

Chorus America Online Seminar

Key Steps to a Successful Transition

You can start by asking some questions, such as:

1. In a couple of sentences, how would you describe your chorus and what it does?
2. What would you say is your community's impression of the mission of your chorus?
3. What is the reputation of your chorus:
 - Within the choral community?
 - Within the broader arts community throughout North America?
 - Among funders?
 - Among other arts leaders in your community?
4. Does your chorus have any competitors and, if so, how would you say you measure up?
5. What do you value most about your chorus?
6. What are the ways in which people in your community are involved with your chorus?
7. What do you consider the most important things your chorus offers to:
 - Members of your chorus?
 - Your community at large?
8. Are there other things you feel your chorus could offer the community? Why and how?
9. Is there anything that you would change about your organization?
10. As you look at the future, what external threats (changes, trends) will have the greatest impact on your chorus in the next 5-10 years?
11. How should your chorus respond to these conditions in the next 3-5 years?
12. Are there opportunities that your organization could capitalize on now or in the future?