditions.

## VISION
OIGC sees a world where all people, regardless of social biases, will tap into their own power of spirit and joy, be comfortable with each other’s differences, and celebrate those differences in harmony.

## VALUES
- The power of the human spirit to transcend biases, limitations
- Building and sustaining diverse inclusive communities
- Our responsibility for modeling integrity, respect, and peace
- Our role as a positive example in the interfaith community
- Black gospel and spiritual music traditions
- Music as a tool to educate and strengthen community

## STRATEGIC PRIORITIES

### ARTISTIC EXCELLENCE
- Inspiring Performances
- Exemplary musicians
- Elevate OIGC Ensemble: semi-pro touring group
- Training & Support for Volunteer Singers
- Long-term Artistic Plan, multi-year programming
- Meaningfully contribute to the genre

### COMMUNITY IMPACT
- Robust Youth Program
- Active Community Partnerships/Collaborations
- Strengthen, Expand Impact Oakland and beyond
- Impart our Mission through Compelling Organizational Stories
- Raise Org Profile in Service of Mission

### THE OIGC FAMILY
- Membership Support
- Audiences Development
- Volunteer, Committee Engagement & Appreciation
- Board Development
- Individual Donor Engagement & Appreciation
- Corporate Relations: Sponsorships, Clients, Partnerships

### RESOURCE DEVELOPMENT
- Reach / Exceed $1-3M Annual Budget
- Build Business Development Capabilities
- Enhance OISM, other individual giving programs
- Establish Fund Reserves
- Develop Scholarship programs: dues & youth

### OPERATIONAL STABILITY
- Infrastructure: Policies & Procedures
- Agile Organizational Structure with effective staff supports, biz plans
- Succession Planning: Staff and Board
- Org-wide technology integration, including database implementation
- Foster inquisitive, planful solution-seeking culture

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**DRAFT - Winter 2022**