

The Lansing Symphony Orchestra

Strategic Plan 2025-2028



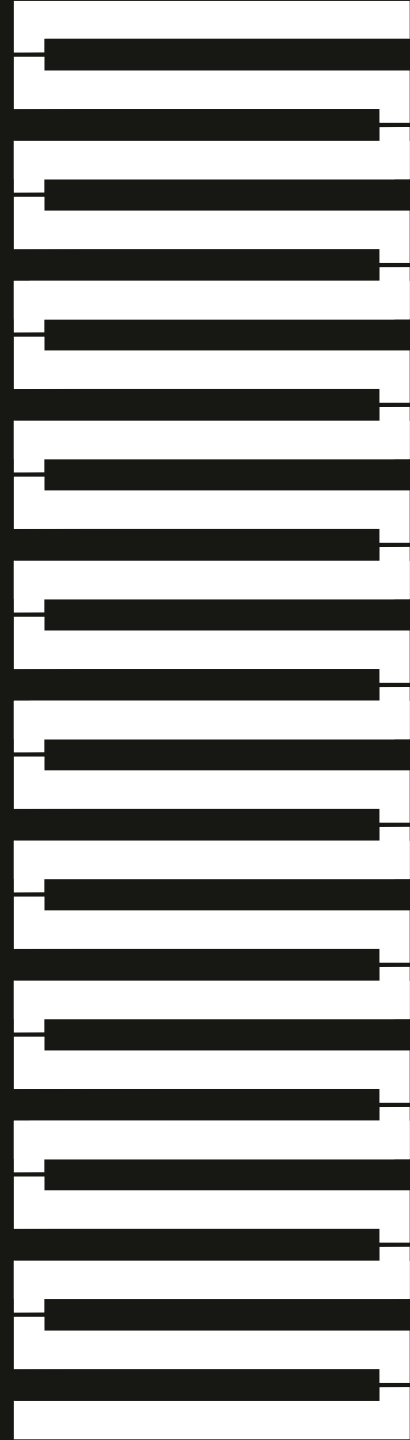
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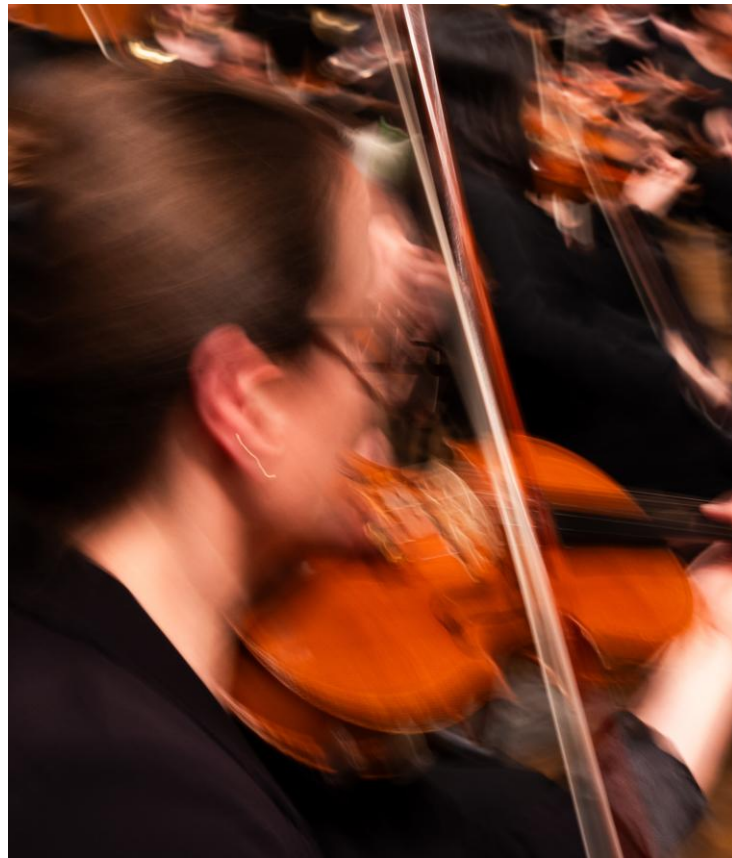
Who We Are

- Mission
- Our Vision
- Guiding Principles



Our Mission

We aim to enrich, educate, entertain, and inspire the people of our region through exceptional live musical experiences.



