

BranchGoalsMethodsIdeas

SCD Branch Goals and Methods
July 17 2012

existing ideas:

scd classes; beginning, intermediate, challenge, level 3, unique dances
different days and locations
put on dance events
5th tuesday dance mixer, fall dance, betwixt & between dance, potpourri dance,
dinner dance
attend other SCD group dances; reciprocity; portland, bend-redmond, seattle
publicity; newspapers, scd website, facebook, newsletter, email contact list
performances; outreach, dancing for \$ (ideas for performances)
rscds branch membership
name badges; danglers, event ribbons
subscribe elder audience for performance contacts
national folk organization insurance
summer picnic
scd class & event flyers, book mark, business card, video business card
post dance class flyers around town
performance coordinator
tartan day
calendar and dance event checklists of methods
ARC clothing donations fund-raiser
purchase advertising; e.g. Portland Highland Games, Columbia Dance
archive branch history; photos, newsletters & other articles, WA State Tartan
engage and partner with local community
collaborate with portland branch; e.g. picnic, hogmanay
501c3 & WA non-profit accounting
phone tree
park & rec supervisors award certificates

performance team; utilize goals & methods document
upload YouTube videos of Scottish Dance activities
rent Columbia Dance Studio room; mopping
develop relationship and negotiate contract with musicians
develop music playing technology
publish dance program briefs and animations
clark county fair performance, sandwich & sundae social
summer dance list
celebrate member birthdays
publish books of new dances
purchase music CD's
fund raiser; scottish afternoon, burns night, ghost stories, restaurants
promote celtic tap class
maintain reputation for teaching excellent dance technique

new ideas:

enhance social friendships; equal priority with learning dance skills
dine-out; non-dance social activities
monthly dances
value proposition scd class: learn dance skills -> attend dance events
attend other dance groups events with similar dance interests; e.g. square dance
hold combo SCD & SD lesson-dance event
RSCDS branch join SD & folk dance federation of WA; insurance, visitations
document Management Board office processes; facilitate training new person;
standing rules
develop newsletter goals, policy
publish newsletters on website; latest issue accessed with password
newsletter viewed by a wider audience; attracts & influences non-members
publish Branch member documents on website; accessed with password
membership roster, Management Board Meeting minutes,

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Articles & Bylaws, branch processes, standing rules,
dance event checklists and calendar
publish treasurer transactions on website; accessed with password; continuous audit
coordinate website & facebook page and other publicity forms
publish teacher profiles and messages to promote teachers' social appeal, charisma
cultivate sister branches; remote: japan, france; nearby; cultural exchanges
community volunteer; winter Hospitality Overflow, food sort, adopt a highway
donate SCD lessons to community fund raiser
new SCD class model; social + lesson; experienced dancers angels, pay optional
member benefit; raise price \$4 or \$5 , teacher honorarium; formula
separate individual SCD classes dilute participation
teach SCD classes youth; aspire project; college Physical Education
display photos and stories on facebook; viewed by a wider audience
attract high population of retired singles
improve scottish dancer gender balance
collaborate with area retirement homes for scottish dance performances
flash mob SCD demos; dance where people are
survey branch members and dancers for qualities they would like to see branch pursue
promote health benefits of dancing; L.A. fitness, pedometer
adopt square dance "thank you" practice; set huddle, circle to thank teacher and all
apply leadership skills
communications, clear purpose described by goals
tell the truth, avoid blame, build relationships
measure and improve performance
try innovative ideas to move beyond status quo, expect some failures
volunteers buy-in to shared goals, self-lead actions how best to help
use customer feedback to correct problems and strengthen satisfaction

connect subordinate goals and methods to top-level Branch objectives:

- (a) To preserve and promote the practice, appreciation, and enjoyment of traditional Scottish Country Dancing and its Music by any means possible.
- (b) To provide or assist in providing special education or instruction in the practice of Scottish Country Dancing.
- (c) Generally, to do such things as the Branch may consider to further the foregoing objectives within Southwest Washington and, if possible, beyond.

The Branch is organized exclusively for educational or charitable purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

process ideas

- + goal: what; is measurable.
- + method: how; action to accomplish goals.
- + we can implement a set of methods and measure goals to determine effectiveness.
- + a goal can be accomplished with multiple methods; major effect.
- + a method can accomplish multiple goals; minor effect.
- + a method can also be a goal; accomplished by a process of methods.
- definition process n.: A series of actions or steps taken to achieve an end.
- + we can assign priority weight to goals, and performance scores to model methods effectiveness.