

# Annual Planning Cycle Committee and 2014 AIMS



... or how we manage to see the need for changes in the future and grow to embrace, use and love it.

*Members: Rick Ashby, David Calland, Marty Monson, CEO, Don Fuson, Chair*

Page from  
7/2013



# Annual Board Planning Cycle

Based on the charge per the Board Policy Manual – Aug 2012 – Section III-G

- To accomplish its work with a governance style consistent with Society policies, the Board will develop and follow an annual plan that:
  1. Identifies the key Society results to achieve
  2. Identifies metrics to measure progress toward these goals
  3. Fully engages all Members, Chapters, Districts and Society Operations, under the guidance of the CEO, to accomplish the Society goals



# 2013 AIMS Status

## Current 2013 Published AIMS

- **2013 Membership**
  - 2013 – 23,583
  - 2014 – 23,701
  - 2015 – 23,938
- **2013 Chapters**
  - Chartering – 8/8/8
- **Education/Training**
  - Vision, Curriculum
  - On-line Modules
  - Chapter use
  - External  
Regard/Use

## CEO “Normal” Updates on Status and Sub-AIMS

- **2013 Membership**
  - Behind in Recruiting/Reinstatements
  - Non-Renewals very high
  - 23K Contact Programs
  - District Contact Efforts
  - Use of Existing Data from eBiz
- **2013 Chapters**
  - Fast-tracking Licensing
  - New Locations
- **2013 Education and Training**
  - SubAims on new Collaborations
  - Future on-line Training
  - Festivals and Branding
  - Community Presence/Outreach



# 2014 Chapter-Driven Directions

## Top Five Needs From The Chapter Visitation Program (CVP) Feedback

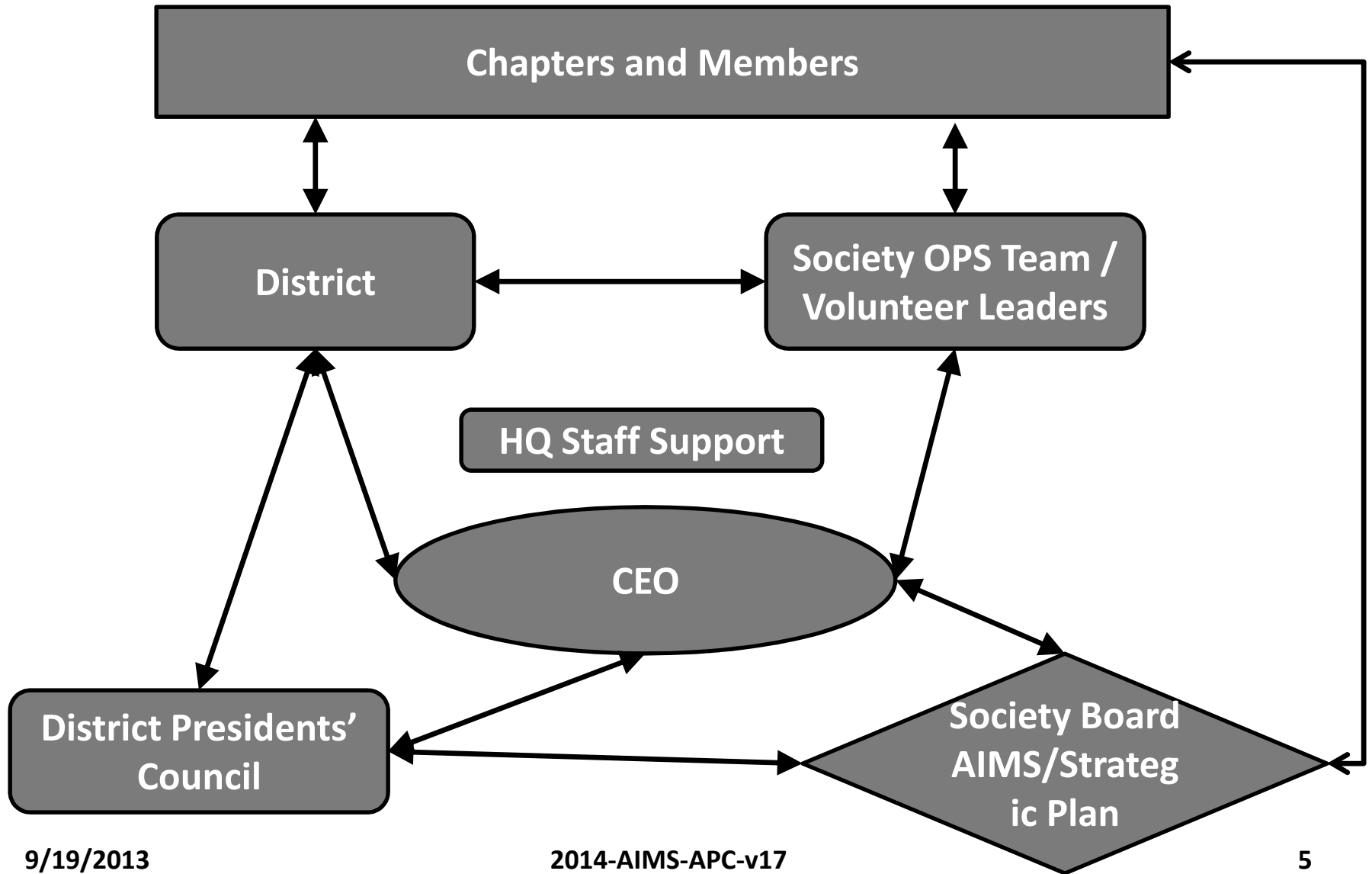
1. Help with “Recruitment” (audience, riser singers, developing leaders, community, etc.)
2. Coaching Help to Chapters – skill building, group learning, having fun, training
3. Frequent visits/communications with Society, HQ and District
4. Inter-chapter activities planning/marketing/execution
5. Modernize Music and Arrangements – combine with announcements and tracking early performances