Our Vision

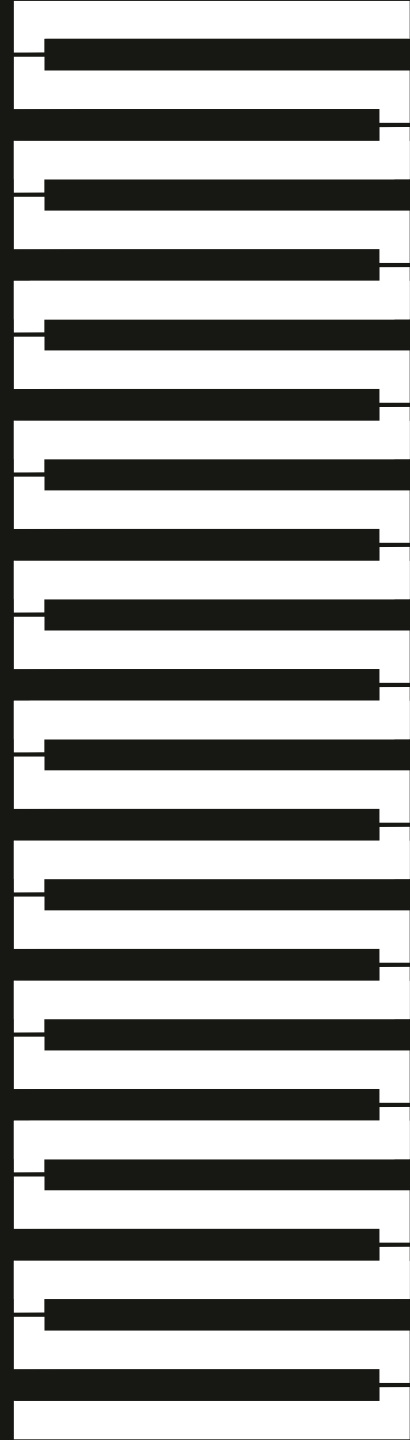
To be a leader in our community,
reflecting and uniting people through
the transformative power of live music.



Our Guiding Principles

1. Demonstrate our integrity in everything that we do
2. Contribute to the economic and cultural vitality of our community
3. Strengthen our community through collaboration
4. Embrace the diversity of our community
5. Strive for physical, financial, cultural and musical accessibility
6. Foster open dialogues with everyone in our community

Current State of the Lansing Symphony Orchestra



The Lansing Symphony Orchestra is recognized as a top regional orchestra known for its commitment to artistic excellence and community partnerships.



OUR STRATEGIC PLAN OUTLINES A VISION

for expanding our reach through partnerships, dialogues, and diverse musical programs. Achieving these goals will require continued financial stability, growing our audiences, and increasing philanthropic support.

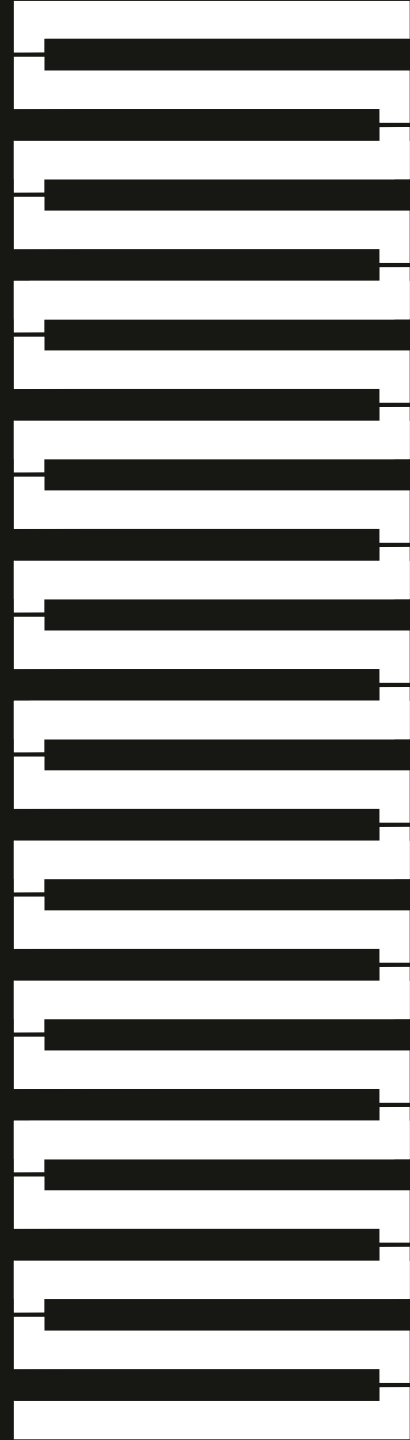
The Four Pillars—An Orchestra for All

1. Artistic Vitality
& Growth
2. Community-Centric
Experiences
3. Public Engagement
& Awareness
4. Financial Health
& Sustainability



Artistic Vitality & Growth

We intend for artistic vitality and growth to be evident in all that we do, upholding our legacy of musical excellence and leading us toward our 100th season with ambition.



