



Strategic Plan
2018-2021

Background and Process

The Music School at Sound Crossing (MSSC) strategic planning process was conducted from August of 2017 through April of 2018. The process was led by the strategic planning committee which consisted of all board members as well as representative faculty and staff from MSSC.

Strategic Planning Committee:

Amy Cele, Executive Director

board members:

Kathy Kopacz, board president

Fred Henle, vice president

Loreen Zaccaro, treasurer

Phyllis Barber-Smith, secretary

Fred Stefanowicz

faculty:

Gabriel Pellino

Lani Bortfeld

administrative staff

Mbuso Cele

The strategic planning process followed guidelines offered by The Washington Nonprofit Institute's SPiN (Strategic Planning in Nonprofits) toolkit. Some elements of the planning process were guided by private consultant, Susan Kohler-Gray and were financially supported by The Greater Hartford Foundation for Public Giving's Nonprofit Support Program. The strategic planning process included:

- Stakeholder engagement and feedback – Parent/family interview sessions and surveys, faculty interviews, board feedback sessions, input sessions with collaborative partners and fellow arts organizations.
- SWOT analysis
- Organizational Assessment – lead by Susan Kohler-Gray
- Board and Faculty Envisioning Session – lead by Susan Kohler-Gray
- Revision of Mission and Vision statement
- Working sessions with Strategic Planning Committee

MSSC is very thankful for everyone who worked to provide direction, support and valuable guidance through the strategic planning process.

Our Mission



MSSSC

THE MUSIC SCHOOL at SOUND CROSSING

Nurturing creativity and enriching community
through the language and tradition of music.

Our Vision

Music for everyone: enriching lives, supporting families and
celebrating diverse musical traditions.

OUR CORE VALUES

Everyone deserves access to music education.

Music is a language and a powerful instrument for personal and social change.

Music not only fosters personal growth and excellence in each individual –
It is also an integral medium of communication, good citizenship, community
building and group expression.

We are enriched by and we celebrate diversity within our school community.

Organizational History

The Music School at Sound Crossing (MSSC) was founded by our current executive director, Amy Cele in 2008. The school first operated in East Windsor as a private LLC under the name Sound Crossing Studio. It was Amy's vision to start a community music school in the same area of Connecticut where she grew up as a young violin student. She saw a great need for quality music education opportunities for families in the region of Northern Connecticut. Her experience as a Suzuki violin teacher drew her to envision a school that would not only teach students to become successful musicians but would also foster personal growth and excellence in each individual.

Amy was joined by several other music teachers who shared her commitment to music education. In December of 2014 The Music School at Sound Crossing was formally established as a nonstock corporation and received designation as a 501(c)(3) nonprofit educational organization in 2015. In November of 2015 the school relocated to Windsor, Connecticut where it currently resides in the facilities at Poquonock Community Church.

The mission of The Music School at Sound Crossing is to nurture creativity and enrich communities through the language and tradition of music. We are committed to the belief that all students are capable of developing musical ability and that through music we are able to reach our highest human potential. We work to carry out our mission by providing private and group music lessons to students of all ages. Ensembles offered at the school provide the students the opportunity to experience music as a shared language and powerful means of communication. Performance opportunities for students at the school foster student excellence and serve as a vehicle for community outreach and cultural enrichment. MSSC hosts performance events and masterclasses with guest musicians. Recent guest musicians have included former Suzuki Association chair Teri Einfeldt, Suzuki clinician Christie Felsing, MuUyas Chamber Music and the Mosaic Trio. MSSC works collaboratively with other arts organizations in the region, such as Connecticut Concert Ballet, The Suzuki Talent Education Partnership, and Arts From the Heart, to strengthen cultural impact within our community.

For the past 9 years The Music School at Sound Crossing has provided a comprehensive Suzuki violin Outreach Program to students at Windsor Locks Public Schools and more recently at International Magnet School in South Windsor, CT. This program, funded by POTE (Providing Opportunity Through Education) foundation provides private and group violin lessons and rental of high quality instruments to students from diverse racial and economic backgrounds.

The Music School at Sound Crossing has served over 450 students since it was founded in 2008. Our current teaching faculty consists of highly trained, professional level musicians who hold degrees in music and includes teachers registered with The Suzuki Association of the Americas. Board president, Kathy Kopacz and directors, Loreen Zaccaro, Fred Stefanowicz, Fred Henle and Phyllis Barber-Smith bring a breadth of knowledge, skills and backgrounds in music, education, business and community sectors to the board. The board has been instrumental in successfully steering MSSC to increase the organization's impact within the community. MSSC's "Music in Action" fundraising team, consisting of parents of students and board members, is active in seeking resources and funding to help the school carry out its mission.

MSSC is looking to future opportunities to broaden access to music education and to positively impact individuals and communities through music. Through the continued commitment of MSSC board members, faculty, families and students we enthusiastically continue our work to shape the musical and cultural environment in Windsor and surrounding region now and in the years to come.

Strategic Priorities and Priority Strategies

1. Fostering musical excellence and a love of music in our students

- MSSC will increase opportunities for students and faculty to perform within our school and in our community.
- MSSC continues to cultivate youth leadership among our students within our school and in our community.
- Through music, MSSC will continue to build impactful and lasting relationships among students, faculty, staff and volunteers.
- MSSC faculty members support one another, meeting regularly and working collaboratively. Teachers serve as strong leaders in musical and pedagogical excellence.

2. A strong school identity

- Our location provides us with visibility and is accessible to families.
- MSSC will develop an active online presence.
- MSSC will increase use of technology to inform and connect our members (students, families, faculty, volunteers, board and staff).
- MSSC will utilize professional support to help our school use technology effectively.

3. Increasing student enrollment

- The MSSC board of directors will develop policy and implement plans for our student scholarship program, providing financial support for families toward private lessons, group classes and ensembles.
- MSSC will develop and expand early childhood music education programs within our school and in our community.
- MSSC will offer a greater variety of group music programs and ensembles for people of all ages and backgrounds, centered on various instruments, musical genres and traditions.

4. Strengthening the financial stability of our school

- The MSSC Music in Action Team will work to develop and implement a 3 year fundraising plan.
- MSSC will actively seek grant opportunities to strengthen existing music programs and to develop new programs.
- MSSC will increase administrative support staff to build organizational capacity.

5. Expanding our outreach and building connections in our community

- MSSC will work to support, develop and expand music education programs in local public and private schools.
- MSSC will continue to collaborate with other arts organizations in our community to deepen cultural and musical experiences for people of all ages, races and economic backgrounds.
- MSSC will work with community leaders to broaden access to music education and to increase awareness of social issues.