

LONG RANGE GOAL	STRATEGY/PLAN	REGIONAL ACTION	TIME LINE	COORDINATOR
#3. Maintain secure financial Stability	Maintain reserves of 80 – 100% of operating expenses	1 Promote advantages of attending Annual convention even if not Competing via: *Tagline articles *Collect All-Events as part of assessment from all Members	Ongoing Late summer, Early fall	ALL CTC FC
	Develop new sources of revenue	1 Identify fund-raising opportunities: *Expand marketing of educational schedule, Include other SAI regions *Target new markets for educational schools	Ongoing	ALL
	Consider investment opportunities	1 Identify appropriate opportunities 2 Reconsider CDs	Quarterly	FC
	aSSURE reasonable level of spending	1 Review expense items 2 Review actual vs. budgeted expenditures 3 Planned events within budget constraints	Quarterly	FC FC, EVC
#4. Investigate on-line registration, rooms, credit card use for regional convention & meetings	Investigate process	Report information to RMT	Ongoing	FC, EVC, CTC
#5. Increase Membership	Utilize International membership tools	1 Educate chapters on creative ways to attract members 2 Provide materials & resource info 3 Plan workshops to provide effective communication with chapters 4 Provide materials and meet with chapter membership[chairs during chapter visits 5 Offer workshops with professional faculty	Ongoing	MBC, MKC
#6. Membership Retention	Provide incentives & recognition for chapter membership	1 Recognize/reward members at annual convention & at regional meetings *Wall of Note *Community Service	Ongoing	MKC, MBC

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#7. Promote regional events to non-members	Publicize regional music schools near site	Contact Chapter PR Chairs for list of community resources	6 weeks prior to event	MKC
#8. Accurate CAL tracking	Maintain contact with CAL members IN GOOD STANDING with region	Maintain records of CAL members	Ongoing	MBC, FC, CTC
#9. Improve chorus scores overall	Identify areas of need - Attend post-competition meeting with judges	Create educational opportunities for general membership on BBSH craft 1.Regional Meeting – TRAX 2.Classes by regional/Int'l faculty based on musical needs	Annual	EDC
	Provide individual training in vocal production	Improve vocal production via PVI's		
	Provide focused training for directors (based on needs)	Directors' Workshop 1.Address directors' needs and initiated concerns 2.Offer opportunity to network	Annual	DC
	Classes to meet directors' needs	1.Send post-competition summary to directors 2.Specialty classes at TRAX 3.DCP classes at TRAX	Annual	DC EDC EDC
	Develop and improve training for musical leaders	Offer classes for musical leaders 1.Specialty classes at TRAX 2.Provide exposure at regional educational events	Annual	EDC
		Increase opportunities for growth by assisting other chapters in the region	Ongoing	EDC
	Provide opportunities for chorus coaching	Incentives 1.Award for attendance 2.Matching funds 3.Regional staff visits by request 4.Guest faculty at TRAX	Ongoing Planned Ongoing When appropriate	MBC EDC EDC EDC

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#10. Increase number of musical leaders	Identify, educate and utilize musical leaders	Regional resources on regional website 1. Director recommendations	Ongoing	EDC, CTC, DC
		DCP 1. Coaches 2. DCP Programs	Ongoing Annual	EDC DC
#11. Increase number of administrative leaders	Identify, educate and utilize chapter leaders	Recommendations 1. Regional Needs Assessment 2. Leadership Workshops	Ongoing	EDC
		TRAX - RMT Forum	Annual	ALL
#12. Certification of 100% of directors	Promote participation in DCP	DCP 1. Offer classes at TRAX 2. Invite DCP to Directors' Workshop 3. Articles in Taglines	Annual Annual Ongoing	DC DC DC
#13. Increase numbers of members in registered quartets	Provide opportunity to meet interested, potential quarteters	Quartet Mixer at TRAX	Annual	EDC (QC)
	Increase quartet knowledge	1. Quartet Schools at various locations in region 2. Quartet classes at TRAX	Projected Annual	EDC EDC
	Provide coaching	Coaching 1. Free coaching by Regional and International faculty at TRAX 2. Provide locations for quartet coaching in various areas (Coaching fees responsibility of QT) 3. Provide a list of qualified coaches 4. Match coaching funds	Annual	EDC (QC) EDC (QC) EDC (QC)
	Provide opportunities to perform	1. Invite quartets to open each TRAX class 2. Quartet Showcase * Invite all non-medalist quartets	Annual Annual	EDC EDC
	Arranger Training	Provide opportunity for budding arrangers to hone skills	Arrange-By-Mail Program (established for many years) Arranging classes 1. At TRAX 2. Review of assignment 3. Separate workshop	Ongoing Annual As necessary As necessary