







WISCONSIN CONSERVATORY of Music

2016-2017 ANNUAL REPORT

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The Wisconsin Conservatory of Music 2017 Fiscal Year began September 1, 2016 and ended August 31, 2017.

## { LETTER FROM THE PRESIDENT

Wow! As you will read in this report, the Wisconsin Conservatory of Music had one of our best years ever. And that's saying something. We've been around since 1899! In many aspects, 2017 was a transformative year – a year that will propel our mission forward into more studios, more classrooms, more community centers and schools. All with the same goal – to positively impact lives through exceptional music education.

I began my tenure as President and CEO in November 2016. I quickly came to grasp the magnitude of the long history of the Conservatory, recent successes and struggles and the potential for the next several years and decades. No other music school in the state educates as many students on an annual basis as the Conservatory. Our faculty are the best and brightest in the business, ensuring that our mission rings true in every sense of the word. We have a board and administrative staff that is incredibly dedicated and visionary. Friends of



the Conservatory, the hundreds of individual donors, foundations and corporations you will find listed in the back of this report provide significant (and much appreciated!) support.

In 2017, we witnessed several transformations:

- · Private Lesson enrollment increased 10%. As one of our two core programs, private lessons offer students of all ages, backgrounds and skill levels a sequential and transformative experience. We see hundreds of students on a weekly basis come into one of our four locations with determination and dedication to improve their skills and art. I am inspired as I see their faces as they leave their lessons, knowing that they are growing and transforming their art here at the Conservatory.
- · Conservatory Connections, our community partnership program, impacted more lives and communities than ever before. The program continues to grow into a leading source for exceptional and long-term music education for schools and organizations needing programming assistance. To say that this program is transforming southeast Wisconsin would be putting it lightly.
- · The financial health of the Conservatory has never been stronger. Through the transformative increases in contributions, tuition and program contracts, we are experiencing a more stable and sustainable business model. Additionally, a burden long carried by the Conservatory was removed in 2017. Through the generosity and leadership of two donor families and 25 current and former board members, \$600,000 was raised to fully eliminate our line of credit that had built up over the last fifteen years. We were also the recipients of a large estate gift from longtime donor and arts advocate Barbara Tooman. This gift will transform the entire organization as we look to implement new programs, increase tuition assistance and enhance existing initiatives that will impact students across our region and state.

The Conservatory has a 118-year history of impact in southeast Wisconsin. We aspire to be the leading community music school in the state, providing accessible and sequential lessons, classes, ensemble programs and concerts. 2017 was a truly remarkable year for the organization, one that we will look back on as transformative and preparing us to expand and grow in 2018. Thank you for your dedication and support for the Conservatory. We eagerly look forward to what we will achieve together in the new year.

Sincerely,

Eric Tillich, President & Chief Executive Officer



Suzuki String students play in the Helen Bader Recital Hall.

## { IMPACT REPORT

For the Wisconsin Conservatory of Music, 2017 was a transformative year that included many stories of success and growth, individually, programmatically and organizationally. Our mission to provide the finest music education to all ages, skill levels and backgrounds continues to impact more than 15,000 students, improving lives, schools and communities through the benefits of studying music. While successes have been plentiful in 2017, what follows is an incomplete snapshot of the mission impact in 2017. All of which would not have been possible without the dedication of our worldclass faculty, hardworking board and administration, and especially our generous and passionate donors. Thank you for helping to make a lasting impact in our community.

#### **CONSERVATORY CONNECTIONS**

After a banner year in 2016, where we saw the new heights in numbers of programs and students served through Conservatory Connections, we knew we had our work cut out to continue building and growing the program. What we experienced was incredible – Connections reached even further into the community, growing to more than 60 partnerships and serving more than 10,500. Over 80% of participants received weekly, long term instruction. After several years of having a significant presence in MPS in-school and afterschool programs, we partnered with MPS Extended Learning to provide elementary, middle and high school music programs during their four-week summer semester. New curricula was designed to support choral and world drumming programs. Instruments and equipment were purchased to support the expansion in programs. Professional Development was provided to Conservatory faculty, giving our faculty the support and training needed to deliver engaging, relevant and effective lessons.

Conservatory Connections is providing a solution to a problem that has long existed in our community. Schools, community organizations and after school programs have experienced arts funding cuts year after year. Thousands of students, many of which coming from diverse backgrounds and/or at-risk populations, were no longer receiving the opportunity to benefit from studying music. Connections is filling that need in an ever-expanding way. More than 83% of Connection students were economically disadvantaged or at-risk children and youth.

### **NEW FACULTY**

With the significant growth across all programming, several new outstanding teaching artists were hired 2017, adding to the exceptional group of dedicated and highly skilled individuals that teach in the wide array of Conservatory programs. New faculty members in 2017 include: Adam Fisher, Adam Qutaishat, Allison Hull, Annemarie Weyer, April Dannelly-Schenck, Chelsea Betz, Christopher Crain, Christopher Misch-Bloxdorf, Devin Drobka, Emma Koi, Jack Beyler, James Vernola, Janina Knechtges, Jan Brandes, Jennifer Bouton Schaub, Jiwon Lee, Johnny Padilla, Joseph Hauer, Luis Fernandez, Michael Terrasi, Mitch Shiner, Molly Pufall-Brown, Natalie Stawarski, Peggy Otwell, Rebecca Winnie, Shuk Ki Wong, and Theresa Camilli.

