Breakthrough Plan 2024
July 2020
Context for Breakthrough Plan 2024

Since implementation of the Breakthrough Plan in 2014, Peabody has enjoyed a strong trajectory of change and growth touching virtually every aspect of the institution including enrollment, the launch of new programs, curriculum innovation, diversity, faculty governance and recruitment, community engagement, Peabody’s relevance and unique role as a school in one of the world’s top research institutions, and the Institute’s financial health and sustainability.

The Breakthrough Plan 2024 is the result of a renewal process that took place throughout the 2019-20 academic year, engaging faculty, staff, students, volunteers, and alumni in a considered assessment of the ongoing fit of initiatives in support of the Five Pillars - Excellence, Interdisciplinary Experiences, Innovation, Community Connectivity, and Diversity - and to make refinements and revisions within the framework of the plan to position Peabody for the next five years.
The substance for the Breakthrough Plan 2024 was largely completed just prior to the onset of COVID-19 in March 2020. While there are timing considerations for various initiatives that may impacted (for example major capital projects) the overall intent and substance of the plan remains unchanged. Indeed there are aspects of the plan that are being accelerated, for example, in the development of remote learning programs due to what we have learned through investment in, and enhanced use of, technology as a result of the pandemic, and in the critical focus on anti-racism and diversity, equity and inclusion initiatives at Peabody.
Peabody has built its vision around five pillars:

**Excellence**
- Peabody is committed to artistic, academic and operational excellence in order to train artists at the highest level who take their place among the most successful trailblazers in their respective disciplines and across disciplines.

**Interdisciplinary**
- Peabody is leveraging its competitive position as a top conservatory within a world-renowned research university to lead in fostering the intersection of music and dance with other disciplines.

**Innovation**
- Peabody is building a 21st Century conservatory linking the traditions of the past with the possibilities of the future.

**Community Connectivity**
- Peabody is building strong relationships with its surrounding communities as an anchor institution and instilling in its students an enthusiastic embrace for the role they will play in communities as citizen-artists.

**Diversity**
- Peabody is building a diverse community that reflects and responds to a diverse society.
Breakthrough Plan 2024
Goals by Theme

Overall Themes

• Leading programmatic growth to leverage our competitive advantage and drive institutional sustainability

• Optimizing the Peabody Experience and building community

• Building the infrastructure and resources to ensure excellence in the Institute’s mission
Leading Programmatic Growth to Leverage Our Competitive Advantage and Drive Institutional Sustainability
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1. Review and develop current and potential new majors, minors, and other Conservatory programs with a focus on online and hybrid online delivery modalities.
   - Primary Pillars: Excellence, Innovation
   - Secondary Pillar: Interdisciplinary
Leading Programmatic Growth to Leverage Our Competitive Advantage and Drive Institutional Sustainability

2. Drive enrollment growth, revenues and connectivity and serve new, untapped constituencies in the JHU and Baltimore communities and beyond by retaining and growing the Preparatory’s core community educational focus in music and dance; and reimagining its programs to include all non-credit instruction at the Peabody Institute, expanding opportunities for life-long learning fostering avocation and professional development.

   • Primary Pillars: Excellence, Community Connectivity
   • Secondary Pillars: Innovation, Diversity

a. Establish a “Prep online campus” with the creation of business and course development plans following product testing and market research phases.

   • Primary Pillars: Excellence, Innovation, Community Connectivity
   • Secondary Pillars: Interdisciplinary

b. Determine viability of and create business model for Arts in Health program development for Preparatory and Conservatory.

   • Primary Pillars: Excellence, Interdisciplinary, Innovation
3. **Drive recruitment and philanthropy to Peabody as “destination location”** through strategic investment in enhancing and strengthening Peabody’s national and international reputation as the industry leader and premier school for performing arts training.

- **Primary Pillars:** Excellence, Interdisciplinary, Innovation, Diversity

  a. Advance Peabody’s injury prevention program by elevating brand awareness and leadership in performing arts medicine.

- **Pillars:** Excellence, Interdisciplinary, Innovation
4. **Integrate Breakthrough Curriculum mindset across Institute culture** and areas of study, using LAUNCHPad as a catalyst.

   • *Primary Pillars: Excellence, Innovation, Community Connectivity*

   a. Track impact and outcome on graduates of Breakthrough Curriculum to inform continued refinement by establishing regular, ongoing data collection through longitudinal study.

   • *Primary Pillars: Excellence, Innovation, Community Connectivity*
Optimizing the Peabody Experience and Building Community
1. **Create a strong cultural identity for the Peabody community and a sense of internal pride** by engaging our community to build unity and spark inspiration around our collective mission and vision.

   - **Primary Pillars: Excellence, Diversity**

     a. Increase connectivity, understanding and appreciation among Peabody students through better integrating diverse populations into the larger Peabody community, creating spaces to better identify support needs for different populations, and implementing cross-cultural programming.

        - **Primary Pillar: Diversity**

     b. Prioritize optimizing cultural awareness/knowledge of community members.

