

MCA Strategic Directions 2022-2025

Armed with a new strategic plan that will help focus our work for the next three years, MCA is committed to living our values of community, diversity and inclusion, education, integrity, health and wellness, and building a more sustainable future.

COMMUNITY

- Expand MCA's flagship programs beyond the perimeter
- Conduct more workshops/programs in rural communities (1-2 per year)
- Engage current and potential members on their own turf
- Promote the joy of group singing
- Engage youth and young adult choirs and singers in programs
- Hold a provincial symposium for choral leaders

DIVERSITY & INCLUSION

- Increase involvement with underrepresented groups
- Connect with more Indigenous communities for MCA programming
- Develop and implement an IDEA policy to ensure opportunities are offered to community members to participate as MCA members, staff, volunteers, and program participants
- Advocate to the government for the benefits and impact of school music programs

EDUCATION

- Create an adjudicator/clinician mentorship program to increase the skills of future choral leaders
- Explore new programming ideas
- Provide/compile resources for choral leaders to create and grow choirs in schools/communities
- Collaborate with music therapists to expand education programs

INTEGRITY

- Increase attendance at the AGM to showcase the achievements of the organization
- Conduct a focus group with a representation of constituents to determine continued interest in and support of MCA
- Publish an annual report to be more accountable to constituents
- Create efficiencies in the office to free staff and volunteer time to offer more programs and services

HEALTH & WELLNESS

- Promote health and wellness, benefits of singing to the wider community

SUSTAINABILITY

- Develop a Fund Development Plan that offers more sustainable future funding
- Develop Endowment Fund for future MCA growth and longevity
- Engage patrons to commit to giving annual major gifts
- Hold a major fundraising event to showcase choirs from around the province