1. Artistic Vitality & Growth

We intend for artistic vitality and growth to be evident in all that we do, upholding our legacy of musical excellence and leading us toward our 100th season with ambition.

GOAL 1

Celebrate Timothy Muffitt's final season and 20 years of artistic leadership.

GOAL 2

Begin the search for LSO's next Music Director, inspiring some momentum toward 2027 to 2028.

GOAL 3

Continually assess and develop the LSO's ability to attract, recruit, and retain key talent.

GOAL 4

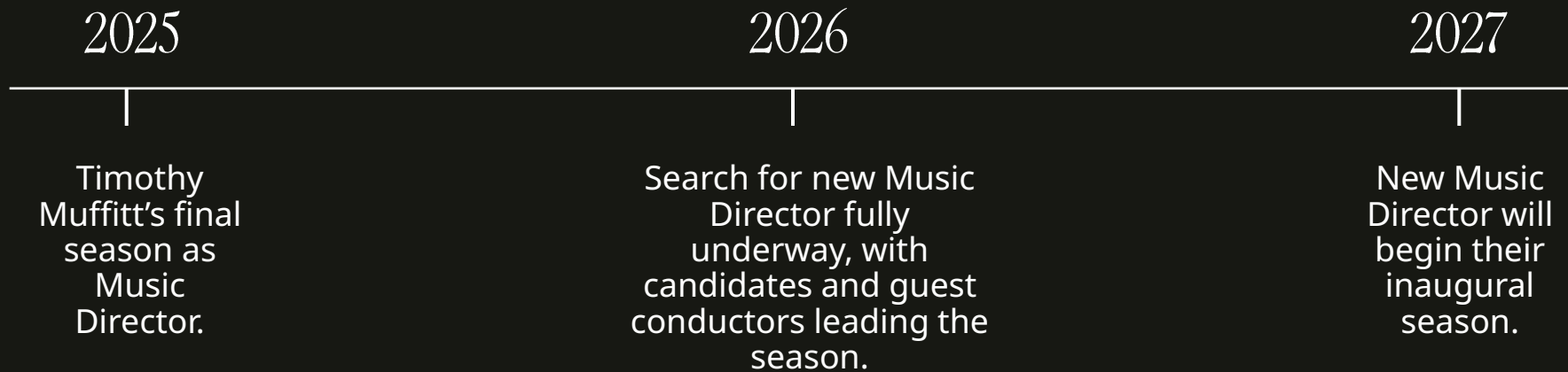
Build upon the LSO's history of artistic innovation.



GOAL 1—Celebrate Timothy Muffitt's final season and 20 years of artistic leadership.



GOAL 2—Begin the search for LSO’s next Music Director, inspiring some momentum toward 2027 to 2028.



GOAL 3—Continually assess and develop the LSO's ability to attract, recruit, and retain key talent.

- A. Foster a welcoming and collaborative environment in which the LSO encourages and listens to ideas from all employees as it works towards advancing its mission and vision, including:
1. Reach a new collective bargaining agreement with LSO musicians during spring 2027.
 2. Regularly solicit the input of musicians on organizational and artistic matters.
 3. Encourage all employees to have access to key information and feel included in the work of the LSO.
 4. Nurture an internal culture, in alignment with our Guiding Principles, that supports, connects, and values all employees and volunteers of the LSO.



GOAL 3—Continually assess and develop the LSO's ability to attract, recruit, and retain key talent.

- B. Strengthen the connection and collaboration between the LSO's management team, Board of Directors, and musicians.
 - 1. Regularly convene the Artistic Advisory Committee and report back to the Board of Directors.
 - 2. Ensure that the Orchestra Committee regularly meets with LSO management and attends Board of Directors meetings.
 - 3. Create a Board committee charged with hospitality and relationship building between the Board and musicians.



