



# Continuing the Journey

## The Challenges & Successes

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# Let's Be **Interactive**

Ask questions of clarification any time

# At the End of this Session You Will:

- **Learn** why we continue & what we do to continue
- **See** how we reinforce the journey
- **Discover** how we measure progress
- **Identify** your own reasons to achieve excellence

**Who is the  
NMPPhil?**



# Vision

As a world-class orchestra, the New Mexico Philharmonic aspires to increase the economic and cultural vitality of the state and gain national and international recognition for its excellence.

# Mission

The New Mexico Philharmonic enriches lives by providing excellent music, community engagement, and educational opportunities.

# Our Values

**Excellence** in all our practices

**Responsibility** in all our actions

**Service** to all our communities

**Centered** around our musicians and our patrons

# The Heart of **the** NMPPhil



# NMPhil Details

- New Mexico's major professional orchestra
- 75 professional, conservatory-trained musicians
- 6 full-time staff
- 60 guild members
- 501c3 — new in May 2011
- First concert December 2011
- Now in our 8th season

# A Few More Context-setting Facts:

**\$2,300,000**

**\$2.3 Million budget**

**\$1,000,000**

**\$1.15 Million earned**

**\$1.15 Million donated**

# Principle Products:

## **24 Orchestral Concerts**

UNM Popejoy Hall, National Hispanic Cultural Center, Simms Auditorium, Churches, Zoo — Reaching 40,000+

