

YOUNG AUDIENCES

Young Audiences of St. Louis works with elementary and secondary schools to integrate the arts into their curriculum to improve



education, foster children's creativity and lifelong participation in the arts, and increase appreciation for our community's diverse cultural heritage.

The organization began a strategic planning process with The Rome Group in 2001. Its funding base was shifting, and the schools it served were facing cutbacks in their budgets. How could the organization continue to bring meaningful cultural experiences to children?

The Rome Group helped Young Audiences gain feedback from external audiences, examine trends in its environment, address key strategic issues, and develop a three-year strategic plan. In the process, board members became more closely engaged and committed to the organization's success.



Today, Young Audiences of St. Louis is thriving with additional leadership on its Board of Directors, new community partnerships, and ever-growing numbers of students involved in its programs.

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