

## **Vision Statement: NATS VP of Membership**

Dear Members of the Committee:

As Vice President for Membership, my first term has focused on strengthening the infrastructure, outreach, and growth strategies of NATS. I'm proud to have helped usher in a tiered membership structure that offers more flexibility and accessibility for members at all career stages. I also worked diligently with Regional Governors to fill DMD vacancies and introduced new goal-setting guides to support DMDs and Chapter Presidents in their leadership roles.

In collaboration with our President, I co-organized the NATS Leadership Summit last fall, and I've served as Chair of the Membership Committee, facilitating two productive meetings to discuss recruitment strategies. We successfully launched a New Member Mixer (with another on the way this August), held Spring meetings with the DMDs and went over yearly reports with them, and assisted with transitioning the role of Membership Services Coordinator into a more strategically focused Membership Growth Strategist position. Personally, I've reached out to over 900 expired members and created a new Exit Survey to gather data and better understand non-renewals. These efforts have laid a strong foundation for our future membership initiatives.

Looking ahead to the remainder of this term and into the next, I plan to work closely with our new Membership Growth Strategist to continue increasing recruitment and retention. My vision centers on expanding membership across four key populations:

### **International Membership**

I see enormous potential to grow our international presence, especially in regions like Mexico and the Philippines, where there is a vibrant culture of vocal music. Working with new International Governor Sandra Oberoi, I hope to leverage relationships and programs to help launch new chapters and foster stronger international ties. I also see affinity groups playing a vital role in helping international members feel welcomed and valued.

### **Collaborative Pianists and Choral Educators**

Many collaborative pianists and choral educators are not yet fully aware of the benefits of NATS membership. Targeted outreach to university collaborative piano programs and rural choral educators—especially in states like Texas—could introduce these professionals to the rich professional development and networking opportunities NATS offers.

### **Graduate Students and Recently Graduated Teachers**

We have a critical opportunity to transition SNATS members into NATS membership by

providing clear guidance and support. Encouraging graduate students to become Emerging Professional Members and offering them mentoring opportunities will help them gain the skills and confidence needed to grow as teaching professionals within our community.


### **CM Teachers and Coaches**

As the CM categories continue to evolve in the National Student Auditions, it's important that we actively recruit CM teachers and coaches and create space for their voices. By ensuring their styles and expertise are respected and integrated equitably, we will expand NATS in an inclusive and sustainable way.

Throughout my career, I've remained committed to hands-on, personal engagement. Whether recruiting undergraduates at UT Austin or serving as Membership Liaison for South Texas, I believe in one-on-one connections that show people they are seen, heard, and valued. I bring a commitment to follow-through, a deep sense of organization, and a genuine passion for the mission of NATS.

My own growth as a teacher was shaped by the support and opportunities this organization provided. I want every member—whether in a small rural chapter or a growing international hub—to feel that same sense of belonging and possibility. Through strategic outreach, personal connection, and a shared commitment to inclusivity, I believe we can continue to grow NATS in bold and meaningful ways.

Sincerely,

A handwritten signature in black ink, appearing to read "Liliana Guerrero". The signature is fluid and cursive, with the first name "Liliana" and last name "Guerrero" clearly distinguishable.

**Liliana (Lily) Guerrero**

VP Membership