

## AVM VISION, MISSION AND VALUES

### Vision Statement

To celebrate the transformational power of choral music which enhances the well-being of those in our region and enriches the cultural landscape.

### Mission Statement

The Assabet Valley Mastersingers is dedicated to performance excellence and innovative programming. Local talented vocalists and instrumentalists perform celebrated choral masterworks, lesser-known masterworks, and commissioned works.

### Core Values Statement

**AVM Values Integrity.** *The choral medium is one of integrity that values its Art, Audience, Vocalists, and Organization.*

#### **Art**

AVM has **High Artistic Standards.**

- Choral music is a **transformative** art that can alter the life experience of performer and audience member.
- Singing is an art of **excellence** and **distinction** requiring the **discipline** of each participant for preparation and for performance.

#### **Audience and Vocalists**

AVM is **Welcoming, Inclusive, Respectful, Accessible and Collegial.**

- The organization embraces people without regard to race, color, religion, creed, gender identification, sexual orientation, marital status, national origin, legally recognized disability or veteran status.
- We believe singing fosters an environment of fun, joy and worth.
- Participation is open to vocalists of various degrees of ability and training consistent with the caliber of music we perform.
- We believe individuals perform best when working together in a supportive, encouraging and non-competitive environment.
- *Respect for all* is vital to attract, develop and retain the best artists and audiences.

#### **Organization**

AVM is **Responsible and Community-Minded.**

- Music is a community enterprise and it is our role to share our gift of choral music through outreach, partnership and collaboration.
- It is our responsibility to sustain a financially accountable organization to continually produce and perform at a consistently high level.