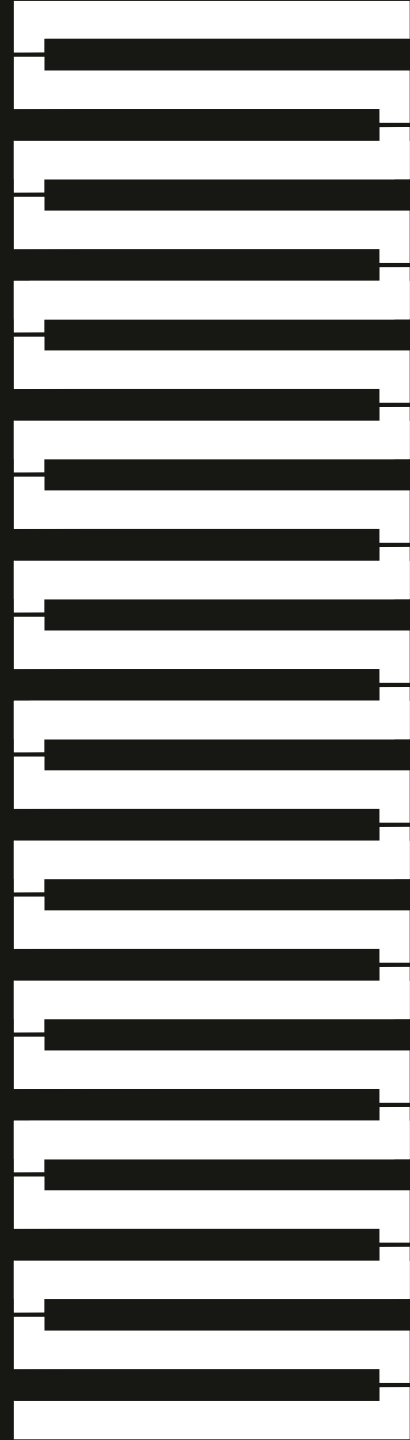
GOAL 4—Build upon the LSO’s history of artistic innovation.

- A. Create opportunities for living composers and music of our time
 - 1. Continue the composer-in-residence program and secure long-term funding to ensure its future.
 - 2. Reserve performance opportunities for music of our time, and specifically for living composers to have their works performed.
- B. Seek opportunities to advance the orchestral artform into the future in ways that are rewarding and engaging to performers and audiences alike.



Community-Centric Experiences

We will take the strength of what we do on stage to key communities throughout our region, developing and expanding our musical programming and increasing meaningful partnerships.



2. Community-Centric Experiences

We will take the strength of what we do on stage to key communities throughout our region, developing and expanding our musical programming and increasing meaningful partnerships.

GOAL 1

Continue to build authentic and diverse community partnerships that prioritize respect, intentional listening, reciprocity, artistic excellence, and collaboration.

GOAL 2

Explore additional opportunities for our region's students to receive meaningful experiences as they progress in their music education—from their first introduction to live orchestral music to training with our professional musicians.

GOAL 3

Work with local presenters and other partners to complement existing activities and add value to local arts and cultural programs.



GOAL 1— Continue to build authentic and diverse community partnerships that prioritize respect, intentional listening, reciprocity, artistic excellence, and collaboration.

1. Intentionally program artists and arts groups with connections to the Michigan region.
2. Be open to programmatic and collaborative opportunities by trusting the relationship-building process and actively growing our network.



GOAL 2—Explore additional opportunities for our region's students to receive meaningful experiences as they progress in their music education – from their first introduction to live orchestral music to training with our professional musicians.

1. Increase staff resources in order to focus on educational partnerships and communication with schools.
2. Strengthen efforts around Link Up, including growing its funding and student participation.



