

Objectives

The AVS has a growing, diverse, and engaged membership.

The AVS is a sustainable, healthy organization.

The AVS has a defined identity and trajectory in the field of viola performance and education.

2021 Goals

Develop member analysis, tracking, and report system

Decrease attrition numbers to **100**

Grow conference attendance by 10%

Annual reports to sponsors, members

Implement board working structure

Analysis of organizational health (SWOT)

Update and condense AVS vision/mission statement

Refresh branding/voice, website for 50th anniversary

Increase features/content diversity by 15%

Develop publishing arm

Strategies

Survey – satisfaction drivers

Online membership software

YAC lead student membership drive

Greenroom Series, masterclasses, Youth Advisory Committee trivia night, Open-Mic Viola Night

Market to previous and potential sponsors

Develop orientation process for board of directors, clarify duties and timelines

Develop rate sheet for all AVS services

Link social media feeds to website

Journal available as flipbook on website

25% increase in Journal material from authors of diversity

Quarterly reciprocal publicity with other orgs

Metrics

Membership renewal rates

Member data

Survey data (develop benchmarks for future surveys)

Financial goals as set by EC and Treasurer
 a. Investment accounts under new management

Clear conference expenses 2021, 15% increase in 2022

15% increase for JAVS sponsorships

- Flipbook/PDF downloads of JAVS
 - Quarterly membership numbers
 - Website traffic analysis
 - Consistent adoption of brand standards
 - Quarterly access/participation reports from program committee chairs