**MEETING ATTENDANCE DATA**

**This report contains attendance data for three meetings: December 3rd, 10th, and 17th.**

**Members:**

|  |  |  |  |
| --- | --- | --- | --- |
| Category | **This Month** | Last Month | Last Year |
|  | **Dec 2015** | Nov 2015 | Dec 2014 |
| Total Unique Members | **30** | 33 | 30 |
| Average Members per Meeting | **22.7** | 29.5 | 23 |
| Average Tenors per Meeting | **4.0** | 4.5 | 3.7 |
| Average Leads per Meeting | **6.0** | 8.5 | 6.7 |
| Average Basses per Meeting | **9.0** | 11.0 | 8.0 |
| Average Baris per Meeting | **3.7** | 5.5 | 5.0 |
| Full Attending Members | **12** | 23 | 12 |

Just like last year, our attendance numbers are down significantly from November.  I have to think that perhaps the Holiday Chorus isn't as attractive as regular rehearsals.  This includes the attendance to the holiday party, which was by far the lowest of the three weeks.  Perhaps the party isn't as liked as we think?

**Guests:**

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

-- Audience: 0

-- Prospects: 4

-- Friends: 1

-- Former Members: 1

**INITIATIVES**

**Holiday Chorus - COMPLETED**

As mentioned before, we didn't get a large influx of new prospects for the Holiday Chorus.  If I want to really use this to bring in new people, I'm going to have to execute on it better next year.

**Vocal Clinic - IN PLANNING**

I've started planning out the details of the Vocal Clinic.  There are four separate initiatives within the Vocal Clinic that I'm going to detail individually:

**Vocal Clinic: Student Acquisition - IN PLANNING**

I've started Jerry on the task of bringing in all the students we need to have a successful Vocal Clinic.  He did a great job on this last year, and I'm sure he'll be able to do the same this year.

**Vocal Clinic: Guest Conversion - IN PLANNING**

I know we need to focus more on converting Vocal Clinic students into regular chapter guests.  I'm specifically focusing on this as a major pillar of the Vocal Clinic this year.  It wasn't focused directly last year.  I hope to have some more information on this particular initiative during the planning meeting.

**Vocal Clinic: Program - IN PLANNING**

I've begun working with Sean and Paul in detailing the musical program for the Vocal Clinic.

**Vocal Clinic: BASC Cooperation and the Open House - IN PLANNING**

I've started talks with BASC about cross-marketing for the Vocal Clinic and setting up another Open House like we had last year.

**The Year-In-Review and Yearly Planning will be in a follow-up email.**