
Including Your Local Community In Your Programming

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Is Outreach Important To Your Ensemble?



What is Outreach?

Merriam-Webster Definition:

1. reaching outward



2. extending services or assistance beyond current or usual limits

Cerutti Definition:

An activity that either creates awareness or provides a service to a specific community (or subset of community) that lacks access to what you provide

What Is Outreach?

Ask Yourself:

What specific need is being filled by participating in this event, and what is the specific community or audience being served?

If your idea of outreach doesn't answer these questions directly, it's more likely you're thinking of something more self-serving, like marketing or public relations

Outreach can sometimes also be considered good marketing/PR, but...

Good marketing/PR should NOT be considered good Outreach!

Is Outreach Important To Your Ensemble?

Why?



No Strings Attached

Marty Monson (CEO): Harmonizer Nov/Dec '13
"...not a program, not a slogan, a new mindset!"
"...not barbershop harmony, just singing!"

We cannot ask or expect anything in return

Membership is a lagging indicator of
Chapter Health

Diversity is a lagging indicator of Inclusivity



Changing Lives, One Song At A Time

The Intrinsic Benefits of Singing

Mental, Physical, Emotional, Educational, etc.

The 'Mysterious Alchemy' of Singing Together

Improving Relationships, Building Understanding, Supporting Community

Our Barbershop Community Remains a 'Best Kept Secret'

Not just BHS/HS/SA, but BABS, BHA, BHNZ, BinG!, SNOBS, etc.

We are the most diverse organization in the Global Choral Ecosystem

Look To Your Community

There are a number of areas within our communities that are in need of exactly what have specialized in for decades, so don't reinvent the wheel...

Nursing Homes	Local Non-Profit Orgs	Schools/After School Clubs
Places of Worship	YMCA/YWCA Boys/Girls Clubs	Local Arts Festivals
Hospitals	Fraternal Organizations (Masons/Rotary)	Boy/Girl Scouts
Military/Veteran Organizations	Prisons	Big Brother/Big Sister
Homeless Shelters	Chamber of Commerce	City/Town Halls

