**Development Report for February 2014**

**MEETING ATTENDANCE DATA**

**This report contains attendance data for four meetings: January 28th, February 4th, 11th, and 18th.

Members:**

- Total Unique Members: 33  (previous period: 36)

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

- Full Attending Members: 14  (previous period: 14)

**Guests:**

**-** Total Unique Guests: 1

Guests from previous period: 1

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: 0

**Conclusions:**

I'm not concerned about the drop in the Total Unique Members.  The three lost members are rarely-attending members that didn't happen to attend this month.

I am concerned about the lack of guests we've been seeing the past couple months.  I had been more concerned about conversion of guests to members, but it seems like acquisition of guests is something I need to start approaching sooner rather than later.

**VOCAL CLINIC**

The music team decided to focus our efforts with the vocal clinic on a smaller group of male-only singers in an effort to increase the quality of experience and amount of one-on-one coaching possible.  This is a different initial purpose than what I had in mind: it is focused more on recruitment of new members and less as a community outreach with goals towards increasing patronage rates of our musical offerings.  The goals for number of attending members ends up being about the same as the attendance was at our Fall 2013 clinic.  The reduction in numbers is met by the exclusion of women.

Since we are aiming for a similar number of attendees (after taking gender into account), I would imagine we will need to perform a similar amount of marketing.  I'd like to discuss this during the board meeting.

The contents of the vocal clinic fall into the domain of the music team, I believe.  I am not aware of what changes have been made to the content, if any, as of the writing of this report.  I would request being kept in the loop on the decision-making process for the vocal clinic; I wasn't aware that the music team was making decisions related to the clinic before last month's board meeting.  I chalk this up to my inexperience as a board member; I probably didn't notice the notification about it, or perhaps it was sent before I was able to get into the board mailing list.

I need to begin making plans for how to transition promising clinic attendees into regular guests, and then members from there.  Care needs to be taken to ensure that less-promising attendees aren't insulted during this process.  If they remain happy with their experience, I believe they are quite likely to convert into patrons for future shows, even if they aren't capable of being members.

- Andy