### **NEW PROGRAMS**

The Thomas A Laskin Jazz Master Class Series was established in

2017 in memory of Thomas Laskin, a musician, music critic and son of Arthur and Nancy Laskin, long-time supporters and leaders of the Conservatory. The Laskin Jazz Master Class Series was designed to provide opportunities for Conservatory students and jazz students of all ages from across southeast Wisconsin to learn from some of the best jazz musicians and educators from across the country. Master Class presenters in the inaugural year of the series included Carl Allen, Peter Bernstein, Brian Lynch and Greg Tardy.

#### **FESTIVALS**

The Piano Sonata Festival (4th year) and Jazz Festival (3rd year) offered in depth learning experiences for nearly 400 students. The Piano Festival continues to attract some of the best young pianist from all around Milwaukee, competing for awards, scholarships and performance opportunities. More than 50 students performed for guest adjudicator Kuang-Hao Huang and Conservatory Faculty, many having the opportunity to perform in the master class and recital at the end of the festival. During the Jazz Festival, more than 340 middle and high school jazz musicians participated in workshops, clinics, competed for ensemble and solo prizes. Each day of the two day festival, outstanding soloists were invited to perform alongside Brian Lynch and We Six at the evening concert.

#### **SUZUKI PROGRAM**

Perhaps no other program has been as visible in the community as our Suzuki Strings program. With more than 110 students taking weekly individual lessons and group classes, this dedicated group of students makes it a point to perform in public as much as possible. Performances in 2017 include playing the National Anthem at Milwaukee Bucks, Milwaukee Brewers and Marquette University games, Discovery World, the Milwaukee Art Museum, and many other businesses and community events throughout the year.



Thomas A. Laskin Jazz Master Class with drummer Carl Allen.

## { 2016-17 CONNECTIONS PARTNERS

Alexian Village Ascension Lutheran **Avalon Square** Betty Brinn Children's Museum Boys & Girls Club 81st Street, Daniels-Mardak, Fitzsimonds, Gaenslen, Lincoln, MCA, Mitchell Brookfield Academy Middle School **Brookfield Academy Primary School** Capitol West Academy Chai Point Darrell Lynn Hines Academy Holy Family Parish School Institute of Technology & Academics Jo's Learning Academy Kathryn T. Daniels University **Preparatory Academy** 

Lake Terrace Learn Thru Play Family Child Care Homes Malaika Early Learning Center Milwaukee Catholic Home Milwaukee Center for Independence - SEDA Milwaukee Environmental Sciences School Milwaukee Jewish Day School Milwaukee Public Library Milwaukee Public Museum Milwaukke Art Museum Milwaukee Public Schools Carson Academy, Clarke Street School, Clement Avenue School, Elm Creative Arts, Hawley Environmental School, High School of the Arts, James Madison Academic Campus, Milwaukee

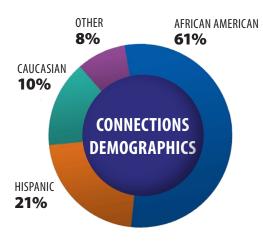
School of Languages, Morse Middle School Reagan High School, Rogers Street Academy, Rufus King High School, Samuel Clemens School, Starms Discovery Learning, Starms Early Childhood, Townsend Street School, Trowbridge School, Kagel School, Riverside University High Nativity Jesuit Middle School

Next Door **Next Door Foundation** Rocketship Southside Communitiy Prep Shorewood Public Library

St. Anthony on the Lake St. Bruno Parish School St. John's on the Lake

St. Joseph Academy

St. Paul School



ECONOMICALLY DISADVANTAGED/AT-RISK CHILDREN

83%

# **{ 2016-17 BY THE NUMBERS**

In 2016-17, we served 15,000 community members.

- \$250,000+ in Scholarships and Tuition Assistance
- **71** Conservatory Connection Partners, including:
  - 22 Milwaukee Public Schools
  - 16 Private, Choice, & Charter Schools
  - 7 Senior Living and Care Facilities
- 931 Unduplicated Individual Lesson Students
- 530 Class and Ensemble Students

- · 10,500 Conservatory Connections students
- · 976 Concert Attendees
- · **207** Summer Camp Students
- 392 Festival Participants
- 1,260 Fundraiser Attendees
- 90 Faculty Members

## **{ 2016-17 FINANCES**

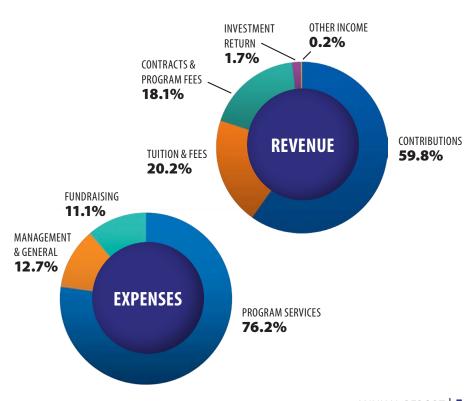
**REVENUE** 

PY Assets

ILLALIAOF	
Contributions	\$2,880,054
■ Tuition & Fees	\$973,251
Contracts & Program Fees	\$871,093
Investment Return	\$81,428
Other Income	\$11,240
TOTAL SUPPORT & REVENUE	\$4,817,066

EXPENSES	
Program Services	\$2,005,519
Management & General	\$334,589
Fundraising	\$292,365
TOTAL EXPENSES	\$2,632,473
Profit	\$2,184,593
Assets	\$5,929,631

\$3,819,809



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#### \$50,000+

Henry & Suzanne Herzing Arthur & Nancy Laskin Judith McGregor & Richard Gallun

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Theodore W. Batterman Family Foundation Lynde & Harry Bradley Foundation

#### \$25,000-49,999

### **CORPORATE & FOUNDATION**

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