

Spivey Hall Strategic Plan Update: Year 3 Goals

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

The third 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: 18,000 or higher.**

Progress: Completed email and social media posts to facilitate low-cost and mutually reinforce messaging; developed new collateral for display and distributed for messaging at Spivey Hall concerts and community outreach events; collaborated with Development, Public Relations and Enrollment Management team members to provide message content and related graphics for message distribution by Spivey Hall.

January 2019 Update:

Initiated a Direct Mail Campaign to retarget lapsed Spivey Hall patrons. We have already surpassed our FY2019 goal with 19,404 free and paid admissions representing 1,633 households and schools.

April 2019 Update:

Initiated a Direct Mail Campaign to retarget lapsed Spivey Hall patrons. We have already surpassed our FY2019 goal with 22,173 free and paid admissions representing 1,947 households and schools.

2) FY19 **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: 400 or higher.**

Progress: The matrix now includes 22k students/educators and 12k patrons/donors (a 10.3% overall growth); delivered 149 registrations for more information from CSU admissions and the Division of Music which represents 10.3% overall growth. **As of the end of the third quarter, we are on track to meet or exceed the participant registration goal.**

3) **INTERACTIONS** with individuals via Spivey Hall's social media platforms (Facebook, Twitter, and Instagram), its website www.spiveyhall.org, and responses to Spivey Hall e-mail marketing and promotion initiatives, including "Visit Spivey Hall, Discover Clayton State" cooperative communications with University partners. **GOAL: 50,000 or higher.**

Progress: Completed messaging plan to include due dates for deliverables from project partners, donors, and a social media campaign for patrons and community partners; Completed monthly (and on-going) Spivey Hall email blasts, and social media posts. **Current reach for FY2019 is 64,000 impressions. We've upgraded our email marketing plan from 10k contacts to 15k with our growing audience.**