

## **Mission Statement**

***Our mission is to perform, foster & advance choral music in the Reading & Berks County community.***

## **Core Values**

We, at the Reading Choral Society, hold the following **core values** as central to our organizational operations:

1. Commitment to excellence in choral artistry.
2. Vocal Development
3. Positive Community Engagement
4. Diversity of Repertoire and Programming
5. Joy in a community of singers. Board

## **2015-16 Goals:**

- 1. Develop an orientation process for board and committee members.
- 2. Increase effective communication between the board and membership
- 3. PR: Increase our positive and profound relationships within the community
- 4. Increased expectation of excellence and creativity in all areas of opportunity throughout the organization

## **Strategic Plan: 3 Goals with a 3-Year Plan 2014- 2017**

Goal #1 – Building Excitement/Community Collaboration

Goal #2 – Create a Planned Marketing Effort

Goal #3 – Board Training and Development