**Chapter Development Report**

**MEETING ATTENDANCE DATA**

**This report contains attendance data for three meetings: July 9th, 16th, and 23rd.**

**Members:**

|  |  |  |  |
| --- | --- | --- | --- |
| Category | **This Month** | Last Month | Last Year |
|  | **Jul 2015** | Jun 2015 | Jul 2014 |
| Total Unique Members | **30** | 33 | 36 |
| Average Members per Meeting | **23.3** | 24.4 | 27 |
| Average Tenors per Meeting | **4.0** | 4.4 | 3.7 |
| Average Leads per Meeting | **6.7** | 5.8 | 9.7 |
| Average Basses per Meeting | **8.7** | 9.4 | 8.7 |
| Average Baris per Meeting | **4.0** | 4.8 | 5.3 |
| Full Attending Members | **16** | 7 | 16 |

Our attendance numbers are down a bit across the board from last month to this month.  (Full attending members is a bit misleading because there were five meetings last month and only three this month.)  Also, this month's numbers include David Braunstein as a member instead of as a guest, so it's slightly worse than it looks.  Looking further into the attendance data, there are a few members with significantly worse attendance this month than usual.  I don't know what the cause of these changes are - which illustrates the fact that I really need to get the Development Representatives up and running soon to fill in these blanks.

**Guests:**

**-** Total Unique Guests: 9  (previous period: 6)

-- Audience: 0

-- Prospects: 5

-- Friends: 2

-- Former Members: 2

In an effort to further explain exactly who is attending our rehearsals, I have delineated multiple categories of guests:  
- Friends are Barbershoppers that are currently affliated with a different chapter.  
- Former Members are people that used to be members of the Peninsulaires but are no longer members.  (Former Members are not people that were affliated with the Peninsulaires but moved to a different chapter, those fall under Friends.)

- Prospects are people that may become new members and are being recruited in some form to join the chapter.

- Audience are people that are non-singers, but are here to listen to us sing.

These sub-categories are intended to be completely inclusive of all non-members that attend our rehearsals.  There are likely some categories of people that I am not considering with this first pass at categorization; further iteration on these groups, as well as their names, will be required.  For example, I would probably consider female singers to be Friends, because I feel like they should be treated similarly to how we treat singers in other chapters.

I also intend these sub-categories to define the way the Chapter Development team and the rest of the chapter approaches the guest.  Audience guests do not sing with the chorus; all three other classifications do.  Prospects and Former Members should be recruited to join the chapter; Audience and Friends should be marketed to buy tickets to shows.  Any further differences in approach should probably correspond to new categories as well.  I'm hoping we stay around 3-5 categories of guest - that seems like the most optimally useful amount of categories.

**MEMBERSHIP APPLICATIONS**

We have a mild dilemma on our hands: as of this writing, **David Menestrina** and **Dana Chase** are candidates for membership in the chapter, but they have only attended one rehearsal as candidates.  By the time of the board meeting, they will likely have attended two.  However, the stated rules that Chapter Development is operating under now states that they must attend three rehearsals before the Board votes on whether or not their memberships should be approved.  On the other hand, I question whether we want to force these two to wait a full month for the next board meeting.  I would like to discuss during this meeting whether we want to vote on them during this meeting, whether we want to hold a special session to have this vote after the third rehearsal, or whether we want to wait until next month's board meeting to hold the vote.

Attached are the membership applications for both candidates with just personal information and no financial information filled out.

**Vocal Clinic 2015 Candidate Conversion Drive - COMPLETED**

At this point the conversion drive is effectively complete.  We were able to convert two students to prospects and then to candidates.  I am still in contact with a few more students to try to get them to come back regularly, but at this point I have to realistically expect that we won't get any of them.  Jerry, John, and I split up the list of students and sent final contact to all of them, but very few responded.  Ultimately, this is probably due to my lack of planning and lack of timely responses while the Clinic was still fresh.  Part of that was due to my wedding taking the majority of my focus towards the end of the Clinic, but the main failure is that I didn't plan the conversion process well enough.  This will be the primary focus of improvement for my planning for next year's Vocal Clinic.

**Development Representatives - RESUMING SOON**

My current focus has been on the conversion drive, so I haven't advanced this task beyond its state from last month.

**Chapter Materials - RESUMING SOON**

My current focus has been on the conversion drive, so I haven't advanced this task beyond its state from last month.