**Chapter Development Report – February 2015**

**MEETING ATTENDANCE DATA**

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

Members:**

|  |  |  |  |
| --- | --- | --- | --- |
| Category | **This Month** | Last Month | Last Year |
|  | **Jan 2015** | Dec 2014 | Jan 2014 |
| Total Unique Members | **32** | 30 | 36 |
| Average Members per Meeting | **24** | 23 | 27 |
| Average Tenors per Meeting | **4.3** | 3.7 | 4.7 |
| Average Leads per Meeting | **6.7** | 6.7 | 8.7 |
| Average Basses per Meeting | **8.7** | 8.0 | 8.3 |
| Average Baris per Meeting | **4.0** | 5.0 | 5.0 |
| Full Attending Members | **13** | 12 | 14 |

**Guests:**

**-** Total Unique Guests: 1 (previous period: 5)

**Conclusions:**

Now that I have more than one year's worth of data, I'm going to compare numbers against last year's data as well as last month's data.  Green highlights are places where the current data is better than the previous data, and red highlights are places where the current data is worse than the previous data.

Comparing where we are against where we were last year, we're down about 10%.  The majority of that loss is in the Lead section.

**CHAPTER DEVELOPMENT INITIATIVES**

I'm tracking initiatives in detail in a separate document that I'm planning on keeping primarily internal to the CD team.  I'm going to briefly update the board on major changes to our initiatives in this report.

**Development Representatives - IN PLANNING**

Jerry, Dave, and I have discussed the idea behind the Dev Reps and Jerry's been convinced that they are a good idea.  I can now confidently move forward with planning out exactly what responsibilities I envision for this position.

**Vocal Clinic 2015 - IN PLANNING**

Jerry is making forward progress on building out the materials to be used for advertising the Vocal Clinic and also on planning out how to advertise for the clinic.

There have been ideas to improve upon the clinic that I need to build into its program.  We're also looking at integrating the clinic with the Audition for Admissions event before it and a singout around the Fourth of July afterwards.

**Audition for Admissions (also called Public Rehearsal) - IN PLANNING**

We've decided to try to make this a good recruitment event to get more students for the Vocal Clinic.  Jerry will be planning the details of this event.

**Recruitment Minute - ACTIVE AND ONGOING**

A new initiative started by Jerry, the Recruitment Minute is an invigorated plan to get our membership to bring more guests to rehearsal.  The idea is that we'll help people figure out what to say, which should help their pitches.  Also, Jerry has a series of interesting things to say, which should help keep our members interested in the message instead of just tuning it out.

**Show Audience Acquisition - IN PLANNING**

We have some ideas to try to do a better job of converting our show audiences into guests and candidates.  I will be working with the Spring Show team to try to integrate these ideas into the show script.

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