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-know 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.