

Dear Friend,

Writing this letter to you, at this moment, requires trying to see into an unknown future. The situation is changing rapidly. A decision made at 4 p.m. one day feels outdated by 9 a.m. the next morning. And so this letter, written in mid-March, may seem profoundly out of sync by the time it reaches your hands.

With that said, we wanted to reach out to **update you on how we have been responding to COVID-19**, to **assure you that our commitment to fulfilling our mission as an organization remains intact**, and to share with you a document that we're immensely proud of: **our 2019 Annual Report, which shines a spotlight on our spectacular faculty.**

### OUR MISSION AND IMMEDIATE GOALS

The Brooklyn Conservatory of Music's mission is to transform lives and build community through the expressive, educational and therapeutic powers of music. Even in a time of crisis, this mission guides us as we make hard decisions and determine the right course of action.

In line with this mission, our immediate goals are to **prioritize community health and safety**, to **ensure the ongoing viability of the Conservatory**, to **ensure the continuity of music education and music therapy for as many of our students and clients as possible** and to be **communicative, transparent, consistent and fair.**

### OUR RESPONSE TO COVID-19

By the time you read this, the Conservatory will be an entirely different organization. At the time of this writing, we are in the midst of a rapid transformation—a full paradigm shift to distance learning. For an organization that values in-person interaction, community and making music together, this is a major shift, but one that was absolutely necessary.

The **Community Music School** and **Suzuki Program** are implementing a remote learning model. This will initially be rolled out for private lessons. Next we will launch online programming for group classes and, potentially, for ensembles.

Where logistically feasible and clinically appropriate, we will offer music therapy remotely to our **onsite Music Therapy clients**. We are working with each family individually to address the unique needs of each client. In cases where therapy via video conference is not an option, we are working behind the scenes with our families and partner organizations to create a plan for when sessions resume.

Decisions regarding our **community outreach programs, Music Partners and offsite Music Therapy**, rest largely with our partner organizations, including the Department of Education. Like the Conservatory, these organizations are also undergoing enormous changes. We will work alongside them, creatively and diligently, to identify new opportunities to serve the 6500 BKCM students and clients in these programs.

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### RECOGNIZING THE INEQUITABLE IMPACT OF A CRISIS

BKCM is deeply committed to providing high-quality music education and music therapy to New Yorkers who otherwise could not afford these life-changing opportunities.

In times of financial crisis, we recognize that the most under-resourced communities get hit hardest. There will be enormous financial pressures on many of our students and their families. We will be challenged in even greater ways to provide our services against the backdrop of closed public schools, senior centers and community organizations.

We will push ourselves to develop options for continuing engagement with our community outreach students and clients in ways that will work most appropriately for each site, grade level, and student or client.

### OUR ANNUAL REPORT, AND OUR REMARKABLE FACULTY

Our 2019 Annual Report shines a spotlight on our incredible faculty. Their grace, agility and dedication throughout this challenging time mean the world to me, and to everyone this organization touches.

Our teachers know that their work at this moment will have an enduring impact. **It's not unrealistic to imagine our students reflecting back on this time later in their lives, and thinking of their music education as a source of inspiration and stability.**

If our faculty went above and beyond in the best of times, their commitment, thoughtfulness and creativity are all the more remarkable now. The current predicament has unleashed a wave of innovation, entrepreneurial spirit and awe-inspiring dedication, as our faculty help us reconfigure our entire operation to meet students' and clients' needs.

### CHARTING OUR IMMEDIATE FUTURE

The next few months are going to be among the most challenging that our institution has seen. March through June is historically our highest revenue-generating period. This year we are postponing our Spring Benefit and bracing for steep revenue cuts, in anticipation of program cancellations by our public school and community-based partners.

Despite the unprecedented challenges that we—and so many of our families—face, I take great comfort in the knowledge that the Brooklyn Conservatory of Music, as an institution and as a community, has never been stronger. In times of darkness, the power of music to change lives is all the more potent. By tapping into our collective creativity, commitment and generosity, I am confident that we will find a way to tackle the challenges that this new reality presents.

Thank you from the bottom of my heart for your continued partnership. We have never been more grateful to count you among our supporters.

Sincerely,  
Chad Cooper

