

Adrian Symphony Orchestra

Strategic Plan

2021-2024

Mission Statement

The mission of the Adrian Symphony orchestra is to create musical performances of the highest quality and to present activities that educate, enhance, and improve the quality of life for the citizens of Lenawee County and Southeast Michigan.

External Vision

The ASO is an inclusive community partner and cultural gem providing quality musical experiences and educational opportunities to a broad and diverse audience. A fully professional regional orchestra, the ASO makes classical music fun by reimagining rich traditions in creative new ways while maintaining the highest levels of excellence in its operations and performances.

Professional Orchestra

We hire the best professional musicians from Detroit, Toledo, and Ann Arbor, who are members of the most prominent orchestras in the tri-state region. Our music director maintains a national profile as a conductor and music educator, creating unique musical experiences that embrace audiences from all backgrounds.

Community Partner

Our community activity includes regular collaborations with choral and other performing arts organizations from the elementary, high school, college, and community levels. We participate in various community events and look for other opportunities to give back.

Over recent years, the ASO has been a vital part of the revitalization of Adrian and surrounding communities. We remain a part of that revival going forward.

Cultural Gem

The ASO has been at the forefront of a vibrant and active arts community in the region for almost forty years. It continues to be a source of pride and attraction for local community members and visitors alike.

The ASO is a highly valued part of the local culture, evidenced by the investment of time and resources on the part of staff, board members, volunteers, and sponsors. The orchestra's events are highlights of the annual social calendar.

Focus areas

- Community Engagement and Audience Development
- Product Quality
- Financial Stability
- Board and Staff Development

Strategic Objectives

- I. The ASO will expand its audience and enhance its diversity
- II. The ASO will continuously improve the quality of its music programs.
- III. The ASO will experience strong financial stability.
- IV. The ASO will more fully develop its board and staff.