

BOARD RETREAT

A STRATEGY OF THE WOMEN'S SYMPHONY LEAGUE OF TYLER

East Texas Symphony Orchestra
107 E. Erwin
Tyler, TX 75702

Orchestra Size: GROUP 6
GTA Population: 150,000

PRESENTER:

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PROJECT GOAL: To launch the work of the incoming Board for the Women's Symphony League of Tyler with a one-day retreat designed to create effective leaders

PROJECT DESCRIPTION: Developed by members of the incoming Executive Board, the one-day event was facilitated by a leading consultant for symphony orchestras (Henry Fogel of Chicago, Dean and Distinguished Professor of Arts, Roosevelt University; former president and CEO of the League of American Orchestras) and included:

- Activities to build a cohesive leadership team (one-hour devoted to introductions with impromptu statement about what each participant hoped the retreat would accomplish)
- Training on WSL policies and procedures (including a game to find the most knowledgeable leader in WSL financial matters)
- Interaction among leaders on ways to become a more effective organization (small group discussion and report back to group at large)

TIMELINE:

February	Consultant contacted for availability; date and retreat site selected
March	Agenda developed; printed materials drafted
April	Phone conference with consultant, incoming President and Executive Board Advisor
May	Printed materials completed; event held in mid-May

FINANCIALS: The retreat was not a budgeted event; therefore, with a little creativity and funds from the incoming President's discretionary account, project costs were covered:

- Meeting supplies (flip charts, markers, pens, notebooks) -- \$100
- Airfare for facilitator -- \$540
- Facilitator fee -- Waived
- Facilitator per diem -- Underwritten by local hotel
- Meeting site -- No charge; held in the home of a past WSL President
- Lunch and refreshments -- No charge; Board members brought favorite dishes for a salad luncheon

VOLUNTEERS: Six (6) volunteers planned and implemented the retreat:

- Executive Board Advisor helped identify and secure consultant / facilitator.
- Incoming President developed agenda, managed budget, secured meeting site.
- VP of Finance developed off-line budget for retreat.
- Former WSL President secured hotel accommodations.
- Former WSL President hosted the retreat.
- Arrangements Chairman assisted the hostess in setting up luncheon.

OUTCOMES:

- Members reminded of organization's mission at each meeting.
- All Full Board and General meetings moved from public buildings to member homes.
- Executive and Full Board meetings streamlined and held on alternating months.
- General meeting times changed to noon and evening to better accommodate today's busy lifestyles.
- Lunch served at noon meetings, and hors d'oeuvres served in the evening.
- More time was allocated for social interactions among members.
- Programs streamlined with format changed from "recitals" to one or two selections and an interview with the musician(s).
- Greater organizational focus on supporting the East Texas Symphony Orchestra (i.e. Ball invitation for the first time stated "benefiting the East Texas Symphony Orchestra").
- External marketing included greater focus on mission of the organization and relationship to East Texas Symphony Orchestra.