Personal Examples: Singing Valentines



Personal Examples: Armed Forces Day



Personal Examples: Veterans Day

Personal Examples: Caroling To Local Businesses

Personal Examples: Host Youth Festival

Personal Examples: Caroling To Nursing Homes

Personal Examples: Partnership with Alfred Street



Personal Examples: Co-Host Choral Fellowship

Personal Examples: Christchurch NZ Benefit



Personal Examples: Perform in Parades/Art Festivals



Personal Examples: Invite Community Guests on Shows

Personal Examples: Cultural Exchange In Rehearsal



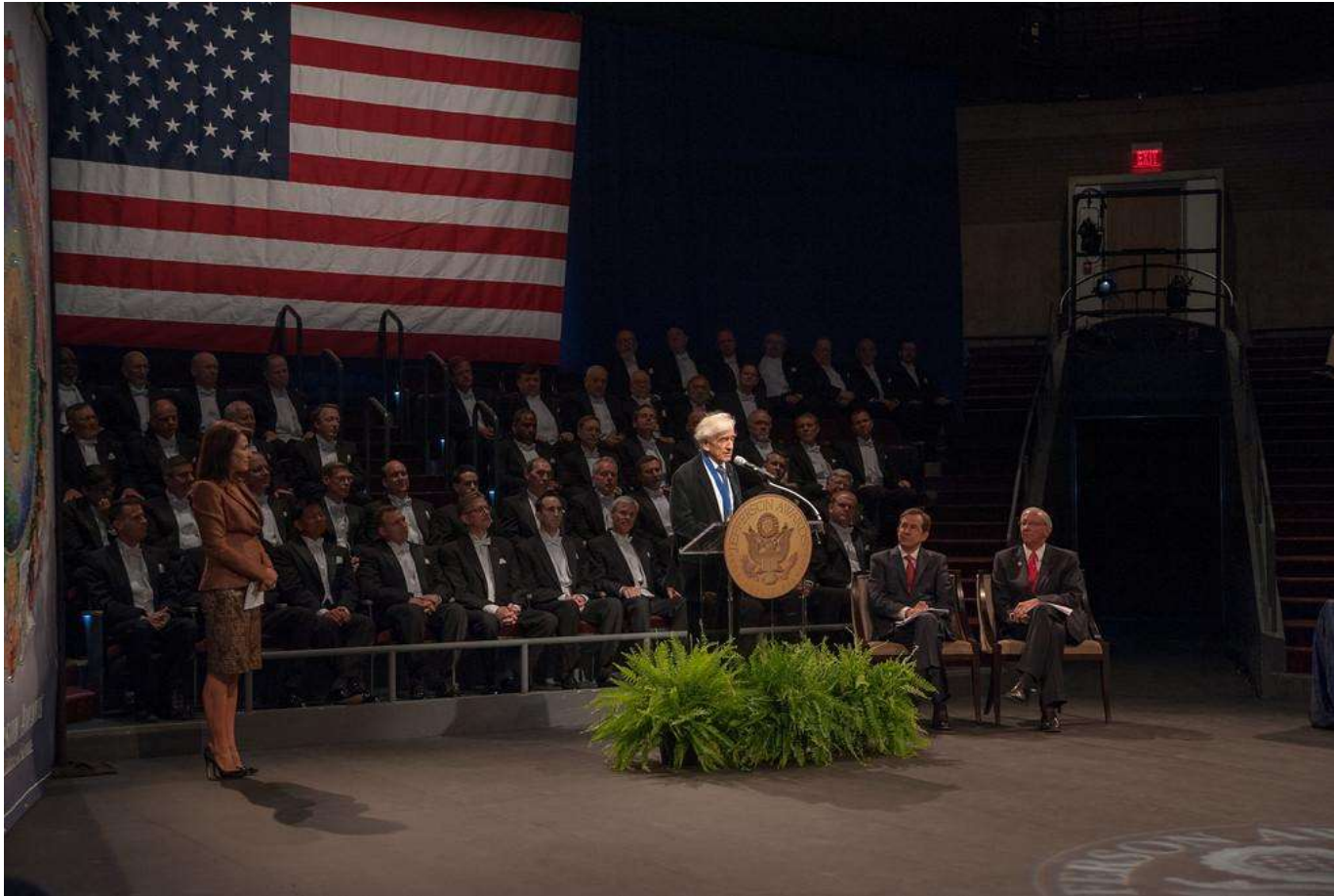
Personal Examples: Perform for Gala Fundraisers



Personal Examples: International Outreach



Personal Examples: Entertain for Local Ceremonies



The Results Range from Zero to AMAZING!!!



Where to Start?

Assess Your Chapter - Are we ready?

Assess Your Community - Where are the opportunities?

Initiate Collaborations - Find people/organizations who are a good fit!

Form Partnerships - Create lasting relationships that are revisited annually!

Stay Focused - Too much, too soon can become frustrating and unproductive.

Tell Your Story - Capture your impact, so you can share it with others!

Assess Your Chapter

Are your members ready to engage the community without expectations?

Are there things you need to address before reaching out to your community?

Do you have a designated leader/board position devoted to outreach?

Is the quality of your ensemble acceptable for public performance?

Do you sing songs that are entertaining, recognizable and relevant?

Do you perform songs that will offend certain groups within your community?

Are we truly inclusive in everything we do? Are we willing to make changes?

What relationships/connections do your members have within the community?

Assess Your Community

Define the boundaries of what you consider your community to be.

What are the demographics of your community?

Does your chorus demographics represent your community demographics?

Are there underserved parts of your community that would benefit from what you specialize in?

What does the community know about you? Invite guests to rehearsal/meetings

What are your communities needs?

Initiate Collaborations/Form Partnerships

Get to know the other arts organizations in your community and what makes them successful.

Make a list of other organizations that would compliment your strengths.

Meet/Network with the leadership of other organizations to find a good fit.

Don't expect others to come to you. Go to them!

Do not force a partnership. Collaborate first and partnerships happen naturally.

