



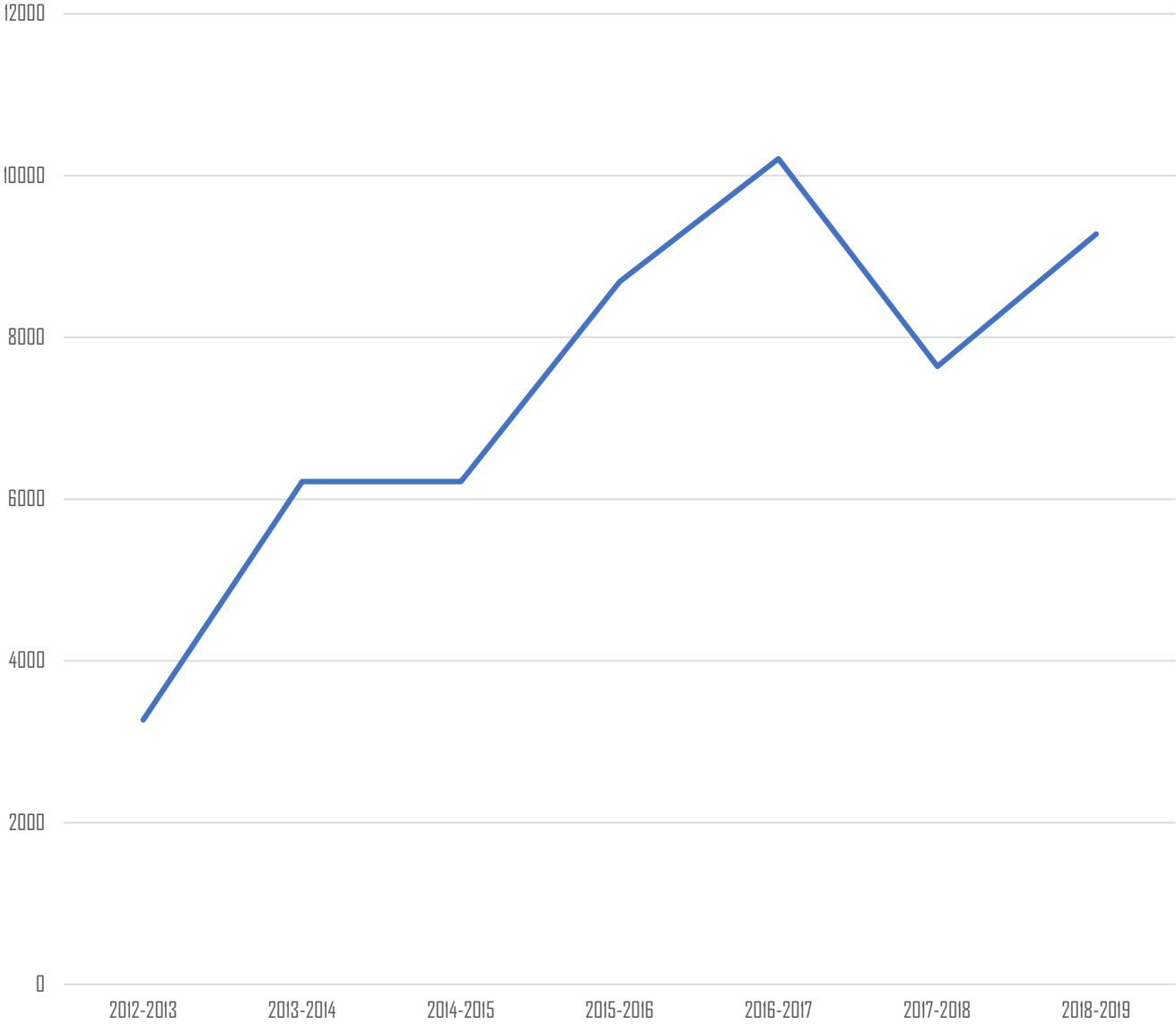
Windsor **Symphony** Orchestra

Robert Franz, Music Director

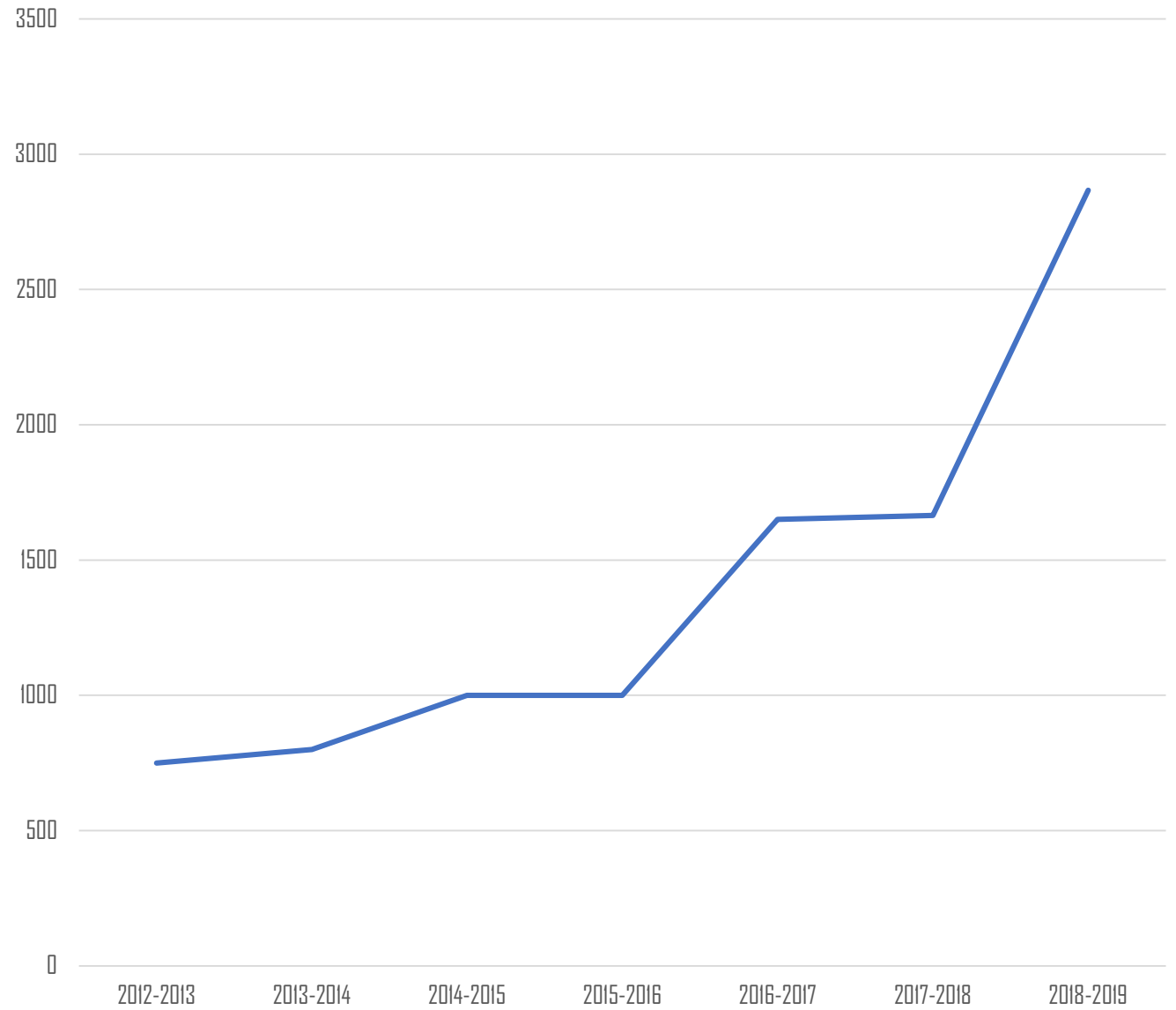
Orchestras and Social Inclusion

- Working within your CBA to engage your musicians with their community

WSD Education Program Audience Growth, 2012-2013 through 2018-2019



WSO Outreach Audience Growth,
2012-2013 through 2018-2019



Current WSO Education Programs:

Program	Location	Artistic Leadership	Ensemble	# Events 18-19
Grades K-3	In schools	Assistant Conductor	Chamber Orch	34 concerts @21 schools; 4,225 students
Grades 4-6	Capitol Theatre	Music Director	Full Orch	6 concerts; 2,721 students
Grades 7-12	Capitol Theatre	Music Director	Wind/Brass/Perc only	2 concerts + 2 side by side high school workshops; 1,131 students
Maestro Visits	In schools	Music Director & Assistant Conductor	Conductor + 1 staff	36 schools; apx. 1,200 students
West Gate Residency	West Gate Public School	Musician	SQ4	10 combined open rehearsals/short concerts
WE-STEAM	Various after-school programs	Musician	SQ4	8 combined open rehearsals/short concerts

Current WSO Education Programs, continued:

