Mission / Purpose

The New Orleans Jazz Institute is a partnership between the New Orleans Jazz Orchestra and the University of New Orleans that links UNO’s strengths in Jazz education with NOJO’s professional and performance expertise. NOJI serves to promote creative excellence and best practices in Jazz composition, performance, scholarship, importation, exportation and education.

The goals and objectives of the New Orleans Jazz Institute are directly reflective of the University of New Orleans’ mission, as well as its standard of excellence in the areas of academic research, music instruction, new creative works, and overall enrichment of the cultural and business infrastructure of the New Orleans community.

NOJI believes in vertical integration with both the university's initiatives and NOJO's programs. Examples of such integration:

-NOJI's year-round youth education programs receive attention on the local and regional levels when the students perform at events such as French Quarter Festival and NOJO's annual “The Big Beat” Gala, as well as participate with promotions on WWOZ 90.7-FM and other local TV and radio stations.

-Likewise, NOJI and UNO receive national attention when UNO faculty, staff, alumni and students travel to NOJO's national galas to represent the university; in fact, UNO President Fos has participated as a speaker during NOJO's celebratory concerts at Carnegie Hall (2012) and The Chicago Theatre (2013). Beginning in 2015, NOJO plans to involve NOJI/UNO in a similar capacity for a developing “international gala” concept, being planned first in Cuba and then in Paris.

-NOJI's youth programs have also received financial support and international attention through the Amy Winehouse Foundation, who presented their first U.S. grant to NOJO in 2012 in support of NOJI's education programs.

-NOJI has also hosted four BubbleQ fundraisers to garner local attention for the NOJO/UNO partnership, as well as to attract new donors and young professional supporters.

-With the implementation of the developing “Strategic Plan for Jazz” mentioned below, NOJI plans to attract additional attention to the university for having the premiere Jazz program and facility in the country.

-Through university recruitment efforts during NOJO's upcoming tours and Jazz at Lincoln Center's Essentially Ellington program, NOJI plans to create an intense recruiting visibility across the country.

-NOJO's building project, the New Orleans Jazz Market, is the first space built for Jazz in the City of New Orleans. Its 2015 opening will create a national buzz not only for NOJO but also for NOJI and UNO. Through extensions of NOJI's education programs, which are being planned for the Jazz Market, both the university and institute will receive national and international attention.

To realize its mission, NOJI has focused on the following initiatives:

-Invite collaboration among universities in the area.

-Sponsor & coordinate a Saturday music training school and a summer camp for middle and secondary students.

-Establish and develop the University of New Orleans Jazz Orchestra (UNOJO) in conjunction with NOJO

-Organize Jazz competitions & festivals

-Commission new Jazz pieces

-Create an archive celebrating and documenting Jazz and New Orleans music

-Host lectures & classes discussing music, culture, leadership, art, literacy, and the New Orleans experience
SLO 5: Learn the basics of New Orleans culture, its leadership, and the city
During Mayfield’s “New Orleans as Discourse” class, each student should learn the basics of New Orleans culture, its leadership, and the city in general.

SLO 6: Learn to compose and premiere new Jazz music
During Mayfield’s Jazz Composition Independent Study, each student should learn to compose and premiere new Jazz music before the end of each semester.

SLO 7: Develop a better understanding of his/her instrument and competently perform
During each term of Saturday Music School and Project Prodigy, each student should develop a better understanding of his/her instrument and be able to confidently and competently perform at a recital for friends and family.

Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

O/O 1: Increase in Saturday Music School enrollment
Increase in Saturday Music School enrollment (students ages 8-17)

O/O 2: Increase enrollment in Irvin Mayfield’s “New Orleans as Discourse” class
Increase enrollment in Irvin Mayfield’s “New Orleans as Discourse” class

O/O 3: Develop a high school Jazz band festival
Develop a high school Jazz band festival focused on recruiting new, talented students for the university

O/O 4: Increase exposure for NOJI Masters Series commissions and performances
Increase exposure for NOJI Masters Series commissions and performances