

CLASS TITLE: BUILD IT, AND THEY WILL COME; MAINTAIN IT, AND THEY WILL STAY

OBJECTIVES:

1. Part 2 of two-part class series.
2. To involve participants in concept planning in finding solutions to member retention issues, utilizing ideas and tools discussed in Part 1.
3. To encourage use of the Members Count! Toolkit, and support offered by SAI Headquarters Staff.

REVIEW MAJOR POINTS COVERED IN PART 1

1. Developing a retention mindset – it's about people
2. Chorus culture; is it always evident?
3. Recruit to retain

BREAK-OUT FOCUS GROUPS

1. Discussion of member retention challenge
2. Strategy or strategies to resolve it
3. Report back to one another

WRAP-UP:

1. How'd we do?
2. One or two strategies we'll take back to our own chorus

Sweet Adelines International
BUILD IT, AND THEY WILL COME;
MAINTAIN IT, AND THEY WILL STAY (Part 2)
Toula Oberlies

International Education Symposium
Handout #2

BIBLIOGRAPHY

Build It and They Will Come; Maintain It and They Will Stay class, Part 1.
IES 2007; Toula Oberlies, International Faculty Associate