

AIMS FOR CURRENT YEAR
as part of
Three-year Rolling Plan

AIM #1 - Grow the Society's number of members and chapters.

- Metric #1: Total annual net membership change (measured at 12/1 of each year)
- 2012 Positive net gain by 12/1/12 to 24,788 (2% over 12/1/2011 of 24,302)
 - 2013 Increase total membership by 2% over 12/1/12 results (25,383)
 - 2014 Increase total membership by 2% over 12/1/13 results (25,789)
 - 2015 Increase total membership by 2% over 12/1/14 results (26,305)
- Metric #2: Increase the number of chapters (measured at 12/1 of each year)
- 2012 Increase number to 803 (1% over 12/1/11 number of 795)
 - 2013 By 1% over 12/1/12 number (811)
 - 2014 By 1% over 12/1/13 number (819)
 - 2015 By 1% over 12/1/14 number (827)

Receive a report from the CEO two weeks prior to the midwinter meeting of the Board containing a membership growth plan to achieve the above aims and metrics as per the Executive Limitation.

AIM #2 - Enhance the external image of the Barbershop Harmony Society and its chapters, districts and affiliates

- Metric #1: Increase the number of chapters reporting community service by 5% each year over the previous year end reporting number using the Chapter Achievement Program (CAP) survey.

"community service" is here defined as those activities of a chorus, quartet or chapter member which include the items measured in the CAP survey:

1. Unpaid performances
2. *Sing For Life* participation
3. YIH projects

Receive a report from the CEO two weeks prior to the spring meeting of the Board containing an action plan to expose, in a positive fashion, the BHS to the general public as per the Executive Limitation.