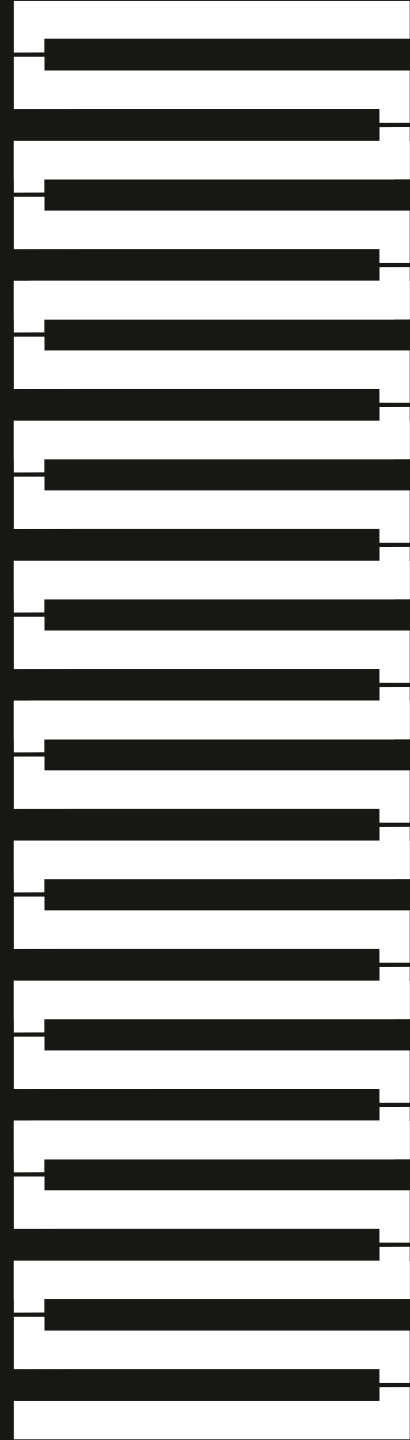
GOAL 3—Work with local presenters and other partners to complement existing activities and add value to local arts and cultural programs.

1. Continue to collaborate and plan for use of performance venues, from current partners and spaces to new performance spaces throughout the region.
2. Explore the implementation of a presenters' group in collaboration with the Arts Council of Greater Lansing.



Public Engagement & Awareness

We will showcase the LSO as a vital regional resource that enhances quality of life, drives economic impact, and inspires through exceptional music, community partnerships, and inclusive education and engagement.



3. Public Engagement & Awareness

We will showcase the LSO as a vital regional resource that enhances quality of life, drives economic impact, and inspires through exceptional music, community partnerships, and inclusive education and engagement.

GOAL 1

Launch the LSO's new logo and branding initiative with Traction, using the opportunity to extend both introductions and invitations, engage in conversation, and welcome new and existing friends and neighbors to LSO performances.

GOAL 2

Conduct institutional marketing and public relations campaigns that promote the LSO as an integral and irreplaceable part of the region so that performances and programs are highly visible and well-perceived.

GOAL 3

Build new and deepen existing institutional relationships so that the LSO is seen as a leadership organization in our community, increasing civic pride and organizational awareness.



GOAL 1— Launch the LSO's new logo and branding initiative with Traction, using the opportunity to extend both introductions and invitations, engage in conversation, and welcome new and existing friends and neighbors to LSO performances.

- A. Implement new logo and related messaging across marketing materials and programmatic series alongside the Strategic Plan in the spring of 2025.



GOAL 2— Conduct institutional marketing and public relations campaigns that promote the LSO as an integral and irreplaceable part of the region so that performances and programs are highly visible and well-perceived.

- A. Conduct an awareness campaign with public relations partners, telling the stories of the LSO's partnerships, programmatic offerings, and artistic choices.
 - 1. Weave in this approach in future seasons, alongside marketing strategy for subscription and ticket sales.
- B. Strengthen communications with LSO musicians, ensuring they know the breadth of LSO activities and can act as informed ambassadors in the community.
- C. Increase in-house storytelling and behind-the-scenes content, reflecting the aim and tone of the new branding.