(Increased ability of HQ Staff, Society Resources/Cmtes and District Planning to support the Chapter Needs)

v13



# Society Support Relationships





# 2014 AIMS (w/timelines and metrics)

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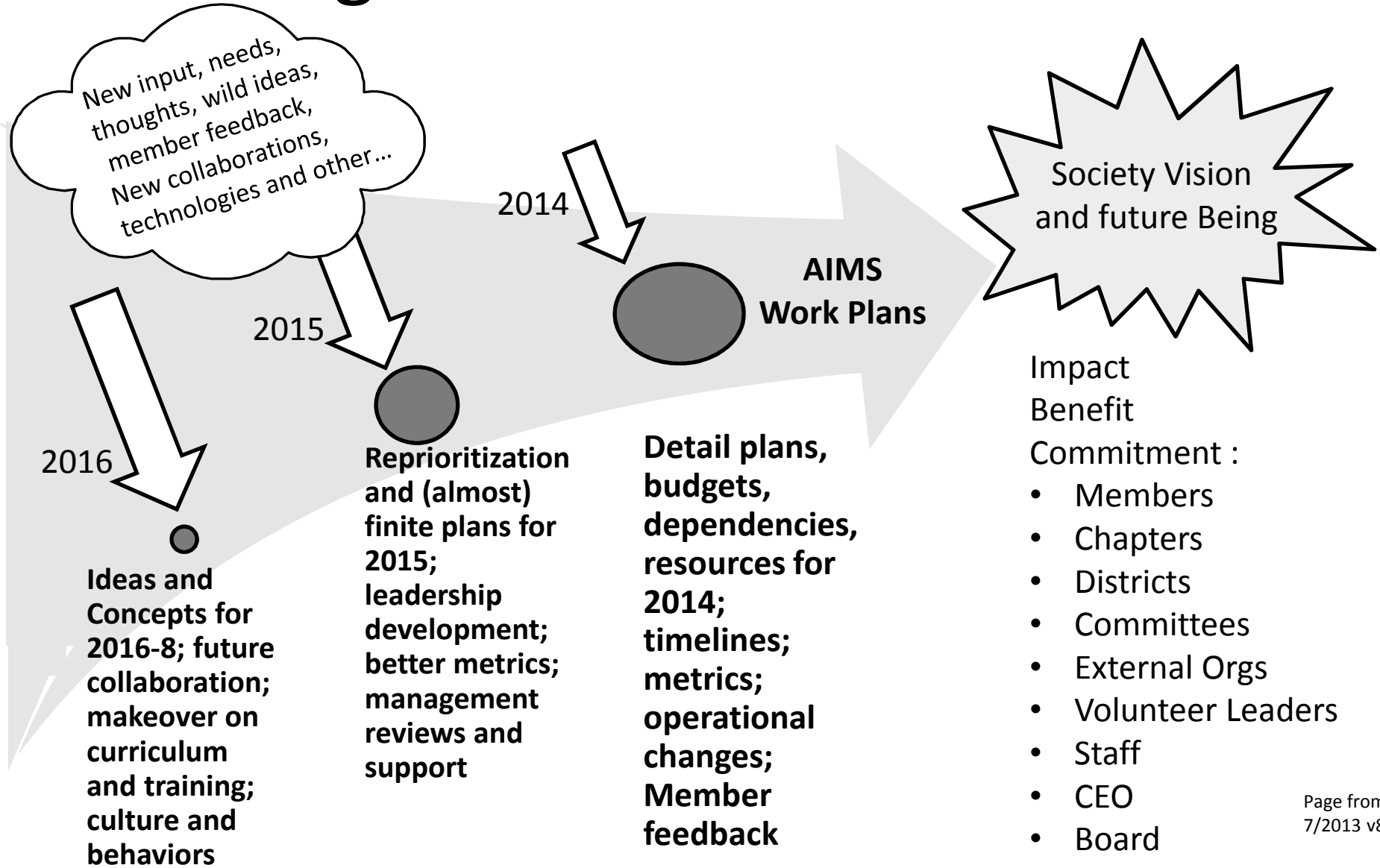
## CEO “Normal” Updates on Status and Sub-AIMS

- **2014 CVP Focus and Targets**
  - Membership/Community Recruiting
  - Chapter Coaching
  - Chapter Communications/Visits
  - Inter-Chapter Events
  - Society Arrangements (Pub/Use)
- **2014 Education and Training**
  - SubAims on new Collaborations
  - Future on-line Training
- **2014 Community**
  - Festivals and Branding
  - Community Presence/Outreach

Page from  
V12 8/19



# Strategic Plan Drives 2014 AIMS





# What do YOU think?

- How do these plans reflect your own Chapter needs and expectations?
- What might be missing?
- What results would your chapter expect to see with actions taken against these changes and strategies (implementation)?