

THORNIEST ISSUE

- TRANSGENDER
- DIRECTOR QUANTITY
- DECLINING MEMBERSHIP
- POLARIZATION (INTER BUS)
- MONEY (TOO MUCH DEMANDED INSIDE BUS)
- KIBBERS
- SIMPLIFY MODERN ARRANGEMENTS
- MAKE INT'L OPEN BY LESS EMPH. ON CAMP.
- HOW BUS HANDLES SOCIAL ISSUES
- "BLACK HOLE OF HH"
- LEADERSHIP TRAINING (CHAPTER DISCUSS)
- DIRECTOR "11"

THREATS

- AGE
- HEALTH
- DEMOGRAPHICS
- SECRET SOCIETY
- TIME COMPETITION
- OLD SET WAYS
- APATHY
- COST
- SOCIETY FOCUS ON COMPETITION
- STATUS QUO
- COST OF JUDGES
- STEREOTYPES BY OUTSIDERS

THREATS

- QUALITY OF MUSICAL LEADERSHIP
- BURNOUT
- GENDER INCLUSION
- NOT ENOUGH MODERN ARRANGEMENTS (<10 YRS OLD)

OPP

- FIX MY CHORUS
- EXTREME MAKEOVER (CHORUS EDITION)
- CELEBRATION OF SINGERS
- BARBERSHOP "APP"
- MORE HH CONTACT W/CHAPTERS
- 11 MESSAGES FROM MARTY
- SUPPLY HEARING AIDS
- LEVERAGE OTHER GROUP AFFILIATIONS

OPPORTUNITY

~~•~~ SOCIAL MEDIA

- MERGER (OTHER SINGERS)
- MORE EXPOSURE - TV, ETC
- AD CAMPAIGN (PUSH)
- INNER CITIES (e.g., Chicago)
- CROSS DEMOGRAPHIC (RACE, ECON, GENDER)
- MILITARY
- SCHOOLS (COLLEGE/HS)
- BARBERSHOP GRAMMY
- MIKE ROWE "DIRTY CHORUSES"