**June 2013 Development Report**

**MEETING ATTENDANCE DATA**

**This report contains attendance data for five meetings: May 6th, 13th, 20th, 27th and June 3rd.  
  
Members:**

- Total Unique Members: 30  (previous period: 35)

- Average Members per Meeting: 25  (previous period: 28)

- Full Attending Members: 15  (previous period: 13)

**Guests:**

**-** Total Unique Guests: 2

Guests from previous period: 0  
  
Inflow:

- New Guests in current period: 2

- Returning Guests from before previous period: 0

Outflow:

- Guests converted to Members in current period: 0

- Lost Guests from previous period: 2  
 **VOCAL CLINIC**

**Attendance:**

**This report contains attendance data from the first two meetings, May 20th and 27th.**

Total Registrants: 13  
Total Attendees: 10

Full (Excused) Attendees: 8

NOTE:  The Full Attendees includes attendees who signed up after the first session, but attended all sessions after their sign up date.  It also includes people who were excused from attending for reasons not related to the quality of the clinic.  I'm looking to isolate those who are engaged by the clinic from those that aren't excited enough by the clinic to continue to invest their time in it.

**Conclusions:**

Registrations for the Vocal Clinic have been much fewer than expected.  Ultimately I have to blame myself for making two key errors that impacted the reach of the clinic:    
- I scheduled the clinic starting the very next week after contest.  I believe this prevented the chorus from giving the clinic enough attention to end up promoting it as thoroughly as required.    
- I didn't push advertising for the clinic enough with the chorus.  I underestimated the effect that chorus members' word-of-mouth would have on the number of registrations.

I would like to discuss the low registration count during the board meeting to see what other problems we can see.

With that said, the clinic doesn't seem like it will be a total loss.  We have at least one attendee who seems to be a very promising candidate for membership.  I will be working with Paul over the next few weeks to determine which candidates should be pursued for membership and which should be advertised to for attendance at our shows.

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