Stay Focused

Are you doing too much already? What has to go to make room for outreach?

A stretch is good every now and then, but know your strengths/weaknesses!

Make sure your members know your why. Use an elevator speech.

Keep Points of Contact (POCs) so communication does not get lost.

Develop a method for documenting all meetings/projects for future leadership.

Use Project Planning as a universal language of success and organization

Project Planning - Your Key To Successful Planning

Title of Project:

Scope: (What are you doing? For whom? Why?)

Objectives: (SMART; Specific, Measurable, Aggressive, Realistic, and Time-based)

Team Roles & Responsibilities: (RACI- responsible, accountable, consulted, and informed)

Stakeholders & Communication Needed: (Internal and External- this is the communication to people who have a VESTED INTEREST IN the successful completion of this project)

Project Planning - Your Key To Successful Planning

High-level Target Dates & Milestones: (Keep it simple, but specific; milestones are an end state for various stretches of the project- e.g.- venue booked, tickets on sale, kick off meeting complete- include dates and list sequentially for easy following by project team/stakeholders)

Risks & Responses: (This list will change throughout the project; identify whether it's a low, medium, or high risk, and any anticipated actions to mitigate that risk being taken; assign people to "monitor those risks" throughout the project so you don't have to remember all of them)

Timeline & Budget:

Membership Project Plan: Focused Recruitment

Scope (what? for who? why?):

Grow the active membership of the Harmonizers with high calibre singers.

Objectives (SMART; Specific, Measurable, Aggressive, Realistic, and

Time-based):

- Hold a “focused” guest night early in 2017.
- Determine three to five characteristics that define a “high calibre” singer.
- Develop a high-quality information package that will be sent to targeted guests in advance of the guest night.
- Include information regarding Guest Night and Open Auditions in the Holiday Concert Program.

Team Roles & Responsibilities: (RACI- responsible, accountable, consulted, and informed)

- Membership Director:
 - Responsible for Planning, Organizing and Implementing Guest Night.
 - Responsible for determining the contents of the Invitation Package.
 - Responsible for mailing the invitation packages and managing all responses.
 - Responsible for communicating information about Targeted Recruiting and Guest Night to the General Membership.
 - Responsible for any follow-up with Guest Night participants.
- Communications Director:
 - Accountable for delivering agreed upon Invitation Package.
 - Accountable for including Guest Night and Open Audition information in the Holiday Concert Program.
- Operations Director: Accountable for Guest Night logistical needs (ie, Meeting room for guests, sign in table and refreshment tables set up in lobby, etc.)
- “Sunshine” Coordinator/Social Director/Snacks Volunteer: Accountable for an above average offering of snacks for the break on Guest Night.
- Artistic Director:
 - Consulted on the contents of the Invitation Package
 - Consulted on determining the criteria for those who will be invited to attend Guest Night.
- Executive Director:
 - Informed of the contents of the Invitation Package

- Informed of determining the criteria for those who will be invited to attend Guest Night.
- General Membership:
 - Informed of Guest Night and their involvement with it’s targeted recruitment.
 - Accountable for presenting candidates who meet agreed upon criteria.
- BHS/AH Board President: Informed of Focused Recruitment/Guest Night Plan as necessary.

High-level Target Dates & Milestones:

- Guest Night: January 24th, 2017
- Invitation Packages mailed to targeted guests: No later than Monday, January 9, 2017
- Invitation Packages completed: No later than Tuesday, January 3, 2017
- Submission of names, addresses and contact information for potential guests: No later than Tuesday, January 3, 2017.
- Present the Targeted Membership/Guest Night Plan to the General Membership, and solicit potential candidates from them: December 6 or December 13, 2016.
- Determine targeted membership criteria for guest night participants: No later than November 29, 2016.

