

# JAD 2008 Strategic Plan

## JAD Vision

Our dream is that an ever-growing number of members of the Johnny Appleseed District are deriving personal enjoyment through participating in singing.

## JAD Mission Statement

The mission of the Johnny Appleseed District is to support its chapters and quartets in providing personal enjoyment for their members using Barbershop Harmony to create fun and fellowship.

The district will encourage and support every chapter in its self-identified plan for success by making tools and resources available.

## JAD 2008 Goals

JAD Goals are district outcomes expected in 5-10 years. They are specific, measurable, attainable, realistic, and timely (SMART). They relate directly to the accomplishment of the district mission. They are developed and governed by the district board, and strategies to achieve them are carried out by the District Management Team (the DVPs and DMs).

Some objectives are stated under the Goals. Objectives are also SMART (see above), but they reflect outcomes over the next 1-2 years. They relate directly to at least one goal.

**GOAL I.** JAD values and respects each chapter and will try to help it be the kind of chapter it wants to be.

**Objective 1.** JAD will offer chapters the opportunity for input on district activities at two House of Delegates meetings and at other times throughout the year.

**Objective 2.** A chapter communication mechanism (using the DMs and CCs) is established and is used as an effective means to communicate with chapters both to supply them with information from the district and to hear their concerns and other input regarding district plans.

**Objective 3.** Additional communication with the chapters will be conducted by the DMT through periodic visitations by district officers.

**Objective 4.** JAD's budget will reflect the top priority given to helping chapters grow through personal enjoyment at chapter meetings and other chapter activities.

**Objective 5.** COTS will be JAD's primary education tool for the continued development of chapter leadership.

**Objective 6.** JAD's activities that are not focused on district-wide enjoyment by chapters and quartets will ordinarily be self-supporting or revenue-producing.

**GOAL II.** JAD will support and encourage variety and teamwork at chapter meetings in order to produce more personal enjoyment among chapter members.

**Objective 1.** JAD encourages all chapters to include lots of singing, variety, humor, teamwork, fellowship, creativity, spontaneity, and guest-friendliness in their chapter meetings. JAD believes that the Eight Points to Fun (published by the Society) provide a useful framework for variety and teamwork and recommends that chapters be familiar with them and consider including them in their chapter meetings:

- i. Warmup
- ii. Woodshedding
- iii. Quartet activity
- iv. Tag singing
- v. Break
- vi. Business
- vii. Craft
- viii. Chorus rehearsal

**Objective 2.** JAD recommends that each chapter have a Program Vice President to coordinate the team that guides and runs the weekly meeting. A PVP curriculum will be included in the COTS offerings.

**Objective 3.** JAD supports district leader visits to all chapters throughout the year to assist with the Eight Points to Fun concepts and to encourage feedback on this and other district activities.

**Objective 4.** JAD encourages chapters to visit and support each other and participate in the activities of their division, district, and International if appropriate to the kind of chapter they want to be.

**Objective 5.** JAD encourages quartets to visit other chapters often, in a spirit of fraternal enjoyment of shared singing.

**Objective 6.** Programs to improve chorus directors will increase the director's skill in working harmoniously as part of a music team and a weekly-program team to enhance the enjoyment of members and guests at chapter meetings. (The COTS Director's Class, classes at Apple Corps, and other CDD events are specific venues for this kind of director development.)

**Objective 7.** Programs to improve chorus performance will be put in the context that our choruses and quartets are ordinarily performing satisfactorily already, and that we believe that chapter growth, energy, and enjoyment are keys to further improvement. Chapters will be offered these programs if appropriate to the kind of chapter they want to be.

**GOAL III. A** – JAD will hold district-wide conventions and competitions in the spring and the fall in available locations.

**B** – The district will support at least one division-wide convention or festival in each of the seven divisions during the year.

**Objective 1.** Our contests and conventions should continue to innovate in offering a wide variety of performance, coaching, judging, and evaluation options to be enjoyable for chapters and quartets that prefer not to compete in the traditional contest system.

**Objective 2.** The VP for Music and Performance shall recommend to the Board a 2008 song of the year, chosen for its potential to be sung enjoyably by all chapters, and without payment of fees (or a JAD group permission obtained).

**GOAL IV.** JAD will provide tools and resources to existing and new chapters to support growth of the chapter and the district.

**Objective 1.** JAD encourages the use of the Yard Sign Program or other recruitment efforts to facilitate chapter growth.

**Objective 2.** JAD will license two new chapters within the district boundaries in 2008.

**GOAL V.** JAD will enrich vocal arts education in schools and communities through public exposure of the BHS and JAD and by offering Youth in Harmony programs to the youth within the district. District and chapter YIH programs will be supported with district funding available from donations and other revenue.

**Objective 1.** JAD will offer two Harmony Camps (3+ day events) in 2008.

**Objective 2.** JAD will support 5 area youth festivals (1-day events) during 2008.

**Objective 3.** JAD will support chapter efforts in community outreach and community partnerships and encourage chapters to host or co-sponsor community singing festivals.

#### **Internal Support Functions of the District**

These functions support ALL aspects of the above goals and activities; they are not exclusive to any specific goals. They are tools and resources that support the above goals and, therefore, chapter success.

- ♪ **Expand financial capabilities**, i.e., we need to make money – on our conventions, schools, other events, and in other ways. Grants and member donations play a significant role in the completion of the above goals.
- ♪ **Marketing and PR** – website, Cider Press, communications – these are all critical to our success. This includes both internal communications and external public relations activities.
- ♪ **Increase efficiency through technology** – this Society aim includes better reporting mechanisms and performance measurements. We need to take advantage of these to support the measurement of our own progress as a district and of the efficiency and effectiveness of our programs.