

BACKGROUND

Founded in 1981, Pro Coro Canada is an Edmonton based not-for-profit arts organization employing a professional chamber choir performing in the Western-European tradition. The twenty-four voices of Pro Coro Canada are currently under the direction of Swiss-born Michael Zaugg as the organization's Managing and Artistic Director.

The choir is widely recognized as one of Canada's finest and is particularly proud of its composer-in-residence program; its appointment as Faculty in the Choral Art program at the Banff Centre; and its Emerging Artist Program. Pro Coro Canada believes in community partnerships and acknowledges that its activities take place on Treaty 6 territory, the traditional gathering place of many indigenous nations whose histories, languages, and cultures continue to influence us today.

VISION

**Inspired hearts, minds and spirits in all who experience
our world class professional chamber choir.**

MISSION

- ⇒ Pro Coro Canada, a not-for-profit arts organization, performs and commissions choral music in the Western-European tradition, with an affinity for works of the 20th and 21st centuries; employs professional singers, and provides internships for emerging artists.
- ⇒ Pro Coro Canada fosters and promotes Canadian talent and content, develops best practices in choral music through innovative programming, and maximizes channels to disseminate performances globally.
- ⇒ Pro Coro Canada engages with diverse artistic partners in the search for challenging and satisfying choral music experiences for audiences and performers, while continually striving for excellence.

WE VALUE

Choral Leadership:

We actively contribute to the shaping of a vibrant choral community, and to the long-term development of choral art in Canada.

Innovation built on Legacy:

We contribute to the evolution and broadening expression of the Western-European roots of our choral tradition.

Professional Artists:

We support, we challenge, and we provide professional opportunities for our singers to express themselves artistically as part of an ensemble.

Orchestra of Voices:

We value each voice as a professional, finely tuned, skilled and powerful human instrument contributing to the sound of Pro Coro Canada.

Excellence:

We strive for excellence as a professional choral organization, through ambitious artistic direction and choral music performance; and sound business practices.

Inspiration:

We respect the power of choral music and offer enrichment and inspiration for people who experience our sound!

Strategic Priorities and Goals 2021-2024

1. **Strengthen stability and sustainability:** Earn sustained support for our mission from a broad and diverse base of stakeholders.

Goals:

- ⇒ Achieve a sustainable and diverse funding base to fulfill our mission.
- ⇒ Sustain and grow our impact through a multi-year marketing program that strengthens the brand and reputation of the choir.
- ⇒ Maintain Pro Coro Canada's standing as a high quality Canadian professional choir by growing the local, national and international audience base through traditional and innovative campaigns, and ensure we are relevant to our key stakeholders.

2. **Strive for Choral Excellence:** Curate a professional choral environment and reputation that attracts the best singers and strengthens an artistic community in the Western-European tradition of choral music.

Goals:

- ⇒ Provide relevant, excellent, and accessible opportunities to Canada's most talented choral artists.
- ⇒ Demonstrate the value of ongoing professional development to our singers and provide a professional environment which values everyone.
- ⇒ Enhance the mentorship program for emerging artists.

3. **Nurture Leadership:** Enhance the capacity and effectiveness of our diverse team of staff, board members, and volunteer leaders who contribute their talent, professional competence and commitment to strengthen our management and governance.

Goals:

- ⇒ Ensure an appropriate balance of fiduciary, strategic and generative governance through recruitment, training, documentation, communication, and evaluation.
- ⇒ Ensure long-term sustainability through the structural organizational design, and strategic and financial planning that is inclusive and leverages the strength of a broad range of talents of board members, singer representatives, volunteers and management.
- ⇒ Implement and monitor risk management practices for both strategic and operational risks through oversight/assurance and organizational accountability.

4. **Advance Equity, Diversity and Inclusion:** Create and nurture welcoming environments to develop relationships with diverse partners locally, nationally and internationally.

Goals:

- ⇒ Expand our participation in municipal, provincial, and federal initiatives that support effective partnerships that are aligned with our mission and vision.
- ⇒ Develop partnerships that promote, incorporate and celebrate diversity in backgrounds, perspectives, and experiences.
- ⇒ Identify and mitigate barriers to equity, diversity and inclusion in our activities.

APPROVED JUNE 21, 2021
BY THE BOARD OF DIRECTORS