

Strategic Plan

Mission Statement

Midwest Plains Region 7 is an organization of women singers committed to advancing the enjoyment of a cappella music in the barbershop style through education and performance.

Vision Statement

The vision for Midwest Plains Region 7 is to be :

- A larger, more diverse membership
- High quality performers energized to entertain; singers, choruses and quartets
- A unified region collaborating to advance our mission
- More visible and identified as a viable, valuable arts group in our communities

Core Values

Midwest Plains Region 7 core values are:

- Personal development and education
- Nurturing
- Friendships
- Fun
- Honesty
- Respect
- Humor
- Quality musical product
- Encouraging
- Outreach

Long Term Goals

- A. Midwest Plains Region 7 will provide quality education that supports the enjoyment of barbershop harmony for all.
- B. Midwest Plains Region 7 will provide responsible and cost effective financial planning that supports member participation and enjoyment in all regional activities.
- C. Midwest Plains Region 7 will promote, recognize and reward membership growth and retention.
- D. Midwest Plains Region 7 will be recognized among region 7 communities as the leading performing and educational organization for women's a cappella music.

The Region 7 Long Term Goals will be reached by the strategies that we define and complete. Strategies are currently in the development stages.

Strategies for Goal A – Education Coordinator

Midwest Plains Region 7 will provide quality education that supports the enjoyment of barbershop harmony for all.

Strategy 1: Continue to bring in top notch International faculty with targeted learning areas and promote participatory learning.

Strategy 2: Create a Region 7 Vision Team to work with the EC that includes leveled measurements and outcomes

Strategy 3: Develop Region 7 faculty through training, standards, and procedures and curriculum.

Strategy 4: Upgrade, refine, and continue the chorus outreach program including musical coaching and administration that touches every chorus every year.

Strategy 5: Develop directors and future directors through differentiated training of directors, assistant directors and section leaders, utilizing International and Regional faculty.

Strategies for Goal B – Finance coordinator

Midwest Plains Region 7 will provide responsible and cost effective financial planning that supports member participation and enjoyment in all regional activities.

Strategy 1: Develop a communication plan to keep benefits of membership in front of members.

Strategy 2: Develop options for increasing Regional Assessments that meets the needs of the members equitably.

Strategy 3: Lower costs of regional events by exploring, sharing and collaborating with other regions and groups; and by including education at competition and other events.

Strategy 4: Develop non-dues revenue, especially grants and scholarships.

Strategies for Goal C – Membership Coordinator

Midwest Plains Region 7 will promote, recognize and reward membership growth and retention.

Strategy 1: Support Club 7 leadership to continue quartet education and mentoring

Strategy 2: Building chorus to chorus Buddy Program, challenging choruses to develop ideas.

Strategy 3: Develop short term tasks to involve more members at chorus and regional levels.

Strategy 4: Membership incentive program to be implemented 2009-2010 to include recognizing chorus leaders and new members.

Strategy 5: Develop a program that promotes using International and Regional websites.

Strategies for Goal D – Marketing Coordinator

Midwest Plains Region 7 will be recognized among region 7 communities as the leading performing and educational organization for women's a cappella music.

Strategy 1: Implement standardized marketing plan for choruses including using technology for publicity.

Strategy 2: Implement the Ambassador Program, training members to connect with the community as speakers and performers.

Strategy 3: Encourage choruses to be involved in community groups and activities, and recognizing choruses for community service activities.

Strategy 4: Connect with music educators in the region, offering free tickets to competition, music schools, or chorus shows.