

On December 10, 2016, the board of directors of the MountainTown Singers met to discuss annual chapter goals for 2017. In the course of this meeting, three (3) measureable goals were identified:

- to become well known ambassadors for singing in the community and region
- create meaningful music experiences to drive membership growth and retention,
- advance the quality of performances, in all areas, of the chorus.

In addition, five (5) secondary, or related, areas of attention were identified:

- increased social activities to include spouses and families
- increased quartet involvement by members,
- continued involvement in youth outreach through camps/workshops
- re-establish ties with the CMU music department and related faculty members
- identify a local organization that we can support

Finally, board members volunteered to work in committees to achieve the stated goals. The board was challenged to keep the goals primary in every monthly board and committee meeting, and all decisions should reflect these goals, and the MountainTown “story.”

1. Barriers to achieving goals were identified as follows:
 - a. The chapter lacks the social media savvy to help the group become more well known
 - b. The chorus may have settled at a comfort level with their present level of achievement
 - c. Members need to be better prepared for rehearsal by working on music and choreo at home
 - d. Distances traveled to the rehearsal/performance venues
2. Path forward
 - a. Identify more opportunities to sing, both paid and unpaid
 - b. Work with schools to create awareness of the chapter and events
 - c. Improve the quality of our shows and repertoire
 - d. Make more use of social media and marketing
 - e. Use technology to manage calendar/events
3. Create experiences that drive membership growth and retention
 - a. Assure members they are in a safe, non-judgmental space
 - b. Plan community sing outs
 - c. Instant concerts, impromptu singing for others
 - d. Social Media
 - e. Guest nights/up to date guest folders/have guests experience sound from the

- center of the chorus
 - f. Aggressively implement quartet activities
- 4. Advance the quality of our music and performance
 - a. Generate a culture of accepting individual responsibility
 - b. Use sectionals to achieve unified sound and vowel matching
 - c. Reconnect with CMU faculty such as Dr. T and Dr. Gumm
 - d. Continue to utilize professional coaching
 - e. Choreography– need to correct singers who are not performing correctly
 - f. Use a “story team” to identify the story of the song and tell members they need to express that story in their faces and movements
 - g. Seek financial sponsorship
 - h. Calendar our events well in advance
- 5. Altruistic purpose
 - a. provide a local organization that serves the basic needs of individuals performance services free of charge as a fundraiser for their activities.
 - b. Continue serving youth
 - c. Continue serving seniors
 - d. Serve other community organizations