

KATHRINE G. MCGOVERN COLLEGE OF THE ARTS | MOORES SCHOOL OF MUSIC  
**ENDOWMENT FOR INTERNATIONAL CHORAL STUDIES**

The Endowment is being established to enhance the school's award-winning choral studies program. The campaign for the Endowment has a goal of **\$500,000**. Gifts to the Endowment made or pledged on or before Dec. 31, 2024, will be matched dollar-for-dollar up to \$250,000, thanks to a matching gift challenge.

#### **WHY CHOIR?**

Communal singing permeates every corner of every society in the world. More than 54 million people in the U.S. participated in choirs in 2019, and the number is growing, according to a recent study by Chorus America.

Our choral studies program prepares our graduates to lead choirs in our communities, including in schools and churches, and it provides many undergraduate voice majors a means of self-support after graduation.

#### **WHY UH CHOIR?**

The choral studies program has been one of the school's most successful and awarded programs. In the last 10 years, Concert Chorale has been ranked the No. 1 youth choir (under 24) and No. 3 overall choir in the world as well as one of the top 10 Distinguished Collegiate Choral Ensembles in the U.S. Its alumni have had successful careers leading choirs of all sorts, teaching choral singing at all levels, composing choral music and performing with professional choral groups. The school provides an especially nurturing environment for successful choral studies, offering the opportunity to study voice and vocal music education, collaborative vocal performance and music education with highly qualified faculty. The Endowment will help sustain and grow the great work of our choral studies program.

#### **WHY INTERNATIONAL STUDIES?**

International competitions enhance the global, national and local reputation of our choral studies program. This esteemed reputation attracts excellent choral faculty, as well as undergraduate and graduate students, who contribute to sustaining and elevating our standing. Additionally, our reputation facilitates student placement after graduation. Participation in international competitions fosters accountability among students and reinforces effective learning habits. In an email exchange with Betsy Cook Weber, the recently retired Director of Choral Studies, Coach Kelvin Sampson agreed, observing "If you don't compete, you're merely renting," meaning that competition breeds a sense of ownership and commitment to the group's success. When students prepare for international choral competitions, seminars or master classes, they improve their discipline, develop their vocal and musical abilities, gain confidence and develop a broader cultural perspective.

#### **WHY SHOULD I PARTICIPATE?**

By generously contributing to the Endowment, you will enhance the work and reputation of the school, support the arts for future generations, honor Betsy Cook Weber and ensure our eligibility for matching funds.

#### **THANK YOU FOR YOUR CONSIDERATION.**

**To learn more, please contact:** Tyrone Jimmison | 713.743.7902 | [tmjimmis@central.uh.edu](mailto:tmjimmis@central.uh.edu)

