The Minnesota Orchestra's mission is to enrich, inspire and serve our community as an enduring symphony orchestra internationally recognized for its artistic excellence.
OVERVIEW

When Minnesota Orchestra board, musicians and staff gathered in the fall of 2015 for a collaborative strategic planning session, a remarkable revelation occurred. The meeting facilitator asked each attendee to make the Orchestra's mission statement personal: “How are you enriched and inspired by the Orchestra? How best can you serve the organization?” The ensuing buzz in the room reflected an organization that was freshly awakened to the power of its mission and newly energized by the possibilities that lay ahead.

Audiences, supporters and community members feel the electricity, too. At a December performance of Beethoven's Ninth Symphony, the Ode to Joy, audiences wrote on a “Wall of Joy,” filling the walls with heartfelt comments about the joy and inspiration the Minnesota Orchestra and great music bring to them. An urgent, palpable energy is shared between Orchestra and audience week after week in exhilarating performances from Orchestra Hall to Carnegie Hall.

It may not be surprising that an Orchestra and community that withstood a long lockout would come out the other side with a renewed sense of purpose and a new appreciation for the joy of sharing music. But over the last two years, the Minnesota Orchestra has worked hard to do something more—to reimagine and rebuild the Minnesota Orchestra as a new organization: one that is driven by a heart and soul commitment to mission, to extraordinary artistic potential, to the expanded role of musician leaders and to creating a dynamic two-way partnership with an increasingly-diverse community. This approach constitutes a unique organizational model for the American orchestral field, empowering every stakeholder to take ownership to ensure the joyful relationship between artists and audiences. We call it The Minnesota Model.
The Minnesota Model is made of...

1. A Great Virtuoso Orchestra

The Minnesota Orchestra plays with heart and drive, earning it the loyalty of Minnesota audiences and an international reputation as one of the greats. *The New Yorker* called it “furious finesse.” *The Star Tribune* notes that Vänskä and musicians “soar to new peaks night after night.” *The Huffington Post* wrote that the Minnesota musicians play with “urgency, immediacy and drama that never abates.” However termed, this always-striving, give-it-all quality is part of the Minnesota Orchestra’s unique profile, as developed by Music Director Osmo Vänskä. **At the center of this plan, is a mandate to cultivate the continued artistic growth of the Orchestra, its relationship with Osmo Vänskä and its stature as a major international orchestra.**

2. An Electric Connection to Community

A joyful, two-way partnership between orchestra and community. The Orchestra’s reach is extended through innovative programming, building new partnerships and fostering a spirit of exchange throughout our culturally-diverse community, expanding Greater Minnesota engagement, and strengthening educational programs and access.

3. Targeted Audience Engagement and Expansion

A deep understanding of key audience segments is developed to identify opportunities to engage diverse audiences and increase overall reach through attendance, participation and donations.

4. An Outstanding, Integrated Organization

The unified strength of artists, staff, board and volunteers is harnessed to serve our mission in the community. Governance and management structures—board, musicians, staff and volunteers—are realigned to improve effectiveness, increase diversity and to strengthen collaboration and communication.

5. A Strong Financial Foundation

A comprehensive financial plan is implemented to yield balanced operating budgets, build long-term assets, eliminate debt and provide a strong technological infrastructure.

This Strategic Plan outlines and formalizes the initiatives and collaborative administrative model that will define the new Minnesota Orchestra over the next four years, a critical period in which the Orchestra seeks to grow artistically, develop its audience and donor base, and establish a strong financial foundation upon which to position the Orchestra for growth beyond 2020.