        - **Primary Pillar: Diversity**

     c. Increase collaboration across departments at the Conservatory, and between the Conservatory and Preparatory, showcasing students’ collective talents, increasing appreciation and engagement between majors, and creating enhanced networking opportunities among students, while engendering a greater sense of pride among the Peabody community.

        - **Primary Pillars: Excellence, Interdisciplinary, Innovation**
2. Create a more seamless student experience, and engender a greater sense of “one university” across the Conservatory student body by increasing connectivity with the Homewood campus.

   • Primary Pillars: Excellence, Interdisciplinary
3. **Make a clear and compelling statement of Peabody’s commitment to diversity, equity and inclusion (DEI) in our community (faculty, staff, and students), and ensure that commitment is reflected in our curriculum, programming, performances, and practice.**

   - **Primary Pillar: Diversity**

   - a. **Continue to develop recruitment and retention initiatives of URM and female faculty in the Conservatory, building on recent progress.**
     - **Primary Pillars: Excellence, Diversity**

   - b. **Diversify Institute staff and Preparatory faculty by deploying the strategies and tactics used in recent years to diversify Conservatory faculty.**
     - **Primary Pillars: Excellence, Community Connectivity, Diversity**

   - c. **Create a transparent process of DEI assessment and accountability at Peabody.**
     - **Primary Pillars: Community Connectivity, Diversity**
4. **Attract, develop, and retain exceptional staff and faculty dedicated to Peabody’s mission** through implementing recruiting best practices, by improving employee engagement, and providing opportunities for professional development and lifelong learning for all employees.

   - **Primary Pillars: Excellence, Innovation**
     
     a. Commit to the development of quality, diverse candidate pools; position Peabody as an employer of choice; provide flawless recruiting processes and onboarding.

     - **Primary Pillars: Excellence, Diversity**

     b. Improve staff productivity, satisfaction and engagement in areas of staff recognition communication, and professional development as identified in Gallop results.

     - **Primary Pillars: Excellence, Community Connectivity**

   c. Formalize a professional development plan that will support employee functional groups, and recognize achievement.

     - **Primary Pillars: Excellence, Community Connectivity**
Building the Infrastructure and Resources to Ensure Excellence in the Institute’s Mission
Building the Infrastructure and Resources to Ensure Excellence in the Institute’s Mission

1. Drive operational excellence across the Institute by ensuring exceptional delivery of services, creation of efficient processes, coordination of cross-functional and cross-divisional efforts, and best-in-class management and leadership.
   - Primary Pillar: Excellence
     a. Support the Institute’s programs and commitment to excellence by developing and executing on a multi-year plan to address deferred maintenance and refocus ongoing plant operations in order to ensure campus functions and finish.
        - Primary Pillar: Excellence
        - Secondary Pillars: Innovation, Community Connectivity

2. Create a campus masterplan that reinforces Peabody’s identity as an historic 21st-century conservatory; a human-centric design that supports individual and collective success of students and employees and includes development of an attractive, functional student living facilities purpose-built to support conservatory student attraction and success.
   - Primary Pillar: Excellence
   - Secondary Pillars: Innovation, Community Connectivity
3. **Ensure execution of existing degree programs at the highest level** through ongoing evaluation and strategic investment.
   - Primary Pillars: Excellence, Innovation, Interdisciplinary

4. **Develop programmatic and technological innovation** by building organizational capacity.
   - Primary Pillars: Excellence, Innovation
   
a. Create a nimble, dynamic online product development model that will enable us to test new products in small offerings and gather feedback early – and redirect as necessary, while refining and expanding target audiences by building upon who we know best.
   - Primary Pillars: Excellence, Innovation
   - Secondary Pillar: Interdisciplinary
5. Ensure a sustainable and increasing base of private financial support for our academic mission through the partnership of professional staff with the Peabody Institute Advisory Board, faculty, alumni and other JHU affiliates; by leveraging Peabody’s excellence, innovation, and interdisciplinary initiatives; and by inspiring the greater Baltimore/Washington community and beyond to see Peabody as a cultural asset and thought leader worth supporting.

- Primary Pillars: Excellence, Innovation, Community Connectivity
Establish the **Peabody Conservatory Post-COVID Think Tank** with the following Charge:

- With the development of the Breakthrough Curriculum and the launch of new programs of study at Peabody, the Conservatory has staked out a distinct position around creating highly trained, flexible, adaptable musicians and dancers for a constantly changing environment that characterizes the 21st Century.
- Now, with the impact of COVID-19 and its devastating short-term impact on already fragile arts institutions and artists, and with the expected residual impact likely to be felt for years to come, it is reasonable to see the impact of the pandemic not as a temporary interruption but rather as an acceleration of trends already underway prior to the pandemic.
- Within this framework, Peabody will again examine its mode of training and challenge itself as to whether we are being bold enough in how we think about training artists now in a post-COVID 21st century environment. The Peabody Conservatory Post-COVID Think Tank will devote itself to these questions and issues, with the intention of making broad recommendations for further changes to the Peabody curriculum to be delivered by May 2021.