

Key Attributes for Successful Barbershop Chapters

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Here is a table that highlights key attributes of successful Barbershop Chapters. The purpose is to provide a tool by which chapter leadership can continue to evaluate overall chapter health, identify areas of strength and areas that need improvement, and share guidance and concepts that may be used to help chapters be even more successful for many years to come. Jay has also produced a 5+ minute video walking people through the attributes that can be on YouTube viewed here: <https://youtu.be/ooyz1x10QeQ>.

Rate the current state of being in your Chapter, using a scale of 1-10 (with 10 being the best).

Attribute	Your Rating	Basic Expectation	Ways to Improve	Additional Comments
Director(s) Capabilities (Recommend having at least one assistant director)		<ul style="list-style-type: none"> • Musical knowledge and ability that is a step ahead of the current level of the chorus • Directing skills that clearly communicate feeling/emotion of the songs • Communication and leadership skills that reinforce direction and culture of the chapter • Communicates effectively to singers with a broad range of musical fluency 	<ul style="list-style-type: none"> • Work closely with music team to enhance the skills of all members • Personal or small group coaching or teaching for individual improvement • Director(s) should continue to develop their musical and leadership skills 	<ul style="list-style-type: none"> • If the Director's musical capabilities far exceed the level of the chorus it is critical that the Director manage their ego and approach to use techniques that gently pull the chorus forward
Community Pnvolvement		<ul style="list-style-type: none"> • Performances in local community at a frequency desired by the majority of the chorus. (Annual shows, Christmas Shows, Singing Valentines, Conventions-Contests, Special Events, etc.) • Engagement and involvement with other community organizations that have similar objectives as the chapter 	<ul style="list-style-type: none"> • Develop capabilities to share performances in a digital manner • Find opportunity for informal community events (post-rehearsal after-glow, "pop-up" performances 	<ul style="list-style-type: none"> • Consider annual or bi-annual member surveys to ensure frequency of performances are in sync with membership desires • Encourage VLQ participation at community events rather than whole chorus events

Choice of Music		<ul style="list-style-type: none"> • Music that fits the capability of the chorus • Songs that the chorus and audience find to be “fun” – familiar and accessible • Songs that are not offensive to members or audiences 	<ul style="list-style-type: none"> • Encourage members and audience to suggest songs or themes of songs 	<ul style="list-style-type: none"> • Recognize (and communicate) that not every member will like every song but look for a balance of music that the vast majority of the members and audiences enjoy
Chapter Culture		<ul style="list-style-type: none"> • A welcoming and supportive culture – Like you are at “Cheers” • Administrative tasks shared by many members working as teams • Respectful of the diversity of members • Encourage chapter quarteting 	<ul style="list-style-type: none"> • Leverage digital tools and team-work to accomplish short/mid-term goals • Recognize that different members have different strengths 	<ul style="list-style-type: none"> • Culture can, and should, be actively managed by both formal and informal leaders. It is critical that the culture is one of a positive welcoming environment
Fellowship - Family		<ul style="list-style-type: none"> • Recognition that the human connections that develop from being part of the chapter are very important and that members become like extended family over time. • Continue to nurture the fellowship and family aspects of the chapter. • Recognize the importance of “average” singers to the success of the chorus 	<ul style="list-style-type: none"> • Assist members with tools that help them stay connected 	<ul style="list-style-type: none"> • Find ways to engage family members in social events and performances and thank them for their on-going support
Financial health		<ul style="list-style-type: none"> • Solid financial management • Balance revenue/expenses • Share basic financials with chapter members 	<ul style="list-style-type: none"> • Find creative ways to generate revenue • Continue strong expense management 	<ul style="list-style-type: none"> • It is a given that each chapter must maintain a balanced budget to stay solvent
Quartets		<ul style="list-style-type: none"> • Chapter encourages and supports quartets • Time is reserved for quartets/VLQs at most rehearsals • Members are not forced to quartet if they don’t feel they are ready 	<ul style="list-style-type: none"> • Existing quartets could consider mentoring an individual interested but not confident in their quartet ability 	<ul style="list-style-type: none"> • Chapters help quartets get better and quartets help the chapter get better!

Chapter leadership		<ul style="list-style-type: none"> • Growth: Seek ways to grow membership – those organizations that aren't growing are dying • Vision: Develop and continue to articulate the future vision of the chapter to enthuse current members and attract new members • Goals: Continue to have short, medium, and long-range goals to provide focus and meaning to rehearsals, coaching and overall continuous improvement – the “why”. Share these goals with all members • Enthusiasm: Share genuine enthusiasm for the positive aspects of the chapter and in a realistic manner communicate how challenges can be met and overcome • Planning: Ensure both administrative and musical plans are in place and executed so the organization can meet its goals, culture, and vision • Governance: Ensure that the ethics and moral behavior of the members and leaders of the chapter are in keeping with the code of conduct outlined by BHS • Compliance: Ensure that all reporting required by BHS is completed in an accurate and timely manner 	<ul style="list-style-type: none"> • Look for members that have business leadership ability to take on key roles and to mentor other members who are willing to lead, but don't yet have the skills and/or experience to be effective • Leadership can come from both formal leaders and informal leaders. It is important to the health of the chapter to leverage both types • Use projects and teams to involve leaders who aren't willing to make the commitment to be a “full-time leader” 	<ul style="list-style-type: none"> • Identify and make available effective leadership and management training programs for key current and future leaders
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