



2022 Eastern Region Student Auditions and Conference



**Eastern Region of NATS Business Meeting
@Temple University, Sunday, March 6, 9:00 AM**

GOVERNOR'S REPORT: 2021/2022

ACTIVE MEMBERSHIP AS OF MARCH 02, 2022: 832

- Continued to develop and update region website content to increase usage/traffic for communication, recruitment and retention; added tabs for *DE&I & COVID Resources*, and a section on *Region Documents*. New members are directed to the website in their welcome letter etc.
- Increased internal communication via email, phone, and Zoom sessions (debrief, Q&A sessions etc.) to provide updates, training, coordination of events etc. and to increase the culture and sense of belonging.
- Developed Professional Development Series open to ALL membership at no cost. These included partnerships with local chapters and/or districts to co-sponsor events (NCR, NYC, ENY, Tri-States, CNYFL, NSQ) and/or fully fund innovative programming, DE&I content/topics etc. The idea is to form consortium- type partnerships with music programs, chapters, private academies etc. in order to support programming, share costs and offer diverse opportunities to our membership at no cost. This program serves as recruitment and retention tool; creates a sense of belonging; and increase engagement.



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- NATS Strategic Plan disseminated via email and through website.
- Added several programs for the Annual Regional Student Auditions & Conference.
- Diversified geographical areas for hosting main regional events (regional auditions & conference, NATSAA etc.). Comprehensive geographical rotation to avoid centralizing any particular region
- Continued to work on issues of Diversity, Equity & Inclusion through programming and strategic planning.
- Opened and maintained YouTube Premium and Zoom accounts.
- Appointed social media coordinator; linked social media accounts to website to increase easier access; revamped ALL social media accounts.
- Appointed region's technical support team.
- *Given the peculiarities of this year with the planning, preparation and administration of the Regional NATSAA Auditions and the Regional Students Auditions & Conference (in-person) the bulk of the many meetings and work sessions have been dedicated to those major regional events.



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❑ MISCELLANEOUS- Governor's Office

- Participated in local chapter and district board meetings; joined local chapter as non-voting member and guest adjudicated auditions.
- Joined the NATS Ethics Committee.
- Set-up selection process for new Governor for the Pennsylvania District.
- Worked on governance structure to add past-governor to the board; formally designated the region cabinet and board.
- Appointed Region Development Liaison Officer.
- Recruited members at local chapters to engage with the National Office on DE&I training and work.
- Planning, preparation and administration of the Regional NATSAA Auditions (Delaware University) and the Regional Students Auditions & Conference (Temple University).
- Continued to plan in advance to diversify hosting commitments across the region.
- Continued to support and/or create new programming that provides opportunities for engagement (Conference Honoree program; special awards; open zoom access; guest adjudications etc.)
- Continued to develop strategies to focus DE&I work on climate, curriculum, repertoire and access to leadership positions
- Participation/attendance to all National Board and other meetings and work sessions>



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❑ IN DEVELOPMENT:

- Survey about membership engagement, sense of belonging and DE&I
- Assessment/evaluation tool for regional events
- Fundraising initiatives to support Honoree Award Program, Professional Development Series, Student Auditions & Conference Special Awards and other.
- Addition of Treasurer Office to Region Board.
- Planning to add CM (formerly CCM) categories for our Eastern Region Student Auditions and or other, beginning in 2023

EASTERN REGION FINANCES:

*Given the amount of resources allocated to cover the regional NATSAA Auditions and the projected low-er enrollment for this year's student auditions & conference, programming such as the Professional Development Series and the regional partnerships at the district and local levels etc. have been halted.

**How does the region acquire funds? Membership dues (new members, renewals) and registration fees from students auditions & conference. See below.