



Strategic Plan 2025-2030



THE CENTER FOR
IRISH MUSIC

As CIM marks its 20th anniversary, the success of our mission is evident in the talent and dedication of our instructors, the inspiring musicianship of our students, and the generous support of our community. Founded by a small group of like-minded musicians, the Center for Irish Music has grown to become the center of the tradition in the Upper Midwest, serving more than 470 students every year, and putting Minnesota on the map of communities where Irish traditional music is alive and thriving.

Now beginning our third decade of “handing down the tradition,” meeting our mission means:

- ⑥ sustaining and advancing CIM’s artistic and programmatic strengths,
- ⑥ serving an increasingly diverse community of students,
- ⑥ expanding new sources of revenue for future stability,
- ⑥ staying connected to the living tradition of Irish music.

STRATEGIC AREAS OF FOCUS

1) Invest in our leadership

Our goal is to improve the quality of instruction and administration at CIM by:

- ⑥ Supporting our teaching artists with networking and professional development opportunities that keep them energized, inspired, and informed.
- ⑥ Recruiting and developing new instructors and creating opportunities for the next generation to hone their leadership skills.
- ⑥ Partnering with CIM’s working-artist instructors, harnessing their extra-musical skills to forward CIM’s mission with flexible employment.
- ⑥ Fostering board-level leadership development with an effective committee structure, succession plans, and deep volunteer engagement.

2) Grow and sustain our youth community

CIM will nurture an effective entry-level-to-ensemble pipeline by:

- ⑥ Offering gateway programs to engage young students and their families.
- ⑥ Seeking out high-profile Advanced Youth Ensemble performances to inspire the next generation of musicians.
- ⑥ Investing in outreach initiatives such as school partnerships that connect learners outside our community with CIM’s expertise and educational resources.



- ⑥ Hosting youth-focused sessions at local venues to build relationships between youth musicians, their instructors, and their families.
- ⑥ Actively engaging our alumni in outreach, volunteering, and playing opportunities.

3) Foster engagement with Irish music and culture

CIM plays a pivotal role in connecting audiences in the Upper Midwest to the living tradition of Irish music. We will continue this legacy by:

- ⑥ Piloting new programs that welcome newcomers and nurture our community of online learners.
- ⑥ Presenting the Minnesota Irish Music Weekend, an immersive annual festival that pairs internationally renowned traditional musicians with students of all ages.
- ⑥ Leveraging community partnerships to organize learning opportunities with touring artists and develop cross-cultural collaborations.
- ⑥ Increasing CIM's visibility within the local community through effective communications, strategic partnerships, and maximizing our physical space at the CJAC.

4) Strategic stewardship for sustainable growth

In 20 years, CIM has achieved stable financial operations that support a staff of four, 27 teaching artists and permanent facilities at the Celtic Junction Arts Center. We will ensure the sustainability of our mission by:

- ⑥ Fostering a culture of philanthropy through a robust individual donor program, grants, and foundations.
- ⑥ Introducing new audiences to CIM's mission at Éigse CIM, A Gaela Event, hosted in a larger off-site venue.
- ⑥ Utilizing annual budgets and long-term financial projections to plan and evaluate our operations.
- ⑥ Launching a major gifts program to cultivate legacy and estate gifts for long-term stability.

