STLSYMPONY

External Affairs: Know Your Orchestra

Collaboration and Communication

@OrchLeague #imagining2023 #LeagueEDCE
How do you communicate with your musicians? What are the obstacles you face?
Our Mission

To enrich people’s lives through the power of music by providing free, live events in intimate community settings
We also strive to enrich the lives of our musicians by providing meaningful opportunities to exercise creativity in areas they enjoy.
Partnering with our Musicians

• As ambassadors of the St. Louis Symphony, our musicians are an integral part of building relationships in our community

• As of May 2013, 85% of our musicians actively and voluntarily participate in our partnerships programs
Discuss: how many of the musicians in your organization participate in community and education events? Do you know the reasons why or why not?
Nuts and bolts

• Points/service exchange system:
  – 4 events=1 vacation week
  – Included in CBA
• Contracts issued through OPAS
• Clear communication of logistics
• CP Task Force
  – Comprised of 5 musicians and 5 staff members
• Program participants have right of first refusal
• Musicians have control over what programs and events they elect to do
• Public Relations not part of CP system
Discuss: how are musicians compensated in your organization?
Musician support

• Professional development
  – Training lunches
  – Workshops
• Individual support
• Clear communication
  – In contracts
  – Venues pre-vetted
• External Affairs Staff at events
Discuss: how have STL Symphony musicians been supported by staff? What support do you offer musicians in your organization?
Personal Connections

• Ease of access
  – Two way communication between staff and musicians
  – Personal emails and phone numbers
• Presence of staff at orchestra rehearsals
• It’s a small world
• Playbill interviews and features
• Blog
Discuss: get to know the musician with you – their hobbies, their family, their neighborhoods, favorite styles of music
Matching Interests

• Musicians let us know about ensembles and repertoire – we match with appropriate partner venue
• We encourage an open dialogue
• Real assessment of interests
Try it out: STL Symphony Community and Education Intent Form

www.surveymonkey.com/s/CPEnrollmentEDCE
Discuss with a musician: What types of community and education programs are offered through your organization? How would they best fit?
Summing up – tips you can use

• Be able to speak clearly about your programs – have an “elevator” speech
• Be available – door open, present at rehearsal breaks
• Value musicians as individuals
• Gather information (intent form)
Questions?

Thanks to our musicians!