

### ACTION PLAN for S.M.A.R.T. GOAL

The Executive Committee shall work with members of the Production & Public Relations Committees to develop ideas for a 2-year concert program plan to be delivered using both traditional and alternative methods attracting a wider and more diverse audience, beginning with the winter 2020 concert season

#### Benchmark for Success

Addition of streaming for events with viewership of at least 50 per concert. Production of fall semester events. Plan in place for 2021-22 season by the 2021 spring concert

#### Evaluation Plan

Ongoing evaluation by executive committee on an ongoing basis with items flagged for review at monthly board meeting. Re-evaluation of 2 year plan at the conclusion of each semester by board

Strategic Action Description	Party Responsible	Begin Date	Due Date	Resources Required
Develop plan/schedule for fall season with live venue and streaming options	Exec Committee	07/26/20	08/10/20	Venue statuses, member survey results
Develop a safe return to rehearsal performance plan for 2020-21	Exec Committee	07/26/20	08/16/20	UCH status, online platforms
Reserve and contract venues for performances in Fall 20	Exec Committee	07/26/20	08/31/20	
Review streaming platforms	Production & AD	07/26/20	09/20/20	
Review schedule/venues/music for concert support needs	Production & AD	08/10/20	09/14/20	music file list, venue schedules
Develop marketing plan for fall	PR	08/10/20	09/20/20	Constant contact, printer, USPS
Explore and develop marketing use of new platforms and social media	PR	08/10/20	10/18/20	social media advisor
Set up streaming tests and performance. Procure needed equipment and assistance	Exec Committee & AD	08/16/20	09/20/20	streaming platform fees, video and audio equipment
Adjust rehearsals and performances as required by social distancing status	Exec Committee & AD	08/16/20	07/31/21	
Develop schedule for spring season with live and streaming options	Exec Committee & AD	08/16/20	10/18/20	
Reserve and contract venues for performances in Spring 21	Exec Committee	08/16/20	10/18/20	
Develop themes/plan for Spring Concerts	Production & AD	08/16/20	11/15/20	
Develop season plan for 2021-2022	Production & AD	12/01/20	04/01/21	
Reserve and contract venues for 2021-22 Season	Exec Committee	12/01/20	04/01/21	
Marketing plan for 2021-2022	PR	12/01/20	05/31/21	

#### Potential Hazards

New leadership for committees may not have had experience with roles, tasks. Finding persons with knowledge/experience of producing streaming events. Short time frame for development of Fall 2020 plan. Finding appropriate venues for rehearsal and/or online rehearsal platforms.

**Additional Notes**