**CHAPTER DEVELOPMENT REPORT 2-8-1014**

**MEETING ATTENDANCE DATA**

I want to break data down into more useful pieces than what I saw in the previous Chapter Development reports.  I think looking at the data in this manner will help us understand the trends within meeting attendance in a much clearer way.  If you have any suggestions about more useful data breakdowns, or removing data breakdowns that you think aren't useful, please let me know.

**This report contains attendance data for three meetings: January 7th, 14th, and 21st.  
  
Members:**

- Total Unique Members: 36

- Average Members per Meeting: 27  (previous period: 30)

- Full Attending Members: 14

**Guests:**

- Total Unique Guests: 1  
  
Guests from previous period: 15?

Inflow:

- New Guests in current period: 0

- Returning Guests from before previous period: 0

Outflow:

- Guests converted to Members in current period: 0

- Lost Guests from previous period: 14?

**Conclusions:**

I'm concerned about the significant drop in guests from December's report.  I don't fully understand that data right now, so I need to take some time to go back through John's data to understand what it means and take some time to follow up with promising lost guests to see if they can be convinced to come back.

I'm also concerned about the 10% in average member attendance against December.  I'm guessing perhaps it's due to Christmas caroling being more popular amongst our members than the standard repertoire?

**MENTOR PROGRAM**

I'm building a formalized structure for mentoring guests and new members.  I have John Hinkle and Jerry as my first volunteers for this program.

The primary high-level goal for the mentor is to provide a social link for a new guest or member.  I'm hoping this will reduce the feeling that a new member is just left adrift in the chorus.  The benefit to the chapter should be in increasing the membership conversion percentage and hopefully also to help increase new member retention.

Further information about this program will be available as I get the bandwidth to write down and iterate on the raw ideas I have floating around in my head.

**VOCAL CLINIC**

I'd like to begin planning for the May 2014 Vocal Clinic.  The first step is to determine a high-level goal for attendance and how that compares to the fast few clinics.  I believe we need to start planning out marketing for the clinic sooner rather than later.  I suspect that planning the program and how it compares/contrasts with the previous clinic is going to fall primarily on the music team, who are already fairly busy with the spring show and contest planning.  I'm submitting this as New Business for the board meeting, so it should be discussed then.

**FURTHER NOTES**

If you feel there's something else I should spend some time researching and adding to this report for future meetings, just let me know!  
  
Thanks,

- Andy

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