

## **Chapter Development Report - December 2014**

### **MEETING ATTENDANCE DATA**

**This report contains attendance data for three meetings: December 4th, 11th, and 18th.**

#### **Members:**

- Total Unique Members: 30 (previous period: 32)
- Average Members per Meeting: 23 (previous period: 30)
- Average Tenors per Meeting: 3.7 (previous period: 5.0)
- Average Leads per Meeting: 6.7 (previous period: 9.0)
- Average Basses per Meeting: 8.0 (previous period: 10.7)
- Average Baritones per Meeting: 5.0 (previous period: 5.3)
- Full Attending Members: 12 (previous period: 26)

#### **Guests:**

- Total Unique Guests: 5 (previous period: 5)

#### **Conclusions:**

Attendance is down from November, which is to be expected since we don't have the Cabaret driving members to attend rehearsals. I haven't been taking attendance at performances or sing-outs, but now I'm curious to know if people are still attending the Holiday Chorus singouts (and just feel like they don't need to come to rehearsal as often because they already know the music) or if people just aren't as interested in the Holiday Chorus altogether.

### **CHAPTER DEVELOPMENT INITIATIVES**

#### **AVP of Guest Acquisitions - COMPLETED**

I've begun working with Jerry Wong, and his drive for bringing in new members is more than I had hoped for. He's taking point on many of the initiatives that Chapter Development is actively pursuing for the new year.

#### **Development Representatives - IN PLANNING**

I haven't yet made any forward progress on this issue since the previous board meeting. I need to define my vision for what this position means more clearly.

#### **Vocal Clinic 2015 - IN PLANNING**

Jerry and I are dividing this task: Jerry is going to focus on marketing and getting new students in the door (working with Jeff and the Marketing team), and I'm going to focus on the program of the Clinic with Sean and Paul.

#### **Public Rehearsal - IN PLANNING**

This is another important initiative we need to drive. I think the timing for this is best right before the Vocal Clinic.

#### **CD Materials - ON HOLD**

We've been discussing getting a new sandwich sign at the moment. Once I recruit Development Representatives, I may delegate focus on this task to some or all of them.

### **Member Acquisition/Conversion Survey - FOLLOWING UP**

Bill's initial survey has been completed, and Jerry has analyzed the data to draw useful conclusions. Jerry is going to follow up on the survey and ask further detailed questions to help shape future acquisition and conversion initiatives.

### **Chapter Organization Chart - IMPLEMENTING**

I've put together the org chart in a previous email to the board. I'm planning on integrating this information into Groupanizer, but haven't finished this just yet.

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Posted by: Andy Maurer <[andy.maurer1@gmail.com](mailto:andy.maurer1@gmail.com)>

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