

## **Membership, Growth and Retention Program**

### **PURPOSE:**

- To grow the choruses we have in the Region.

### **PROCESS:**

- Invite one chorus to apply for this program. Or select one if more than one chorus shows interest.
- This is a one year program
- The process will include an interview with the Chorus Director to discuss the director's role in membership (as a teacher, leader).
- Measurements for success of the program will include, but not be limited to, the following:
  - Number of guests during the program;
  - Number of new members during the program or guests in the "cue" for membership;
  - Number and type of activities/ outreach during the program;
  - Number of current members at beginning and at end of program;
  - Vocal skills (improve contest scores) through video or contest results during the program;
  - Number of members retained during the program;
  - Attendance records for the entire chorus and guests during the program.
- The Membership, Growth, Retention & Expansion Coordinator will communicate with the chorus leadership, specifically the Membership Chair/Coordinator on a weekly basis as a Mentor.
- The Mentor will provide monthly reports to the Regional Membership Coordinator
- Region #13 will provide matching funds equally with the chorus to fund any expense for membership and marketing programs, plus the region will cover any travel costs for visitations by the Mentor.
- This is a one year commitment on behalf of both the chorus and Region #13.
- The Mentor visit may include, but not be limited to include, the following:
  - Assessment/ analysis;
  - Conduct chorus questionnaire at beginning and at end of program;
  - To achieve chorus members buy in;
  - To address geographic issues;
  - Rehearsal overview;
  - Develop a plan to discuss Chorus identity, goals, plan of action and define timelines.

- The region will provide a review and feedback on all chorus public media: website; Facebook; Meet up; newspaper coverage and event list; community outreach and members in Chambers, Arts Council, etc.

#### **PLAN OUTLINE:**

#1 – The Membership Growth, Retention & Expansion Coordinator will send a survey to all members of the chorus, put together a lesson plan based on results, meet with the Management Team/Board of Directors and visit the chorus as the Mentor.

#2 - Following the visit, the Mentor and the chorus membership coordinator will review the chorus specific plan with a copy to the Regional Membership Coordinator. The plan will be agreed upon by all chorus members, leadership and the director.

#3 - Mentor will make a second for the purpose of reviewing the plan and timelines developed by the chorus. This is needed in sure a total 100% agreement on use of the plan by all members and develop best practices.

#4 - If the Chorus Director has a Director Mentor, that Mentor will also be informed of the plan so the Director's mentoring can also be part of the program.

#5 - Progress reports will be sent to the Regional Membership Coordinator with a specific 6 month assessment by the Coordinator who will provide additional feedback and direction.

#6 - The third visit by the Mentor will be at the end of the one year program. At this time a final assessment is made based on feedback from the chorus membership, leadership, and data that has been collected throughout the program. A long- range plan is then developed by the chorus, with input from the Mentor. Additional visitation and mentoring is at the discretion of the Regional Membership Coordinator. A long range plan and additional timelines will be developed by all members with input from the Mentor.

#### **END RESULT:**

- Increased member satisfaction
- Additional members
- Higher quality of singing
- Member awareness of chorus identity