

Objective

Provide all Seneca Land District Choruses the tools needed to improve their product so that choruses may gain back, retain, and attract members. To spark and spread energy and passion throughout our District. Help and encourage good vocal singing while continually improving on all levels of performance. Teach members how to perform, learn to vocalize, and have fun each and every week.

Part I. Chapter Counselors

- Chapter Counselors shall physically visit their chapters a minimum of three times per year.
- If they can not attend, an approved replacement shall be sent in his place.
- The purpose of the visit will be to give support and to observe a regular weekly rehearsal and report back the Membership VP. The Membership VP will then report results to the Directors coordinator and the District President so that they may give help and suggestions to each chorus if need be.
- Chapter Counselors need to be up beat and energetic while visiting their chapters. Their job is not to coach or give advice. Their job is to offer positive reinforcement, observe and gather information.

Part II. Chorus Membership VP's

- Each chorus MVP will submit a yearly plan to the District MVP. This plan will be submitted by November 31st for the upcoming year.
- The plan will contain detailed and specific information such as, dates of guest nights, recruiting methods, retention efforts, advertising venues, etc, etc.
- Should attend Leadership Training whenever possible to learn and to keep up on current information put out by the BHS.
- Contact all former and potential members. Contact members that do not renew their membership or are absent from rehearsal.
- Learn and be aware of what the BHS has to offer in terms of tools and techniques for membership.

Part III. Chorus Directors

- Chorus Directors should be able to teach good, solid vocal production while keeping the rehearsal fun and exciting.
- A 6 to 12 month detailed musical plan will be submitted. This plan will include what songs are being sung and worked on each week. This plan shall also include what the chorus is doing for major shows, new songs, coaching sessions, retreats, vocal training, etc,etc.

- Directors should attend music schools whenever possible

Part IV. Chorus Coaches

- Identify current SLD members who would be willing to and who are qualified to coach a chorus vocally.
- These “Vocal Coaches” will be available to assist any chorus who so chooses, on all matters regarding music. Choruses may ask for help choosing music or help with all musical aspects of a song.
- Ideally these “Chorus Coaches” would help choruses within their respective division.

Part V. Objectives

- Determine which choruses need the most help.
- Choruses will be placed into 3 categories, level 1, 2, and 3. One requiring the most help and three heading in the right direction. Two, would be existing but with little or no growth and however has regular attendance.
- Pair Level 2 and 3 choruses with Level 1 choruses.
- Spark inter-chapter activity between choruses within close geographical proximity to each other.
- Determine locations for new chapters.
- Determine locations where chapters are no longer viable.
- Encourage involvement on all levels.

SLD Chapter Counselors / Division Managers

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Summary

I can't say if this is the right plan or not. I only know one thing for certain and that is if we continue the trend downward in membership, we will all be looking for another hobby to fulfill our passion for the arts and music. I think I can speak for all current members that continue to show up at rehearsals every week, that we truly love this art form and wouldn't trade it for all the gold in the world! This is a crucial point for Barbershop right now and it's going to take a monumental effort from all to not only keep it going but to make it thrive and grow into the future for our children and grandchildren. This is a time not to fight one another over miniscule details but to come together and join in song for the betterment of the whole society. We all have different ideas and directions but I would hope that singing is number one for all of us. That is in fact why we show up, to sing, TO MAKE GOOD MUSIC! All the other stuff is just a bonus that we get to enjoy and take advantage of.

I know not all will embrace what I am trying to accomplish but even if we can help just one or two choruses, that would be a start. This is not something that can be fixed in weeks or months but in years. This plan is going to take time and patience for all involved. We need to look down the road not just down the block. I know everyone probably gets sick of cliches but Rome wasn't built in a day!

Action Plan

- 1. First order of business is to get counselors out in front of their respective choruses.**
- 2. Counselors report back to Membership VP**
- 3. Chorus Membership VP's submit plan for 2009-2010**
- 4. Chorus Directors submit musical plan**
- 5. Track progress at fall convention 2009.**