

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

Establish a Membership Committee by the 2021 Annual meeting, to focus on improving diversity and increasing membership by an average of 10% per year .

Benchmark for Success

Increased diversity (racial, ethnic, gender identity, sexual orientation) and 10% growth in membership.

Evaluation Plan

Look at the increase and make up of membership by August 2021.

Strategic Action Description	Party Responsible	Begin Date	Due Date	Resources Required
Contact pastors at local “accepting churches” of racial diversity to ask to give a brief presentation of our organization and our new focus of becoming a more diverse organization in order to attract possible new members and/or patrons. Action plan steps would involve researching churches, making phone calls, preparing a presentation, possibly creating some kind of brochure stressing diversity and recruitment, scheduling and giving these presentations.	Marlene & John	09/01/20	08/01/21	
Attend local venues that are having karaoke nights, open mic night, or other types of performance based events to seek out possible New singers or patrons. Action plan steps would be research local venues/bars for these events, attend them, perform if possible, and approach potential new singers/patrons.				
OBSTACLE: no bars are having events, if they are even open, until restrictions are lifted.				
Prepare an amendment to the bylaws resulting in more trans inclusion,	By Law Committee			
Form a Diversity Committee	Marlene & John	09/01/20		
Develop a policy that establishes expectations of chorus members	Diversity Committee			

Potential Hazards
No church services and no bar events until restrictions are lifted.
Additional Notes