## **3 Education Programs**

15 Youth concerts including Symphony for Autism; In-School Ensemble Visits; Young Musician Initiative — Serving 20,000

**Why**  
**Continuing the Journey**  
**is important to us**

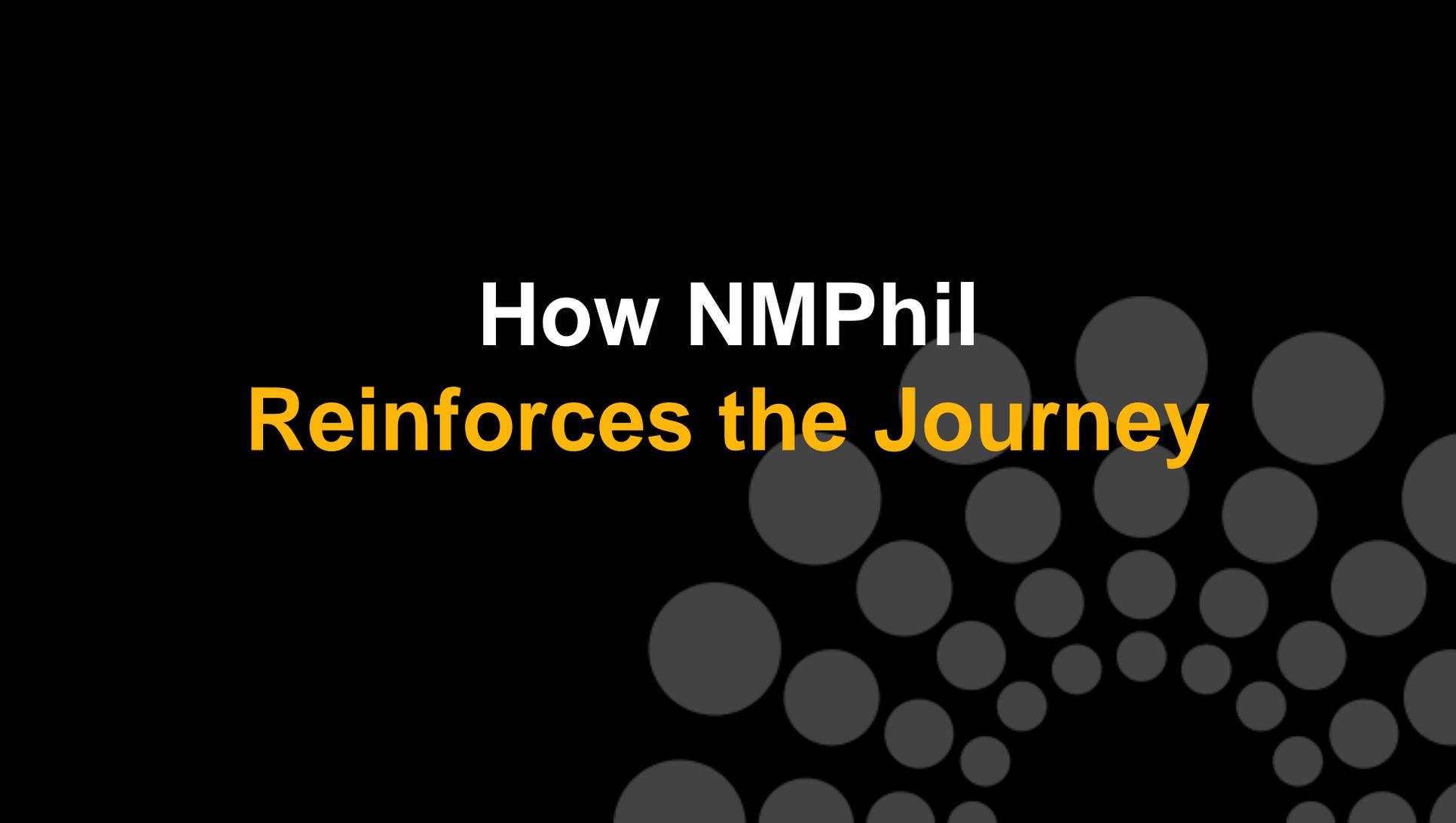


# We Continue the Journey because:

- **Impact:** make things as easy & effective as possible
- **Long term results:** classical music here permanently
- **Stakeholders:** “NMPPhil knows how to manage”
- **Recognition:** Awards help tell our story

# What We Do To Continue

- **Leadership Focused on the Future**
- **Systematic Strategic Planning**
- **Management by Fact:** measure and act
- **“All work is a process”**
- **After Action Reviews:** every significant event
- **Cycles of Improvement:** regularly review & improve



# How NMPHil Reinforces the Journey

# Reinforcing Journey

- **Develop** new skills in the staff
- **Generate** new awareness & support from the Board
- **Engage** more community members & leaders
- **Improve** and reinforce “management by fact”

# With Stakeholders

- **Transparency:** our methods & results
  - Especially financials
- **Public Events:** every significant event
  - Concert stage
  - Newsletters
  - Receptions
- **One on One:** our story, our results



# How NMPhil Measure our Progress

# Tracking Results

- From our start . . .
  - Financials
  - Concert Attendance
  - Education Programs
    - Participation numbers
    - Academic impact

# Key Areas to Measure

- Our concert audiences – “key customers”
  - 6 Segments
  - Satisfaction & Dissatisfaction
- Our education programs – attendance & academics & behaviors

# Key Areas to Measure

- Key business processes, factors
  - Subscriptions
  - Venue utilization
  - Board effectiveness
  - Suppliers
- Workforce – staff, musicians, volunteers
- Strategy Implementation

# Methods in Measurement

- Surveys, comprehensive data collection & analysis
- Net Promoter Scores – best in class
- Best in class orchestra comparisons
- Local comparisons where available

# Milestones with NMPEA



**Piñón**

First QNM  
application



**Piñón**

Second QNM  
application



**Road Runner**

Third QNM  
application

The **Big Why** We Continue



# The Why

- We are all proud to say we are process based
- Extremely important to a small organization with very limited resources
- We leverage what we do, we make no mistake twice, we learn from each other
- We continue to move from being dependent on individuals to relying on our processes

# Plan or Continue Your Journey



# In Small Groups

1. Introductions — pick a reporter
2. If you have “won” or are on the Journey — what you do to continue
3. If you have not — record what you would like to do to start your journey
4. Plan for your journey
  - a. Identify team
  - b. Develop timeline
  - c. Identify your outcomes / measures / results

# Our message to you:

If NMPhil, a small arts organization, is continuing to grow & improve using Baldrige / QNM / NMPEA

So can any organization!

The background is a vibrant, abstract composition of overlapping, semi-transparent shapes in various shades of orange and yellow. A prominent feature is a large, faint circular pattern that resembles a globe or a stylized sunburst, centered behind the main text. The overall effect is dynamic and energetic.

**Join the Journey!**

# Thank you!

Questions?