

Mission

The Arizona Senior Academy exists to support lifelong learning, creativity and public service for adults in or near retirement. The following policy was developed to ensure that concerts meet our mission objectives.

Arizona Senior Academy Concert Policy

1. Purpose

This policy outlines the principles and procedures governing the Arizona Senior Academy's provision of public concerts. As a charitable organization, ASA is committed to offering high-quality cultural experiences that enrich the community, promote lifelong learning, and support the performing arts, while operating with fiscal responsibility and transparency.

2. Scope

This policy applies to all aspects of concert planning, execution, and promotion undertaken by or on behalf of the Arizona Senior Academy, including staff, volunteers, artists, and external partners.

3. Core Principles

Community Enrichment: Provide diverse, accessible, and high-quality concert programming that addresses varied musical tastes and educational interests within the community.

Charitable Mission: Ensure that concert activities align with ASA's charitable purpose, contributing to public benefit through cultural offerings and educational opportunities.

Fiscal Responsibility: The Music Liaison will manage concert operations efficiently and prudently aiming to cover costs through budgeted concert expenses and supplemented by contributions where applicable.

Musical Community Support: Ensure continued performance opportunities for University faculty, exceptional students, community groups, and professional musicians.

Transparency: Maintain clear communication regarding concert details and any associated charitable solicitations.

Fairness and equity: Treat all artists, volunteers, and patrons with respect and operate without discrimination.

4. Concert Planning and Programming:

Selection: Concert programs will be selected based upon artistic merit, community interest, educational value, thematic relevance to ASA's mission, and logistical feasibility.

Diversity: ASA aims to present a diverse range of musical genres, periods, and cultural perspectives.

Artist Engagement: Artists will be engaged through clear agreements outlining performance dates, times, repertoire, compensation, technical requirements, and any other relevant terms.

Technical Requirements: Appropriate technical support will be arranged to ensure high-quality presentations.

5. Marketing and Promotion:

Communication: Concert information (date, time, location, artists, program details) will be clearly communicated through ASA's website, newsletters, local media, and other appropriate channels.

Accuracy: All promotional materials will accurately represent the concert program and artists.

6. Volunteers

Recruitment & Training: Volunteers are essential to ASA's concert operations and will be recruited, trained, and supported appropriately.

7. Feedback and Evaluation:

To ensure continuous improvement ASA will maintain attendance records of events and collect attendee feedback by way of surveys semiannually.

8. Policy Review

- Last Updated: 5/7/26
- Approved by: 
- Date 7/16/26