



2025-2028 STRATEGIC PLAN

PROJECT STEP UNVEILS A BOLD VISION FOR THE FUTURE

For over 40 years, **Project STEP** has been a beacon of opportunity, transforming the lives of young musicians and reshaping the landscape of classical music. As we embark on a new chapter, we are thrilled to announce our **2025–2028 Strategic Plan**—a visionary roadmap designed to amplify our impact, deepen our roots in the Greater Boston community, and lead the charge toward a more **inclusive and vibrant future** for Western classical music.

MISSION

Project STEP (String Training Education Program) champions equitable access to comprehensive music education for students from racial and ethnic backgrounds underrepresented in Western classical music.

We acknowledge and address the unique challenges that Black and Latino students can face as we nurture all of our students' musical growth. We envision a world in which the classical music profession reflects the racial and ethnic diversity of our communities.

VALUES

Community | Collaboration | Excellence

IMPACT STATEMENT

Through Project STEP:

- Our students become well-rounded individuals, empowered to pursue their dreams within and beyond music. They serve as role models for Black and Latino youth, proving that excellence knows no boundaries.
- Our families gain a lifelong support system, helping them navigate the challenges and opportunities of the classical music world.
- The Greater Boston community benefits from a more diverse, accessible, and vibrant classical music scene.
- The field of Western classical music becomes more inclusive, relevant, and reflective of the world we live in.

STRATEGIC PLAN PILLARS



Broaden our reach and deepen our impact, ensuring more students have access to life-changing opportunities.



Unlock the full potential of every student by introducing more innovative programs and experiences.



Strengthen our ties with the Greater Boston community, fostering collaboration and shared success.

STRATEGIC PLAN PILLAR STRATEGIES

1 Evolve & Expand Programs

- Increase enrollment
- Introduce new curricular offerings: composition, improvisation, studio recording, and more
- Commission pedagogically appropriate works by composers of color
- Engage alumni through paid performances, masterclasses, and mentorship opportunities
- Showcase students through local, national, and international touring/traveling

2 Strengthen Partnerships

- Codify partnership agreements with New England Conservatory and the Boston Symphony Orchestra
- Expand teaching and administrative spaces for optimal program usage
- Explore new artistic collaborations and opportunities

3 Ensure Financial Sustainability & Organizational Growth

- Mark 45 years of impact with a landmark anniversary campaign to ensure future program sustainability
- Increase organizational capacity through additional programming and fundraising staff
- Stabilize governance through increasing and diversifying the Board of Directors

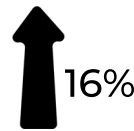
IMPACT & METRICS



The nation's **FIRST** college & career pathways program for underrepresented students in Western classical music.



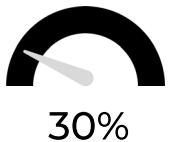
Our families pay **\$0** for Instruments, private lessons, chamber music, orchestra, music theory, masterclasses and workshops.



By FY2028, Project STEP will support 65 CORE Program students, fostering innovation and leadership.



Graduates achieve a 100% college acceptance rate, showcasing their hard work and impressive skills developed with Project STEP.



Raise \$1.46M in operating revenue by FY2028—a 30% increase from FY2024—to expand sustainability and impact.



The cost of each student's 12-year music education that is fully funded by Project STEP.



Reaching our \$9M endowment goal by FY2028 will ensure lasting stability, growth, and impact for generations.



Within the population of professional musicians nationwide, only 10% are Black or Latino. STEP is closing the gap.

ENGAGE



Support Project STEP's growth and expansion



Empower students with performance opportunities and essential resources



Advocate and help us spread the word about Project STEP's impact and mission

Together, we can create a future where Western classical music is diverse, accessible, and empowering for all. **Join us in building a brighter future** for our students, families, and communities.