



Strategic Plan 2026-2029

Adopted on April 23, 2026

VISION

Our vision is to build a community of young artists by developing the next generation of musicians and arts supporters.

MISSION

Our mission is to fulfill every student's artistic and human potential through rigorous music education and impactful community outreach.

VALUES



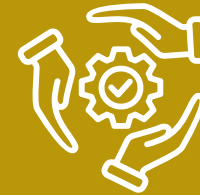
Excellence

We pursue high standards in music-making and teaching so every student experiences a rigorous, supportive and consistent GDYO standard.



Inclusivity

We create safe, welcoming and impactful learning environments by expanding access, honoring multiple entry points, and ensuring every student and family can see a place for themselves at GDYO.



Collaboration

We work with staff, families and community partners to strengthen the student experience and create opportunities GDYO could not deliver alone.



Creativity

We encourage curiosity, artistry and problem-solving in both our students and our team through thoughtful programming, experimentation and continuous learning.

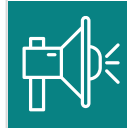
IMPACT

- Secure a facility for expansion within the next three years to support growth and strengthen GDYO's community of young artists.
- Build a student pipeline that expands access by transforming outreach into participation and participation into satisfaction.
- Expand capacity through clear entry points and program pathways so GDYO can serve more students while maintaining excellence and quality.
- Deepen the student, parent and educator experience to drive retention, trust and word-of-mouth growth.
- Increase scholarship support to improve access and inclusivity.



BRAND & MARKETING

- Clarify GDYO's brand promise to communicate both excellence and belonging through stronger student-centered storytelling and engagement that reflects our values.
- Align print, digital and public relations messaging to support student access and retention, facility growth and program expansion.
- Use data-informed storytelling to showcase GDYO's longitudinal impact demonstrating how students grow as musicians, leaders and future arts supporters.
- Develop audience-specific messaging, with particular emphasis on referrals and word-of-mouth growth.



REVENUE

- Expand revenue forecasting to a three-year window while strengthening cash flow planning, cash reserves and revenue predictions.
- Prepare donors for a future facility or capital campaign and strengthen the case for support around GDYO's next phase of growth.
- Increase donor retention through building a culture of philanthropy.
- Diversify revenue streams to support long-term stability, including stronger foundation support, major giving and earned revenue.



OPERATIONS & CULTURE

- Deliver a higher-touch student, family and community experience to strengthen on-boarding and cement relationships between students, families and staff.
- Improve logistical efficiency and reduce staff stress by implementing a project management system and standard operating procedures for successful event management.
- Invest in the artistic team's infrastructure by expanding staff, defining succession planning and creating a performance evaluation process focused on excellence and teamwork.
- Increase operational excellence through stronger ensemble alignment and cross-training among ensemble conductors through quarterly meetings



GOVERNANCE

- Implement an annual board self-evaluation with clear goals to improve performance.
- Increase board engagement through 100% board participation in meetings and specified rehearsals and performances.
- Conduct an annual board retreat focused on strategy and metrics.
- Strengthen organizational oversight by conducting key staff evaluations and growth plans aligned with organizational KPIs.
- Review dashboard metrics quarterly and track progress toward strategic goals

