VP Development Report

**MEETING ATTENDANCE DATA**

**This report contains attendance data for four meetings: June 10th, 17th, 24th, and July 8th.

Members:**

- Total Unique Members: 29  (previous period: 30)

- Average Members per Meeting: 23  (previous period: 25)

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

**Guests:**

**-** Total Unique Guests: 2

**NOTE:** I've stripped the more in-depth analysis of guest flow for now, since we just don't have enough guests that the data says anything useful.

**VOCAL CLINIC**

**Attendance:**

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

Total Registrants: 17
Total Attendees: 14

Full (Excused) Attendees: 7

**Conclusions:**

We have one clinic attendee that seems to be a likely candidate for membership.  He passed the audition and is planning on coming to rehearsals as a guest for the next few weeks.

In the report for next month I will have conclusions for the conversion rates of clinic attendees to new members.  I'm still in talks with a few of the guys, so I don't have final data yet.

**FUTURE VOCAL CLINICS**

Looking at the schedule for the end of the year, I don't see a good place to insert a six-week program.  Contest is in the beginning of October and Cabaret is mid-November.  I'd like to discuss this point briefly during the board meeting to see if there's a place we could insert a clinic this year.  Otherwise, we'll have to wait until next spring for the next one.

**CHAPTER SING-OUT SCHEDULE**

I'm very worried about our scheduled sing-outs this year... or lack thereof.  We haven't done *anything* since Contest this summer.  We've got one scheduled event in August, with a sing-out for the Giants coming up as well.  We have another farmer's market in December, with a potential Holiday Train sing-out being planned.  This summer has been a terrible doldrum for the chapter, and I think our average attendance numbers for the past two months have been affected by this, as listed below:

Jan - Feb - Mar - Apr - May - Jun
27 - 27 - 26 - 28 - 25 - 23

I can try to cajole people into continuing to attend rehearsals, but it's not going to be very effective if there's no real reason to do so.  We really need more sing-outs!

At this point, it's going to be difficult to do anything more for the summer.  I think our focus needs to be on the Holiday chorus.  We have the farmer's market and the holiday train lined up right now, but can we get one or two more?  Can we talk to the senior center across the road and do a sing-out there, like we did last year?

Taking a bigger view, what can we do to encourage more sing-outs to happen?  Do we have a go-to person to push forward on making sure we get them scheduled?  Should we encourage the members to bring forward ideas for sing-outs to the management?

\_\_.\_,\_.\_\_\_