

## Long-Range Planning – Important Elements

### Short-Term Planning (1-2 years)

@ immediate upcoming events:

Contest, Show, Cabaret, Performances, Coaching Sessions & Rehearsals, etc...

### Long-Term Planning (3-5 years)

Long Range Planning is an exercise aimed at formulating a long-term plan to meet future needs by looking at present or known needs. It begins with the current status and charts out a path to the projected status and generally includes short-term plans for achieving interim goals. Long-Term planning is important once Core Values are established.

### Core Values

The most critical element in order to do long-term planning.

Core values are the fundamental beliefs of a person or organization. These guiding principles dictate behavior and can help people understand the difference between right and wrong. Core values also help choruses to determine if they are on the right path and fulfilling their goals by creating an unwavering guide.

**Mission Statement:** **This is what your chorus actually does.** It should be short and easy to memorize. Your mission statement should also be specific enough that people understand what you do and how it makes you different from other singing organizations in your area.

For example: “The Idealistic Valley Chorus is a sisterhood of singers who educate, perform and compete with passion, love and friendship.”

**Vision Statement:** **This is what your chorus aspires to be;** which can be much different than what a chorus is (mission statement). When done right, your vision statement can and should help drive chorus decisions and goals.

For example: “To be recognized as the most entertaining & educational acapella group in the Idealistic Valley area through monthly performances and involvement in local school programs throughout the year.”

### Core Values:

Core values are what support the vision, shape the culture, and reflect what your chorus values. They are your chorus’s principles, beliefs, or philosophy of values. Try limiting your core values to five. Once you get beyond this it’s hard for your members to remember.

### Examples of Core Values:

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| <ul style="list-style-type: none"><li>• Dependability</li><li>• Reliability</li><li>• Loyalty</li><li>• Commitment</li><li>• Open-mindedness</li><li>• Consistency</li><li>• Honesty</li><li>• Efficiency</li><li>• Innovation</li><li>• Creativity</li><li>• Good humor</li></ul> | <ul style="list-style-type: none"><li>• Compassion</li><li>• Spirit of adventure</li><li>• Motivation</li><li>• Positivity</li><li>• Optimism</li><li>• Passion</li><li>• Respect</li><li>• Fitness</li><li>• Courage</li><li>• Education</li><li>• Perseverance</li></ul> | <ul style="list-style-type: none"><li>• Patriotism</li><li>• Service to others</li></ul> |
|--|--|--|

Now....we can talk about “Goal Setting”...and long-range planning...

## **GOAL SETTING**

**Objectives:** Setting goals can most efficiently be done once Core Values are established. The process begins by setting high level objectives. Your goals (objectives) should ideally align with your vision statement. While objectives are high level, they shouldn't be too vague and they need to be measurable. So for example, don't say "Sing our very best," "Increase in membership" or "add more money to the budget".

**Here are some better examples:**

- **Add 10 new singers**
- Achieve an overall "B" average at contest
- **Add \$10,000** to next year's budget through additional ways and means projects

**All of the above are measurable which is important in achieving success and/or re-evaluating future long-term plans.**

### **One final word of advice:**

Make sure you include the chorus membership in this type of planning. When the members are involved in this process, they see the chorus as 'theirs' as opposed to belonging to the director or a handful of leadership folks. It's a win-win for everyone.

Region 16 offers assistance to choruses wanting a facilitator to help with long-term chorus planning and the elements required to do it successfully.

Contact the Regional Executive Committee:

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