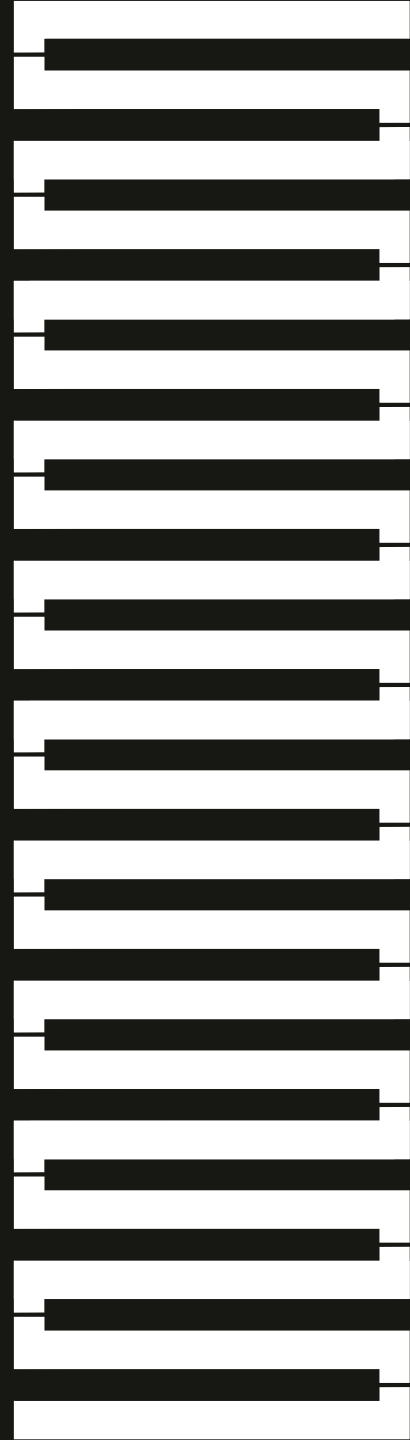
GOAL 3— Build new and deepen existing institutional relationships so that the LSO is seen as a leadership organization in our community, increasing civic pride and organizational awareness.

- A. Continue to have LSO representation in and collaboration with civic groups, philanthropic spaces, and other organizations that promote civic life and community vitality.
- B. Intentionally recruit Board members from corporate, academic, and community sectors, expanding the Board of Directors' reach and engagement.



Financial Health & Sustainability

We will appropriately resource the growth of the organization through best practices and innovation combined with compelling and exceptional musical programming.



4. Financial Health & Sustainability

We will appropriately resource the growth of the organization through best practices and innovation combined with compelling and exceptional musical programming.

GOAL 1

Strengthen our philanthropic capacity, ensuring that our annual fundraising is at peak performance and working toward sustainability.

GOAL 2

Establish a comprehensive set of marketing plans that attracts new and retains current audience members to deepen our market penetration.

GOAL 3

Foster flexibility with artistic programming that implements LSO's core values, maximizing revenues, balancing resources, and including new opportunities for diversification.



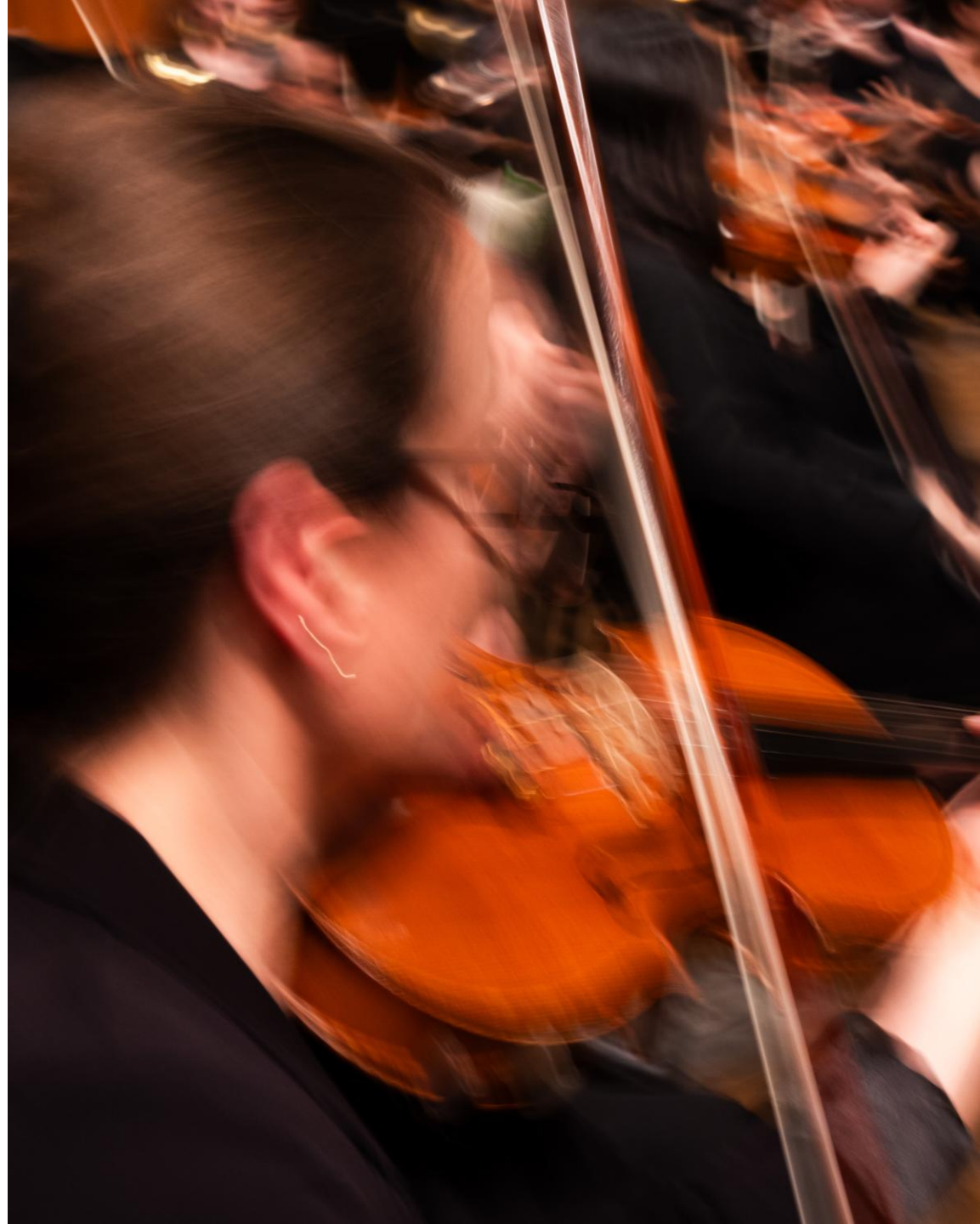
GOAL 1– Strengthen our philanthropic capacity, ensuring that our annual fundraising is at peak performance and working toward sustainability.

