Cleveland Orchestra Music Study Groups

Unlock the magic of music in your neighborhood

*An adult learning series on the concerts of The Cleveland Orchestra presented in partnership with community organizations with support from* THE WOMEN’S COMMITTEE OF THE CLEVELAND ORCHESTRA

Handout Submission for Goldbook Roundtable Award Presentations in June, 2017 At National Conference of League of American Orchestras in Detroit, Michigan

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<tr>
<th>THE CLEVELAND ORCHESTRA</th>
<th>Orchestra Size: Group 1</th>
<th>Presenters: Rose T. Breckenridge</th>
<th>Program Submission for Goldbook Roundtable Award Presentations in June, 2017 At National Conference of League of American Orchestras in Detroit, Michigan</th>
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<td>11001 Euclid Avenue</td>
<td>(annual budget over $50 million)</td>
<td>Music Study Groups Lecturer</td>
<td>WCCO President 2014-16</td>
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<td>Cleveland OH 44106</td>
<td>Greater Cleveland Population: 2,055,600 (2016 census estimate)</td>
<td>13975 King Arthur Ct Newbury, OH 44056 <a href="mailto:rbreckenridge@windstream.net">rbreckenridge@windstream.net</a> (440) 773-4318</td>
<td>2857 Litchfield Rd Shaker Heights, OH 44120 <a href="mailto:phm@case.edu">phm@case.edu</a> (216) 789-1788</td>
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<td>(216) 231-7300</td>
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<td><a href="http://www.clevelandorchestra.com">www.clevelandorchestra.com</a></td>
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**PROGRAM OVERVIEW:** From its inception in 1921, the Women’s Committee of The Cleveland Orchestra (WCCO) has sponsored Cleveland Orchestra Music Study Groups. The far-sighted founders of WCCO saw the value of an adult-learning community-outreach program as a means to encourage long-term involvement with *The Cleveland Orchestra* (TCO).

**PROGRAM DESCRIPTION/GOALS:** The focus is on promoting The Cleveland Orchestra using community outreach to connect with audiences. Goals are:

- To generate interest in our subscription season with adult learning classes that follow the current concerts of *The Cleveland Orchestra*
- To build and retain loyal informed audiences who will support *The Cleveland Orchestra* with both concert attendance and donations
- To raise *The Cleveland Orchestra*’s profile in the community by partnering with local organizations (who not only host the classes, but also give PR promotion to *The Cleveland Orchestra*).

**FINANCIALS:** The program began with volunteers in 1921, but *The Cleveland Orchestra*, recognizing the potential of Music Study Groups to build better informed and more loyal audiences, has now moved to take over complete funding and direction of the program (with continued support from WCCO).

**PROGRAM TIMELINE/IMPROVEMENTS:** With ongoing support from WCCO and now also from TCO’s Education Department, Music Study Groups (MSG) have operated continuously (despite economic challenges) from 1921 to the present by partnering with Greater Cleveland organizations who host the classes (held mostly at Libraries). Recent improvements made to MSG include:

- Upgraded curriculum materials for participants – an annual *Listening Guide* featuring compositions from the current concert season
- Participants may now choose both their Music Study Group location (five for 2016-17) and their series length (fall, winter, and/or spring).

**CHALLENGES:** Include a highly competitive market for classical music and an increasingly tight Orchestra education budget (MSG registration fees plus Orchestra/WCCO support now provide for a MSG lecturer/administrator).

**SUCCESSES:** Success is measured by the long-standing duration of Music Study Groups, a consistently high level of participation, and the willingness of community organizations to support/promote the program. Success is also measured by the steady generous financial support that MSG members give to *The Cleveland Orchestra* (figures from 2003-2015 show a significant upward trend in revenue generated from MSG members’ ticket sales/donations).
Music Study Groups

with Dr. Rose Breckenridge

The Cleveland Orchestra’s Music Study Groups are designed for both new and experienced music lovers and follow The Cleveland Orchestra’s subscription concert schedule at Severance Hall, exploring current concert works through informal lectures, listening, and discussion with other music fans.

Lecturer Rose Breckenridge leads all Music Study Group classes. Dr. Breckenridge earned her Ph.D. in music from Case Western Reserve University.

Music Study Groups meet throughout Greater Cleveland at convenient community locations. Registrants may choose a series length that best fits their schedules — selecting from fall, winter, and/or spring.

TO JOIN, PLEASE COMPLETE THE ATTACHED REGISTRATION FORM.

For more information, contact The Cleveland Orchestra’s Education and Community Programs Office at 216-231-7355 or visit clevelandorchestra.com.

Unlock the magic of music.

Special services for persons with vision loss are offered at all locations, supported by Cleveland Sight Center and The Cleveland Orchestra’s Alice H. Cull Memorial Fund.