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| **GOAL** | **KEY PERFORMANCE INDICATORS** | **ACHIEVEMENT DATE** | **STRATEGIES** | **STRATEGY MANAGER** | **ACTIVITIES TOWARD ACHIEVEMENT** |
| I. Perform at the "A" Level |   | Spring 2018 |   |   |   |
|   | a. Score 75 at FWD contests | Fall 2015 |   |   |   |
|   | b. Score 78 at FWD contests | Fall 2016 |   |   |   |
|   | c. Score 80 at FWD contests | Fall 2017 |   |   |   |
|   | d. Score over 80 at FWD contests | Fall 2018 |   |   |   |
|   |   |   | i. Music education plan that is consistent and advancing with the mature plan including individualized music and visual educational plans for each member. | Music Team |   |
|   |   |   | ii. Appropriate music selection that includes easily attainable selections, moderately difficult selections, and one or two more advanced selections | Music Team |   |
|   |   |   | iii. Appropriate, regularly scheduled, and enjoyable coaching | Music Team and Board |   |
|   |   |   | iv. Recognized Choreographer | Music Team and Board |   |

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| **GOAL** | **KEY PERFORMANCE INDICATORS** | **ACHIEVEMENT DATE** | **STRATEGIES** | **STRATEGY MANAGER** | **ACTIVITIES TOWARD ACHIEVEMENT** |
| **II. Sing in a 100 man chorus** |  |  |  |  |  |
|  | **a. 36 man chorus** | **Fall 2015** |  |  |  |
|  | **b. 42 man chorus** | **Fall 2016** |  |  |  |
|  | **c. 50 man chorus** | **Fall 2017** |  |  |  |
|  | **d. 62 man chorus** | **Fall 2018** |  |  |  |
|  | **e. 80 man chorus** | **Fall 2019** |  |  |  |
|  | **e. 100 man chorus** | **Fall 2020** |  |  |  |
|  |  |  | **i. New Member Recruitment** | **Chapter Development, Board, Marketing, All Members** | **Auditions for Admissions Program; Social Media Outreach; Outreach at performances; Press coverage; Video documentary; Professional audio recording** |
|  |  |  | **b. Retention of Exisiting Members** | **Chapter Development, Board, Marketing, All Members** | **Personnel Utilization; Individual Enhancement Plan; Social Events; Straggler Contact Program; Excting and enjoyable Public Performances;**  |
|  |  |  | **i. Connect with Community Organizations** | **Marketing, Board** | **Chambers of Commerce; City event planners, Specialty Groups (Arts organizations, farmers markets, service groups, church groups, civic groups, educational/awareness groups)** |

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| **GOAL** | **KEY PERFORMANCE INDICATORS** | **ACHIEVEMENT DATE** | **STRATEGIES** | **STRATEGY MANAGER** | **ACTIVITIES TOWARD ACHIEVEMENT** |
| **III. Sell out shows** |  |  |  |  |  |
|  | **a. Fall Cabaret-400 sales; Spring Show-300 sales** | **15/16** |  |  |  |
|  | **b. Fall Cabaret-450 sales; Spring Show 400 sales** | **16/17** |  |  |  |
|  | **c. Fall Cabaret-500 sales (3 shows); Spring Show-550 sales** | **17/18** |  |  |  |
|  | **d. Fall Cabaret-600 (3 full shows); Spring Show-700 sales** | **18/19** |  |  |  |
|  | **e. Fall Cabaret-600 (3 full shows); Spring Show-900** | **19/20** |  |  |  |
|  | **f. Fall Cabert-600 (3 full shows); Spring Show-3 full shows** | **20/21** |  |  |  |
|  |  |  | **i. Promotion** | **Marketing, Show Chair, Membership** | **Paper Mailer, Email lists (current and purchased); Press releases; arts magazines; social media arts organizations; Fellow barbershop groups; Radio promos with free tickets; TV appearances; newsworthy activities; KTVU; KRON; KPIX; KGO** |
|  |  |  | **ii. Pricing** | **Board and Show Chair** | **General Admission; Seating Position; Free will offering; Underwriting; Free tickets to K-18 music students** |
|  |  |  | **iii. Show type and venue** | **Show Chair, Music Team** | **Concert; Scripted; Theatre; Cabaret; Collaborative with another group; Captive audiences;** |

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| **GOAL** | **KEY PERFORMANCE INDICATORS** | **ACHIEVEMENT DATE** | **STRATEGIES** | **STRATEGY MANAGER** | **ACTIVITIES TOWARD ACHIEVEMENT** |
| **IV. Chapter funding at a level where no man is required to pay for anything** |  |  |  |  |  |
|  | **a. Chapter pays for outfitting** | **Fall 2016** |  |  |  |
|  | **b. Chapter pays for contest registration and hotel** | **Fall 2017** |  |  |  |
|  | **c. Chapter pays travel for contest** | **Fall 2018** |  |  |  |
|  | **d. Chapter pays all dues** | **Fall 2019** |  |  |  |
|  | **e. Chapter pays for annual banquet** | **Fall 2020** |  |  |  |
|  |  |  | **i. Grants** | **Board, Membership** | **Begin with 3 small grants in year one; all active members DONATE to the chapter; work to expand earned grants annually and add new grants each year; find a professional grant writer;**  |
|  |  |  | **ii. Paid Gigs** | **Board, Membership, Music Team, Marketing** | **Establish a fee schedule; Semi-captive audiences split gate with house; corporate or other groups; utilize booking services;**  |
|  |  |  | **iii. Profitable Shows** | **See III above** |  |

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| **GOAL** | **KEY PERFORMANCE INDICATORS** | **ACHIEVEMENT DATE** | **STRATEGIES** | **STRATEGY MANAGER** | **ACTIVITIES TOWARD ACHIEVEMENT** |
| **V. Education and outreach** |  |  |  |  |  |
|  | **a. Improve membership musical literacy and performance** | **Ongoing** | **Music education plan that is consistent and advancing with the mature plan including individualized music and visual educational plans for each member.** | **Music Team** |  |
|  | **b. Provide community-based singing education program(s)** | **Ongoing** | **Vocal Clinic once annually (perhaps expand to twice)** | **Membership Development, Board, Music Team, Marketing** |  |
|  | **c. Educate student musicians about the Barbershop style** | **Ongoing** | **Provide free tickets to music students K-18; free in-school workshops at area schools; Scholarship to Harmony University for area music teacher(s)/student(s); Scholarship for are high school graduate(s) majoring in music education** | **Board, Music Team, Marketing** |  |
|  | **d. Educate audiences about the Barbershop style** | **Ongoing** | **High-quality printed materials at all performances; direct audience education (through demonstration) of the barbershop style and selected performances; performances at local non-school based educational meetings or organizations; workshops at the same organizations (they don't come to us so we go to them)** | **Music Team, Marketing, Board** |  |