- A. Conduct an internal assessment of current fundraising processes and results to identify strengths and opportunities.
 - 1. Based on identified strengths and opportunities, create a multi-year fundraising plan of the tactics to advance what is good and address gaps.
 - 2. Prioritize relationship-building of individual and institutional major donors through identification, cultivation, solicitation, and stewardship.
- B. Invest in staff and Board fundraising activities, including a revamped Development Committee, to develop major gift skills
- C. Build upon the current endowment campaign efforts, developing a more robust planned giving program and preparing the fundraising program for a broader endowment campaign in the future.



GOAL 2— Establish a comprehensive set of marketing plans that attracts new and retains current audience members to deepen our market penetration.

- A. Conduct an internal assessment discerning ticket sale revenue and retention of current patrons compared to market industry, and identify primary community segments for targeted acquisition.
- B. Create a tactical marketing plan focused on the promotion of subscription and single ticket campaigns through paid media promotions, direct response programs, and patron retention and upgrades.

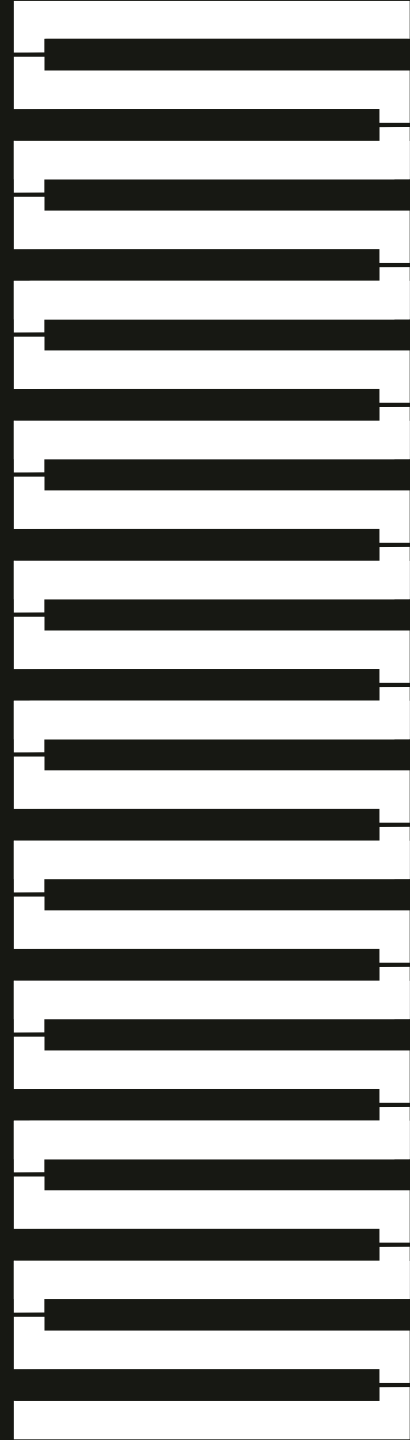


GOAL 3— Foster flexibility with artistic programming that implements LSO's core values, maximizing revenues, balancing resources, and including new opportunities for diversification.

