



Strategic Coordinator Descriptions

Communications

The OFA Communications Coordinator coordinates with the department to post information to dsaorchestra.org and maintains all OFA information on that site as well as produces monthly newsletters and other communications distributed to parents/families, students, community members and studios through our email system and printed materials.

Department Liaison

Working with director, team leaders, volunteers and community as a whole to promote the well being of the department. This includes being a point of contact for the community, facilitating meetings, following up with team leaders, monitoring department needs and communicating them with the Orchestra Family Association.

Fundraising

This strategic coordinator will help develop major fundraising efforts, such as, direct donation (i.e. Dollar a Day), grant writing, sponsorships and benefits. This may also include developing and managing scholarship programs.

Outreach

Develop connections with the community and promote appearances of DSA Orchestra students that may include: television, radio, appearances at other schools, community centers, retirement homes, benefits, galas, conventions, chamber of commerce, and perform with professionals in the music industry. Work with DSA's public relations on press releases, posters and other promotional media.

Passive Fundraising

This leader facilitates opportunities for the Orchestra community to participate in fundraising. Passive fundraising programs help support the Department of Orchestras. With minimal effort, and no cost, these kinds of programs kick-back money to the department. This leader will promote opportunities at events, manage ongoing efforts and develop new partnerships.

PTSO Liaison

Attends PTSO and DSAO meetings and monitors communications. Leader informs PTSO of DSAO needs and mutual opportunities (e.g. Talent Night). Likewise, informs DSAO of school-wide developments and opportunities that impact DSAO (e.g. single, school-wide auction fundraiser).

Travel

The DSA Orchestra Program follows a cyclical schedule of regional, national and international travel. The Travel Team evaluates trip possibilities through discussion with parents and students, organizes bids received from various travel agents and facilitates the trip chosen. The travel team leader keeps track of individual trip accounts and communicates with parents throughout the process.