



DIVERSITY PLAN

Adopted July 12, 2010

Statement of Principle

The East Winds Symphonic Band shall provide inclusive performance, entertainment, and educational opportunities to a diverse group of musicians and audiences throughout the greater Pittsburgh area, with special focus on the eastern suburbs of Pittsburgh.

Goals

The Board of Directors of the Band has adopted this Diversity Plan, effective with the fiscal year beginning Sept. 1, 2010, to maximize the inclusiveness and effectiveness of the Band's outreach efforts. The Board is committed to the following diversity goals:

1. Promote a diverse Band audience by ensuring inclusiveness in the Band's concert scheduling and related arrangements.

Strategies:

- a. Direct the Band's Concert Manager to pursue performance opportunities for the Band in diverse communities, including nontraditional venues.
- b. Employ targeted communications (e.g., websites, mail, newspapers, church and community publications) designed to reach potential audiences beyond the Band's traditional base, especially in areas with diverse demographics.
- c. Solicit opportunities to perform a free (i.e., no fee to the Band) concert at a school, church, or other community venue in a diverse area of the eastern part of Pittsburgh or the city's eastern suburbs.
- d. Continue to assist with arrangements for transportation to Band concerts, including the annual Three Rivers Community Band Festival, for seniors and others without personal transportation.

2. Promote a diverse Band membership by ensuring inclusiveness in the Band's musician recruiting and retention efforts.

Strategies:

- a. Extend musician recruiting information/advertisements to vehicles calculated to reach diverse groups of performers, such as local and/or national websites of interest to different demographic groups; publications of churches and community organizations; and school-related communications.
- b. Encourage current Band members to embrace recruiting on a person-to-person level within their communities.
- c. Expand recruiting efforts at Band concerts, particularly those with more diverse audiences.
- d. To the extent feasible, schedule rehearsals and performances in accessible environments.

3. Promote a diverse Band leadership by ensuring inclusiveness in the Band's nominating and electoral processes.

Strategies:

- a. Seek members from underrepresented demographic groups to serve on the Nominating Committee, which solicits candidates for the Board.
- b. Encourage current Board members to engage in one-on-one candidate recruiting to promote diversity.
- c. Include diversity as a factor to be considered by the Board in selecting Band officers from the Board membership.

Implementation

The President, together with the Concert Manager and Board resources as necessary, shall implement this Diversity Plan. The President shall report on actions taken and results achieved each year at the Band's annual meeting.