

University of Rochester Orchestras Committee - Fall 2024 Action Plan

Mission

The University of Rochester Orchestras Committee is dedicated to more closely connecting the UR Orchestras to the University and Greater Rochester communities by fostering social involvement within our ensembles, increasing awareness of our concerts, and creating more opportunities for our musicians to further connect with these communities through music.

The Fall 2024 Action Plan outlines the five (5) primary initiatives that will guide the actions of the University of Rochester Orchestras Committee in the Fall 2024 semester. This document establishes a list of goals—voted on by members of the committee and confirmed on Sunday, September 22, 2023—that this committee desires to achieve by December 9, 2024, or the last day of classes for the Fall 2024 semester.

This action plan document does not limit the actions of the committee to the scope of these five initiatives, nor does it overrule any decision made by the Music Director of the UR Orchestras and/or the Chair of the Arthur Satz Department of Music. This document will also not be invoked to assign unwanted, additional work to committee members in order to achieve these initiatives. But it remains the intention of this committee to complete these initiatives by the end of the semester, in addition to whatever may be asked by the Music Director or Department Chair.

The following five initiatives will be undertaken by the University of Rochester Orchestras Committee throughout the entire Fall 2024 semester:

- I. *An initiative to create marketing material, including in hard copy and on social media, to promote the concerts and events of the UR Orchestras.*

The University of Rochester Orchestras Committee aims to promote the concerts and events of the UR Orchestras by creating posters, listing all relevant information, that catch the public's attention and encourage attendance. For each concert put on by the UR Orchestras, the committee will design a poster and, upon its approval by the Music Director, accompanying promotional material to be posted on the orchestras' official Instagram and Facebook pages. The committee will also lead the effort to display posters on public boards, physical and electronic, around campus.

- II. *An initiative to plan bonding events for musicians of the UR Orchestras.*

The University of Rochester Orchestras Committee aims to create, plan, and produce one or bonding events for members of the UR Orchestras. The committee will reserve a space and time to host a social event open to all musicians in both the Chamber and Symphony Orchestras, and the committee will run an activity or activities to help foster community and social interaction between musicians.

III. *An initiative to produce a monthly newsletter for members of the UR Orchestras.*

The University of Rochester Orchestras Committee aims to update the [Committee page on the UROrchestras website](#) monthly to serve as the committee's mode of mass communication with the members of the UROrchestras. The committee will generate content for our page, including performances by local ensembles on and off campus, information about upcoming UROC events and co-sponsorships, etc.

IV. *An initiative to update and manage the UROrchestras YouTube channel.*

The University of Rochester Orchestras Committee aims to create the UROrchestras YouTube channel, in order to archive our previous performances and update the channel with necessary information and other content. The committee will work with the Music Director and Program Coordinator to manage the necessary infrastructure and make creative decisions about the channel's content.

V. *An initiative to produce merchandise for members of the UR Orchestras.*

The University of Rochester Orchestras Committee aims to design, produce, and help distribute merchandise for musicians in the UR Orchestras, including but not limited to season T-shirts, tote bags, and stickers. We will work with the Music Department to outline the process and production means by which we intend to order merchandise, and we will oversee the creation of merchandise designs.