- A. Present preliminary budget for next fiscal year in December in preparation for the collaborative process to balance offerings and resources.

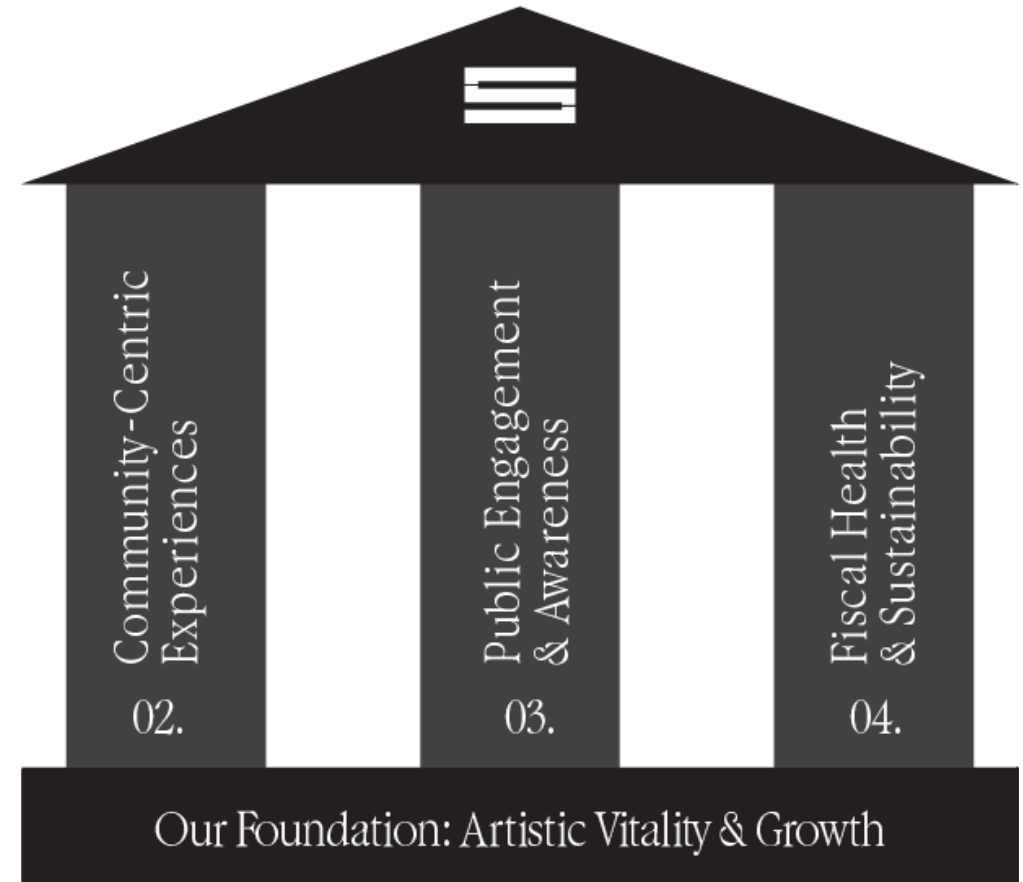


Summary



Artistic Vitality & Growth is the foundation of our 2025 -2028 Strategic Plan.

It supports each of the other pillars
and, combined, they drive the LSO's
growing impact on our region.



Summary of Our Strategic Plan

01. Artistic Vitality & Growth

We intend for artistic vitality and growth to be evident in all that we do, upholding our legacy of musical excellence and leading us toward our 100th season with ambition.

02. Community Centric Experiences

We will take the strength of what we do on stage to key communities throughout our region, develop and expand our musical programming and increase meaningful partnerships.

03. Public Engagement & Awareness

We will showcase the LSO as a vital regional resource that enhances quality of life, drives economic, and inspires through exceptional music, community partnerships, and inclusive education and engagement.

04. Financial Health & Sustainability

We will appropriately resource the growth of the organization through best practices and innovation combined with compelling and exceptional musical programming.





Let's Create Magic Together.

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The Lansing Symphony Orchestra

