

Spivey Hall Strategic Plan Update: Year 4 Goals (10/30/2019)

- Capitalize on databases of community members engaged and served by Spivey Hall's concert, education, neighborhood outreach and audience development programs, to promote CSU brand awareness.

The fourth year will focus on:

1) **PUBLIC ATTENDANCE** at free and paid admission performances by musicians appearing in the Spivey Series of outstanding international artists, Department of Visual and Performing Arts faculty and students, co-presentations with non-profit community music organizations, and artists appearing in Spivey Hall Education programs (Young People's Concerts, World Music Festival, choral and instrumental workshops, Spivey Hall Children's Choir Program, and others). **GOAL: 18,500 or higher.**

Progress: Collaborated with Development, Public Relations VPA, and Enrollment Management team members to provide message content and related graphics for CSU branded message distribution by Spivey Hall.

- Initiated an email and social media campaign to target lapsed and new patrons. We have reached 88% of our FY2020 goal with 16,349 free and paid admissions representing 1,370 households and schools.
- Our friends at VPA have been terrific partners, increasing their faculty participation in Workshops and the Children's Choir and taking great advantage of on site recruitment opportunities of our participating high school students. They had clear and present representation here during the rehearsals and concerts.
- VPA and Spivey Hall Education have been working more closely to tie our programming offerings to their curriculum. Ex: Atlanta Opera Voice Workshop (music drama workshop) and upcoming AfroSounds concert (world music/music appreciation). We've seen a recent uptick CSU student attendance at Young People's Concerts.
- Our colleagues in Admissions visited to meet one of YPC patrons who requested admissions information. Linda Proctor-Merritt brought a number of Admissions Information packets which were displayed and shared with the YPC patrons and with our Workshop families.
- At the request of Admissions adjustments have been made to the online YPC registration form directing interested high school patrons to Admissions online tour request form.

2) **FY20 REGISTRATIONS** of participants in Spivey Hall Education programs including Summer Music Camp, choral and instrumental workshops, and the Spivey Hall Children's Choir Program. **GOAL: 475**

Progress: Workshop registrations have currently reached 136 participants. The Spivey Hall Children's Choir Program has enrolled 150 members for the 2019-2020 season. The Elementary Honor Choir (March 2020) is projected for 100 registrations and the Spivey Hall Summer Music Camp (June 2020) goal is 30 campers.

Our Workshop goal of 475 will fall short by approximately 70 registrations due to the cancellation of the Treble Honor Choir arising from challenges to enroll sufficient students from multiple school systems with varying Fall Breaks.

3) **INTERACTIONS** with individuals via Spivey Hall's social media platforms (Facebook, Twitter, and Instagram), its website www.spiveyhall.org, Google Ad Words Grant, National Press Releases, and

responses to Spivey Hall e-mail marketing and promotion initiatives, including "Visit Spivey Hall, Discover Clayton State" cooperative communications with University partners. GOAL: 20,000 or higher monthly (240,000 annually).

Progress: Hired Digital Media Specialist to manage Google Adwords. Changed Email Marketing Platform to communicate with our new CRM and ticketing system and create trackable and measurable campaigns. Brought paid social media advertising in-house to 1) maintain more control, 2) be able to measure the conversion rates for advertising, and 3) extend the reach of CSU branded posts.