

DRAFT * 2013 AIMS FOR CURRENT YEAR (v12)**
as part of
Three-year Rolling Plan

AIM #1 - Grow the Society's number of members and chapters.

Metric #1: Total annual net membership change (measured at 12/1 of each year)

2013 Stable Membership 12/1/13 at 23,583 (0% over 12/1/2012 of 23,583)

2014 Increase total membership by .5% over 12/1/13 results (23,701)

2015 Increase total membership by 1% over 12/1/14 results (23,938)

Metric #2 – Create a specific number of new chapters each year.

2013 Create eight (8) new chapters during the year

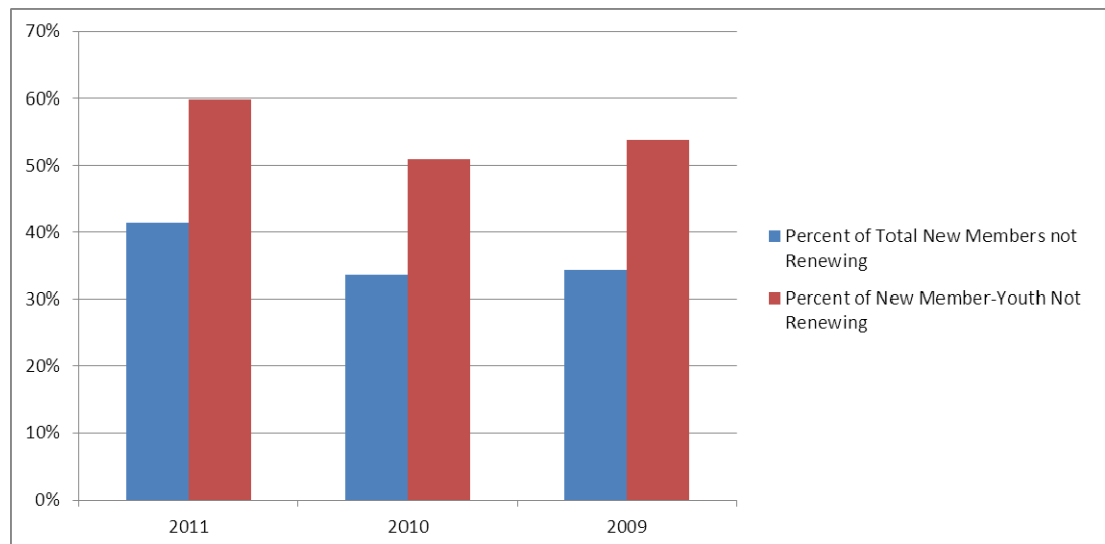
2014 Create eight (8) new chapters during the year

2015 Create eight (8) new chapters during the year

Sub-AIMS: operational goals that support the Society AIMS regarding membership and new chapters with direct and indirect tracking of measurable goals.

- Improved retention/renewal rate of the greatest demographics of nonrenewal
 - Increase the number of members renewing from year one to year two: (recent reference points)
 - New 2011 Members renewed at YE2012 – 59%
 - New 2012 Members renewed at YE2013 – 69% (Goal)
 - Increase the number of new youth members (under age 26) renewing from year one to year two:
 - New 2011 Youth Members renewed at YE2012 – 37%
 - push retention of New 2012 Youth Members by YE2013 to 60%

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- Increase the number of EZ Dues participants from 2325 (current) to 4650 by year end 2013.
 - EZ Dues becomes the new member “default” method of payment.
 - Increase efforts to enroll all youth members into EZ Dues program.
- Project manage the communication process of onboarding a chapter so the average new chapter is chartered within six months from initial contact.
 - Increased communication resources by utilizing technology more effectively
 - Establish a benchmark average timeline of this process to use to set improvement goals beyond 2013

Receive a report from the CEO two weeks prior to the midwinter meeting of the Board containing a membership growth plan to achieve the above aims and metrics as per the Executive Limitation.

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AIM #2 – Position the Society to be “best-in-class” in Leadership and Training

Metric #1: State the current status of the various Leadership and Training programs, intended and actual results

- Gather info from the Forum and the resultant Leadership Academy cycle (Nov2012 to Jan2013); attendance and recent year chapter trends
- CEO - January 2013 for a Preliminary Vision

Metric #2: State the overall vision for the Society’s Leadership and Training

- CEO - March 2013 for a Vision Statement which may have financial implications

Metric #3: Music Educator involvement in Music Leadership positions

- Position the Society and its chapters as a great opportunity for music educators to participate
 - Future Metric – number of chapters who have a trained music educator as their front line or associate director (vs. current)
 - Future Metric – number of music educators who participate in our Youth in Harmony, Workshops or Camps (vs. current or historical)

Metric #4: Video Training program and deployment

- January 2013 for a Preliminary Plan
- Deployment of initial training modules

Metric #5: Define expected outreach and collaboration to extend BHS Leadership and Training to other a cappella and singing organizations

- Push this out toward the end of 2013