Membership Meet # 2

Mission: Retention Analysis

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Overview

- SAI Mission : Retention Membership Program
  - Monthly Mission: Retention Challenges
  - Retention PlayBook

- Mission: Retention Analysis
  - Challenge 1... Analyzing your Chorus Culture
  - Challenge #2...Soliciting Feedback

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SAI Mission : Retention Membership Program

- Series of Retention focused Challenges will be issued (August 1, 2024- July 31, 2025) - submit entries to member@sweetadelines.com
  - 12 Challenges- 1 winner each month- $500 USD
  - 12 Grand Prize Winners- $1,000 USD
  - Bonus Entries
  - Email from SAI Membership Department - Thursday, July 18, 2024
- Retention PlayBook

Challenge #1: Analyzing Chorus Culture - Why it's important ?

What Keeps 'em Coming & Staying

In our regions/choruses, we are carefully and continually creating that safe, special place where every member can openly share gifts and talents with us

The social, musical connection gives us countless opportunities to become better humans on many levels

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Why They Stay

- Chorus's Sense of Identity - Be more you! Members need to connect with the Chorus Culture. What they are expecting/perceptions and reality need to mesh.*
- What keeps singers coming back - Sense of Belonging

Challenge #1: Analyzing your Chorus Culture

- Where are we now?
  - Our framework
- Who are we?
  - Our personality
- What do we believe?
  - Our values
- Where are we going?
  - Our vision

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Challenge #1: Analyzing Your Chorus Culture

- **Where are you now (your framework)?**

  Ask your chorus the following to determine your chorus framework:
  - At what level is the musical product we offer?
  - How does our chapter function administratively?
  - How does the director contribute to the chorus?
  - How is the health of the chapter?
  - Do we want to grow? Why? If so, how much?

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Challenge #1: Analyzing Your Chorus Culture

- **Who are we (our personality)?**

  Defining your chorus personality is important because it unifies your membership.

  - Have members write down 5 positive adjectives to describe your chorus and find common themes.

  - Once clearly defined, your chorus's personality should be consistently expressed and portrayed in everything... costumes, repertoire, performance style, etc.

Defining your chorus personality is important because it unifies your membership.

A fun way to identify who your chorus is to have each member write down five adjectives that describe your chorus. To help identify your chorus personality, you can create a word cloud so that you can visually identify the values of your chorus.
www.worditout.com/word-cloud/create.
Another option is to list positive adjectives that describe your chorus and have each member rate on a scale of 1 (lowest) to 5 (highest) and then identify the personality traits that were rated the highest.
Once clearly defined, your chorus's personality should be consistently expressed and portrayed in everything: costumes, repertoire, performance style, etc.

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Challenge #1: Analyzing Your Chorus Culture

- **What do we believe (our values)?**
  - Shared values define how members want to interact with each other in the chorus, with potential members, and the community.
  - Use the top shared values to create your chorus's mission statement. Your chorus's mission statement describes why you exist. Knowing why you come together each week helps create goals and hone your focus.

> Shared values define how members want to interact with each other in the chorus, with potential members, and the community. Common values translate into expectations that prescribe behavior towards members.

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Challenge #1: Analyzing Your Chorus Culture

- **Where are we going (our vision)?**
  - Your vision statement conceptual image of your desired future state.
  - It provides inspiration and challenge to all members towards an ideal of what the chorus can become.
  - It should help to bridge the present framework (where you are today) with the core values (what you believe in), plus serve as an impetus for change. It should be brief enough to be memorable and complete enough to direct effort.

Your vision statement is your desired end state. An effective vision statement conveys a conceptual image of the desired future for the chorus. It provides inspiration and challenge to all members towards an ideal of what the chorus can become. It should help to bridge the present framework (where you are today) with the core values (what you believe in), plus serve as an impetus for change. It should be brief enough to be memorable and complete enough to direct effort.

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Challenge #2: Soliciting Feedback- Surveys

Why they stay/leave - Knowledge is the Power - Tell me What you Want

- Exit surveys- https://www.surveymonkey.com/r/JVR3PWB
  - You don't know what to improve unless you ask.

- Member Satisfaction Surveys

- New Members Surveys

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Challenge #2: Soliciting Feedback- Surveys

- Member Satisfaction Surveys
  - Asking your current members about their current chorus experience might help you find areas to improve or areas to address before they become issues.
  - See Play Book for sample questions.

Member Satisfaction Surveys

Asking your current members about their current chorus experience might help you find areas to improve or areas to address before they become issues. We recommend you do member satisfaction surveys at least annually. Some questions you may ask can include:

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Challenge #2: Soliciting Feedback- Surveys

- New Member Surveys
  - SAI recommends surveying new members after 1 year.
  - See Play Book for sample questions.
  - How many of you already conduct New Member Surveys?

New Member Surveys

When new members reach their 1-year anniversary, we recommend you reach out to see how their experience has been. You can then create a custom plan so that they feel welcomed and appreciated. Some questions you might ask can include:

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Topics for Future Discussion & Conclusion

- Future Membership Meet Topics
- Mission: Retention Topics
  - September 2024: Tell Me What You Want
  - October 2024: Webcast Watch Party
  - November 2024: That's What I Like About You
  - December 2024 - July 2025...
- Member of Note
- VocalFest
- Questions... Thoughts

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