Program	Location	Artistic Leadership	Ensemble	# Events 18-19
Windsor Symphony Youth Orchestras	Capitol Theatre	Assistant Conductor	1 full orch; 1 string orch	2 concerts w/full orchs + 1 Side by Side by Side + SQ4 gigs
Kids Concert Series	Capitol Theatre	Assistant Conductor	Various: String Orch; WQ5; SQ4	10 concerts (5 svcs);
Conductors' Guild Education Workshop	Capitol Theatre & Schools	Music Director	Chamber Orch	17/18: 4 concerts + 3-days of workshops
Side by Side by Side	Capitol Theatre	Music Director & Assistant Conductor	WSO; WSYO; University of Windsor Wind Ensemble	1 combined concert

Current WSO Outreach Programs

Seniors Music for Health	String Quartets performed at 22 residences in 2018-2019 1,247 audience
Diverse Communities: Neighbourhood Concerts	String Orchestra performed at 8 community centres in 2018-2019 1,620 audience
Interested, younger, patrons: ONSTAGE Concerts	Orchestra performed 3 concerts in 2018-2019 208 audience
Community Musicians: WSCO	Full orchestra of 55 amateur adults, started in January, 2019. Performed 1 concert, 1 opera Apx. 400 audience



Internal Engagement

Where to start

Relationships

Your CBA & Strategic Plan

Importance of musician professional development

Where to Start: Identifying internal needs

- How does this fit into my organization's Strategic Plan? My CBA?
- How can my organization continue to improve internal relationships?
- How can my organization improve community programming already in existence (**and with currently existing resources**)?
- How can my organization highlight, **and enhance**, the interests, skills, and experiences of our musicians (and, by extension, patrons)?
- What community partners do I already have that can assist in musician development while at the same time deepening community partnerships?



Internal Engagement: Your Core Values

2017-2021 Strategic Plan Core Values	Effect on E&D Programming
Artistic Excellence	1. Musician Professional Development!
Building Community	2. Community partnerships and flexible collaborations 3. Redefining concert formats and experiences
Professional Conduct	4. Community organizations now call the WSO
Forward Thinking	
Mutual Learning	

Strategic Priority Action	Performance Measure (quantifiable results of the activities being completed)
Audience growth and diversification	<ul style="list-style-type: none">• New venues and types of concerts• Expanded repertoire and commissions• New concert experiences
Increase the relevancy of the WSO to new audiences	<ul style="list-style-type: none">• Being a good community steward• Accessibility
Enhance pre-/post-concert experience	<ul style="list-style-type: none">• Staff and musician development• Happy patrons
Expand and enhance relationships with organizations who do not provide funding resources	<ul style="list-style-type: none">• Relationships can bear fruit in non-financial ways and lead to greater financial gains in the future

Internal Engagement: What is the definition of a service in your Collective Bargaining Agreement?

CPO 3.09: Service shall mean any rehearsal or single public performance educational concert, out-of-town performance, ballet, opera, oratorio, promotional concert, musical theatre or any other required musical performance, sponsored by or contracted through the Society...

KWS 1.29: SERVICE – any engagement in which professional services of the musician are provided.

OM 1.19: Service - une répétition, une générale, un concert-démonstration, un concert ou toute autre représentation, tels qu'un opéra, un ballet, un oratorio et autre représentation de même nature.

VicSO 1.25: "Service" means any musical activity including rehearsals, half-rehearsals, public performances, educational or special children's concerts, or any combination of any of the foregoing or any other musical performance required by the Society which takes place within the time limits specified in Section 5 hereof;

Internal Engagement: A Service at the WSO

IV.2: The Society may utilize the Orchestra and constitute ensembles for the following services:

(B) For performances advertised under the auspices of the Windsor Symphony

[...]

(D) For performances (solo*, duo*, trio*, quartet, and quintet) in the educational institutions of all other touring and runout locations. *NB. Solo, Duo, and Trio pay to be negotiated

Southwestern Ontario and

(E) For performances in social service agencies, hospitals, nursing homes and special schools

(F) For performances for service groups

[...]

(J) For performances which enhance the community image of the orchestra

IV.3. The Society, with the consent of the musician, may utilize orchestra services for coaching groups and individuals in school and university programs, nurturing educational activity and enhancing existing programs. Implementation to be discussed with the Players' Committee.

Internal Relationships

- The Players' Committee
- Personal relationships
- Musician participation on committees other than the PC



Musician Professional Development

Things to consider:

- Musician training and lifestyles
- Data collection
- Equity of access
- PAYMENT

Musician Professional Development Run by the WSO

2017-2018

Goal: Enhance Education program delivery and importance of Strategic Plan

1. Clear bite-sized goals based on existing programs
2. Measurable impact
3. Community partner leadership
4. Not putting musicians into uncomfortable situations

2018-2019

Goal: Enhance Program delivery for low-income students, high-needs children; seniors with dementia

2019-2020

Goal: Enhance program delivery for non-traditional audiences



Questions?