Risks & Responses

- Risk: Criteria for targeted members cannot be agreed upon.
Response: Include consultation from BHS President or Operations Director.
- Risk: Contents of Invitation Package cannot be agreed upon.
Response: Consult music team for consensus.
- Risk: General Membership does not present any candidates that meet predetermined minimum number of criteria before the deadline.
Response: Modify inclusion criteria, or postpone Guest Night at least one month on a Tuesday that Artistic Director is available.
- Risk: General Membership does not present any candidates before the deadline.
Response: Postpone Guest Night at least one month on a Tuesday that Artistic Director is available.
- Risk: None, or not all, of the targeted candidates respond to attend Guest Night by RSVP Date.
Response: Send reminder email to the candidates, or call each candidate to invite them again.
- Risk: All candidates decline the invitation to Guest Night on a Tuesday that Artistic Director is available.
Response: Postpone Guest Night for at one month.
- Risk: The Durant Center is closed on January 24 due to snow, or other unforeseen reason.

Response: Immediately contact each candidate by email and telephone to let inform them of the cancellation of rehearsal. Solicit the availability of the candidates, and reschedule Guest Night accordingly.

Organization and Staffing Plan

- **Project Planning Team:** Artistic Director, Membership Director, Communications Director; with consultation from Board Presidents and Executive Director.
- **Project Implementation Team:** Membership Director, Communications Director, Operations Director, Sunshine Coordinator/Social Director, Snacks Volunteer.
- **Other Participants:** General membership, BHS and AH Boards.

Communications Management, Change, and Control Plans

- Artistic Director and Membership Director to meet once a month, or as needed. Communications Director will join the Artistic and Membership Directors at least once and no less than one month prior to the due date of his deliverables.
- Communications Director will provide status updates
- General Membership to be informed of the Focused Recruitment Plan and Guest Night via powerpoint presentation on December 6 or December 13, 2016.
- General Membership will be reminded of their obligation to provide candidates during weekly business meeting announcements, weekly announcements emails, and, if necessary, topic specific emails from either Membership Director or Artistic Director.
- Operations Director and Sunshine Coordinator/Social Director to be informed of their responsibilities on the same date as the General Membership presentation. Each will provide status updates two weeks and one week prior to Guest Night.
- Project Close Meeting: Will take place at first scheduled Artistic Director/Membership Director meeting after Guest Night. Additional participants will be invited if appropriate. "Thank You's" will be announced during the business meeting of the next rehearsal after Guest Night.

Scope Management, Change, & Control Plans:

Changes to this Targeted Recruitment Plan must be approved by Membership Director with the consultation from the Artistic Director, Executive Director, and BHS President.

	2016	2016	2016	2016	2016	2016	2016	2016	2017	2017	2017	2017	2017	2017	2017	2017
	Nov	Nov	Nov	Nov	Dec	Dec	Dec	Dec	Jan	Jan	Jan	Jan	Jan	Jan	Mar	Mar
	1	8	15	29	6	13	20	27	3	10	17	24	31	7	28	
Targeted Recruiting/Guest Night																
Determine targeted membership criteria				X												
Present the Targeted Membership Plan					X											
Submission of Names/Contact Information									X							
Invitation Packages Completed									X							
Invitation Packages Mailed to Targeted Guests										X						
Guest Night													X			
Guest Management																
Determine Guest Pprotocol			X													
Begin regular New Member Bootcamps			X													
Present the Guest Management Plan						X										
Refine/Unify Messaging that Guest Hear						X										
Implement Guest Management Plan									X							
New Member Management																
Define New Member	X															
Determine form of the "Support Network"	X															
Announce Support Network/ Begin Recruiting		X														
Begin regular New Member Bootcamps			X													
Guidelines for New Members into Subsidiary Organizations			X													
Meet with members of Support Network										X						
Implement Support Network											X					
Implement New Member Management Plan													X			
Active Member Management																
Protocols for active members established									X							
Cultural enhancements established									X							
General Membership Briefed on Active Member Plan										X						
Social Director Selected												X				
Begin Annual Reviews														X		
Annual Reviews completed															X	
Alumni Management																
"Alumni Director" selected						X										
Determine performing to non-performing member protocols			X													
Select preliminary performing 2017 opportunities					X											
Announce Alumni Initiative				X												
Alumni Communication Protocols established										X						

Telling Your Story...

