

# GOAL SETTING 2013

## **FINANCES**

Goal: Implement a financial strategy to reduce costs to members

Corporate sponsorships: use excess tickets to give to corporate sponsors/music educators

Curves: Complimentary tickets available

Other: Explore other non-dues revenues

## **CONVENTION/COMPETITION**

Goal: Provide and promote expanded convention opportunities for all participants.

Regional presence at SAI 2010

Promote Regional in AK 2010

Secure 2011 regional convention site

Plan successful convention/competition experience for all members

## **EDUCATION**

Goal: By 2013 every member will have multiple opportunities to enhance their abilities through education

Top notch faculty

Certification

Develop Future Leaders

Regional

International

Care and feed Directors

## **WHO ARE WE?**

Goal: By 2013 Region 13 members are globally recognized and respected as accomplished musical performers and administrative leaders.

Image of Region 13

External

National

Strategic Partnerships

Between choruses

With the men

With Other regions

## **MEMBERSHIP**

Goal: By 2013, Region 13 will have 1000 active members

Increase membership

Retention