

Spivey Hall Strategic Plan

Update 6/15/2018

Visit Spivey Hall, Discover Clayton State University

Project Description: Capitalizing on databases of community members engaged and served by Spivey Hall's concert, education, neighborhood outreach and audience development programs, systematically coordinate data-gathering and marketing communications to cultivate relationships and promote Clayton State brand awareness.

GMEA Distance Learning / SHYA - January 2018

- King of Instruments
- 40+ educators
- Elementary music educator workshop opportunities

David Russell Masterclass - March 2018

- Residency visit in local school – guitar

Education Marketing Campaign – Ongoing

- Reaching Educators
- Reaching Parents
- Reaching Students

Give4Dreams April 2018 (Concert Feb 2019)

- Sons of Serendip
- Classical-jazz-pop-R&B-gospel fusion quartet
- Vocals, piano, guitar, cello, harp
- CSU Concert Sponsorship: \$3k+

Spivey Series Patron Marketing Campaign

- Social Media Items of Interest
- Email Marketing Plan Open Rates
- Website Updates

Spivey Donor Communications

- Clayton State News Items
- Newsletter Open Rates
- Give4Dreams