(...not that easy?)

How Do You Measure Success?

What Are Your Measures of Success?

How Do You Define Them?

Measures of Success	Definition
Financial	Making a positive contribution to the financial health of the organization
Fellowship	Building friendship and camaraderie with within our organization
Improvement	Improving the artistic quality of the chorus and its members
Membership	Recruiting potential members of highest character and quality
Outreach	An activity creating awareness or providing a service to a community without access
Prestige	Promoting admiration experienced through the perception of achievement

Telling Your Story...

What do you do that aligns to your Measures of Success?

Measures of Success	Examples
Financial	Holiday Show, Spring Show, Fall Show, Package Show, etc.
Fellowship	Afterglow, Presidents' Banquet, Heat Glow, Softball Game, Put Together Contest, etc.
Improvement	Rehearsal, Retreat, Coaching, PVI, Sectional, Contest, etc.
Membership	Guest Night, Open Audition, UMD Men's Invitational, etc.
Outreach	Youth Festival, Armed Forces Show, Veterans Day, Nursing Home, Wounded Warrior, Chorus Invitational
Prestige	Carnegie Hall, White House, Supreme Court, Kennedy Center Honors, International Trip, Strathmore, etc.

How do you measure the outcomes for each of your projects/events?

Measures of Success	Outcome Measurement
Financial	What specific dollar amount is expected to be raised by participating in the event?
Fellowship	What specific ways do we expect to build a greater sense of friendship and camaraderie among our members?
Improvement	What specific artistic successes are expected by participating in this event?
Membership	What specific number of guests do we expect will come from participating in this event, ultimately showing an interest in potential membership?
Outreach	What specific need is being filled by participating in this event, and what is the specific community or audience being served?
Prestige	What specifically makes the event prestigious and how do we expect to leverage the experience to our benefit?

Telling Your Story...

What are the impacts based on those outcomes?

Event	Outcome(s)	Impact(s)
Rehearsals	We meet weekly to improve the consistency of our fundamental/technical skills, while we strive to enhance the artist	
Coaching Sessions	We invite subject matter specialists to educate and advise the chorus to higher levels of performance and artistry by	
Presidents' Banquet	We celebrate our accomplishments of the previous year, and all of the important people that helped us by honoring	
Whiffenpoof Show	We raise approximately \$5,000 by producing this event. We recruit and retain at least one new singer for at least 12	
UMD Men's Invitational	We recruit and retain at least one new singer for at least 12 months from participating in this event. We present high	
IMC National Conference Show	We present high quality barbershop harmony to an audience of male singers and male choral ensembles from across	
Strathmore - Iron and Coal	We raise approximately \$5,000 (net) from participating in this event. We forge relationships with a prominent perform	
Retreat	We invite subject matter specialists to an immersive weekend of education and coaching to advise the chorus to hig	
Orlando Convention	We compete against choruses from around the world in a culmination of months of coaching and rehearsing with the	
70th Anniversary Show	We raise approximately \$15,000 (net) from the production of this event.	
Youth Festival	We produce a one-day festival that educates local students about a cappella harmony.	
Singing Valentines	We deliver the gift of song to city offices, schools, retirement homes and local businesses, free of charge.	
Spring2Action	We raise approximately \$20,000 by participating in this event.	
ASBC Choral Invitational	We bring a variety of local choral arts organizations together to share their joy of singing various styles of music with	
Holiday Show	We raise approximately \$12,000 (net) from the production of this event.	
Pub Crawl	We surprise tourists and local patrons of restaurants and businesses within our community with impromptu performar	
Aca-Challenge	We raise approximately \$5,000 (net) from the production of this event. We recruit and retain at least one new singer	
Sectionals	We meet, approximately quarterly, outside of our usual rehearsal time to hone our skills in smaller groups and sectio	
Dog Days	We perform for and with a collection of local barbershop chapters for a long standing tradition of harmony and fellow	



NOW, YOU HAVE YOUR STORY!!!

Questions?

Good Luck and Thank You!
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