

2024-2025 State of the Region Report Questionnaire

About your Region

1. Region Number.
2. Name and title of person completing this SOR.
3. Names and titles of other contributors to this SOR.

Strategic Planning and Leadership Continuity

4. How current is your regional strategic plan?
 - a. Current year
 - b. 2-3 years
 - c. 4+ years
 - d. We don't have a strategic plan
5. How well are your regional priorities and programs aligned with your regional strategic plan?
 - a. Well aligned
 - b. Moderately aligned
 - c. Slightly aligned
6. Has the regional strategic plan been communicated to committees and chapter leaders as context for their work?
 - a. Yes
 - b. Partially
 - c. No
7. What year do you plan to next revise your regional strategic plan?
 - a. 2025
 - b. 2026
 - c. 2027
 - d. 2028
 - e. 2029
8. Do you maintain a Regional Leadership Database to support RMT succession planning and recruitment for regional resource roles?
 - a. Yes
 - b. Yes, but needs updating
 - c. No
9. Which statement most closely describes your RMT and resource team recruitment activities in 2024-2025?
 - a. We have a healthy pipeline of candidates
 - b. We have enough candidates to fill the roles
 - c. We have people we can ask if needed
 - d. We have had vacant positions
10. Have your region's strategic or succession planning efforts led to any positive outcomes you'd like to share with others? (free text – optional)
11. Are there any types of support from the Regional Leadership Committee that would help your region with strategic planning and leadership continuity? (free text – optional)

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Regional Communication and Marketing

12. How would you describe the effectiveness of your regional communication approaches in keeping members informed and engaged in regional activities?
- Effective
 - Somewhat effective
 - Not very effective
 - Unsure
13. What communication methods have worked best in your region for informing and engaging members? Please share any examples or insights.
14. How would you describe the effectiveness of your 2024-2025 marketing plan and activities in achieving your region's marketing goals?
- Effective
 - Somewhat effective
 - Not very effective
 - Unsure
15. What regional marketing approaches have worked best and why? Consider the strategies behind their success – such as audience targeting, messaging, timing, creative elements or platform choice. Please share any examples or insights.
16. How would you describe your region's utilization of the *Mission Retention and Ignite The Sound* resources for each of these regional marketing activities?
- Scale: rarely, occasionally, often*
- Regional marketing campaigns
 - Adapting content for education classes to improve chapter marketing
 - Referral/sharing when offering marketing support to chapters
17. Do you have any communication and/or marketing success stories you can share with other regions? (free text – optional)
18. Are there any types of communication and/or marketing education or resources you would find beneficial from the Regional Leadership Committee? (free text – optional)

Membership

19. What membership growth and retention methods have worked best in your region? Please share any examples or insights.
20. What membership recognition approaches have worked best in your region? Please share any examples or insights.
21. Approximately how many chapters received an in-person or virtual non-musical visit or contact by members of the RMT or resource staff in the past fiscal year?
- All
 - Almost all
 - About half
 - Less than half
 - Few
 - None

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22. Please describe any Diversity, Equity, and Inclusion education or initiatives taking place in your region. (free text – optional)
23. What activities to engage Chapter-at-Large members have worked best in your region? Please share any examples or insights.
24. Do you have any membership-related success stories you can share with other regions? (free text – optional)
25. Please describe any membership growth and retention support or educational resources you would find beneficial from the Regional Leadership Committee. (free text – optional)

Education

26. How would you describe the effectiveness of your 2024-2025 education plan and activities against your goals?
- Effective
 - Somewhat effective
 - Not very effective
 - Unsure
27. How would you describe your region's utilization of each of these educational approaches?
Scale: rarely, occasionally, often
- Regional faculty-led education activities
 - Music director development
 - Programs catering for diverse member musical skills and levels
 - Small chorus-focused programs
 - Youth development programs
 - Specialist area training e.g. arrangers, visual leaders, music teams
 - Leadership skills classes
 - Chapter administration classes
 - Cross-region collaboration / education resource sharing
 - Mentor programs
 - Online delivery of education e.g. Zoom, digital education platforms
 - Campaigns / incentives to encourage higher regional education attendance
28. Which of these membership related classes, workshops or faculty support activities did your region offer in 2024-2025? Select all categories that apply.
- Membership retention
 - Marketing for membership
 - Nurturing new members
 - How to use Ignite The Sound and Mission Retention resources
29. How many regional education faculty members do you have?
- Fewer than 5
 - 6-9
 - 10-14
 - More than 15
30. Do you have a regional education faculty recruitment and development plan?

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- a. Yes
- b. Yes, but needs updating
- c. No

31. Approximately how many chapters received an in-person or virtual music education visit by a member of your regional education faculty in the past fiscal year?

- a. All
- b. Almost all
- c. About half
- d. Less than half
- e. Few
- f. None

32. Do you have any education success stories you can share with other regions? (free text – optional)

33. Is there any education or support you would find beneficial from the Regional Leadership Committee to enhance any part of your regional education program? (free text – optional)

Success, Challenges and Key Learnings

34. What does your RMT consider to be the biggest challenges in your region this past fiscal year? (free text, mandatory)

35. What does your RMT consider to be the biggest successes in your region this past fiscal year? (free text, mandatory)

36. Please share any comments and or questions your RMT may have for the international board of directors. (free text, optional)

37. What kind of support from the Regional Leadership Committee has been most helpful to your RMT in 2024-2025? (free text, optional)

38. Would your RMT like to talk with your Regional Leadership Committee Liaison about any of the responses you've provided, or to request support? If Yes, we will coordinate this with your Regional Communications Coordinator.

- a. Yes
- b. No