

February 17, 2018

## SWEET ADELINES INTERNATIONAL

### ***Harmony Heartland Region 4 Strategic Plan***

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## **Mission Statement**

To engage, education and support the members of Harmony Heartland Region 4 and future barbershop singers.

## **Vision Statement**

A growing, connected and diverse community that inspires and nurtures women

one voice,  
one chord,  
one song at a time.

## Strategic Outcome Areas

The strategic plan is focused on three over-arching areas as defined below:

### **Administration**

Our current and future teams and leaders are enabled to work together collaboratively, effectively and joyfully to achieve our vision..

### **Membership**

Our membership retention is consistent, and we have a plan for dynamic and diverse growth over the next decade.

**Education** – this is the list of weaknesses identified by the Ed Team

- Package and marketing
- Members are unmotivated to attend events
- We don't do enough singing at events
- Appeal to lower level choruses
- Director education at lower level
- Classes for aspiring directors, judges, arrangers
- Social events on Saturday night at events

## Administration / Leadership

**1) Initiative: Streamlined communication plan from region to members using Groupanizer**

STATUS: Completed

**2. Who:** Education and Membership teams

**What:** Supply the details to be on the web page.

**When:** on-going

STATUS: Active and ongoing

**2) Initiative: Have at least one applicant for each resource team position**

**3) Initiative: Leadership Mentoring Program**

**High Level Action Plan:**

**Who:** Wendy Gillette - Leadership Development Specialist

**When:** July, 2018

STATUS: Submitted to Bev Miller for review

**4) Initiative: RMT Meetings**

**High Level Action Plan:**

**Who:** Sue Pelley – Team Coordinator

**What:** Provides agenda and chairs the meetings

**When:** three times per year

STATUS: Active and ongoing

**5) Initiative: Annual Resource Team Retreat**

**High Level Action Plan:**

**Who:** Natalie Allen, Sue Pelley, Bev Miller - Regional Executive Committee

**What:** Plan agenda

**Where:** Determined by Facilities Coordinator with direction from REC

**When :** February each year

STATUS: Active and ongoing

## 6) Initiative: Improve Regional Logo

### High Level Action Plan:

**Who:** Sue Pelley - Regional Membership Director; Kristie Clark - Marketing Coordinator; Jennifer Palus - General Education Specialist  
**What:** Create plan to have logo reflect who we are now.  
**When:** Was July, 2018 / Changed to February 2019  
**How:** suggestions – connection/ connect four/ lines coming together  
**STATUS:** Sue requested date changed to February 2019 retreat

## Membership Strategic Initiatives

### 1) Initiative: Every chorus has net new member increase of one by 12/31/18.

**Purpose:** Growth

#### High Level Action Plan:

1. **Who:** Sue Pelley - Regional Membership Director  
**What:** Calculate accurate starting membership total per chorus  
**When:** Was February 2018 / Changed to October 2018  
**STATUS:** Unable to get accurate numbers from SAI due to their website problems. Sue requested date changed to October 2018.
2. **Who:** Regional Membership Team  
**What:** Divide 22 choruses into membership team groups  
**When:** February 2018  
**STATUS:** Completed
3. **Who:** Regional Membership Team  
**What:** Determine names/contact info for all Region 4 Membership chairs  
**When:** March 2018  
**STATUS:** Completed
4. **Who:** Regional Membership Team  
**What:** Determine which choruses need the most help  
**When:** February 2018  
**STATUS:** Active and ongoing
5. **Who:** Regional Membership Team

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**What:** Determine best practices from chorus with successful membership program

**When:** on-going

**STATUS:** Active and ongoing

6. **Who:** Sue Pelley - Regional Membership Director

**What:** Determine educational strategies needs and share with education team

**When:** prior to Leaders Retreat in June 2018

**STATUS:** Natalie – Sue wonders if this should be moved to the Education Team. Please let us know.

7. **Who:** Bonnie Morgan - Membership Growth, Retention & Expansion Coordinator

**What:** Develop membership growth recognition program

**When:** April 30, 2019

**STATUS:** Requested date of April 30, 2019

## **2) Initiative: Retention of membership - year 1 – 20; year 2 – 40; year 3 - 60**

### **High Level Action Plan:**

1. **What:** Create effective unification “connection” program.
2. **What:** Create and develop regional identity program.
3. **What:** Develop / implement reward recognition program for member retention.
4. **What:** Solicit member input on educational needs as they relate to retention and share with Education Team.

## Education Strategic Initiatives

### 1) Initiative: Increase chorus participation at regional events.

#### High Level Action Plans:

1. **Who:** Jennifer Palus - General Education Specialist ; Wendy Gillette - Leadership Development Specialist  
**What:** Increase attendance at Regional Educational Events by 20% by 2020 “20 by 20” with at least 20 choruses in attendance; Chorus participation at or greater than 60% at 2018 events; Chorus participation at or greater than 85% at 2019 events ;  
**How:** Word of mouth; passport stamped at each event attended; Increase conversations 1 month prior to event  
**When:** April 2018  
**STATUS:** Active and ongoing
2. **Who:** Amy Dieterle - Facilities Coordinator  
**What:** Chorus Connection – assign education team to specific choruses  
**When:** March 2018  
**STATUS:** Natalie – Amy wonders if this should be moved to the Education Team. Please let us know.

### 2) Initiative: Make education resources more accessible, portable and visible through the “chorus toolbox”.

#### High Level Action Plan:

- Who:** Molly Huffman - Director Liaison and Deb Bringman - DCP Coordinator  
**What:** Inventory existing International and regional tools; identify if we need to create new tools  
**When:** June, 2018  
**STATUS:** Completed. Jennifer Palus reports resources are located at <https://sai-region4.org/educationalresources>

### 3) Initiative: Help B- and below choruses feel valued and improve through attendance at level specific events.

#### High Level Action Plan:

**Who:** Natalie Allen - Regional Education Director

**What:** Area schools

**When:** October, 2018

**STATUS:** Not due until October 2018

**4) Initiative:** Have a thriving Catch a Rising Star contest with at least 5 quartets

**High Level Action Plans:**

1. **Who:** Liz Sabo-Johnson - Young women in Harmony Specialist

**What:** Local outreach

**How :** free tickets for schools

**When:** March 2018

**STATUS:** Active. Working with Metro Nashville, Pride of KY, Cincinnati Sound, and Scioto Valley (all choruses which have hosted a YWIH Festival) to see if 1 or 2 of them can add a CARS contest to their Festival.

2. **Who:** Natalie Allen - Regional Education Director

**What:** Festival Education Session Plan

**When:** Was June 2018 / Changed to January 2019

**STATUS:** Requested date changed to January 2019. A discussion will be held during a Break Out session or Lunch and Learn.

3. **Who:** Natalie Allen - Regional Education Director / Liz Sabo-Johnson - YWIH Specialist/ Deb Bringman - DCP Coordinator / Fran Furtner & Marty Woelfel - Festival Administrators

**What:** Panel discussion including how to obtain SAI grants for regional activities, booths at educational conferences.

**When:** Was June 2018 / Changed to January 2019

**STATUS:** Liz requested date changed to January 2019. A panel discussion will be held during a Break Out session or Lunch and Learn. Liz and Lisa Whittaker have both written grants and Liz has a wonderful CD from the University of Cincinnati. Also Liz can invite a representative from Summerfair, who awards grants in Cincinnati, to be on the panel.



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**5) Initiative:** Education Event Considerations

- Energize the social aspects and singing at educational events
- Include aspiring Director track for section leaders and CDP participants
- Develop YWIH feeder pattern for 1 day festivals to become 3 day festivals