

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 – suggested by Education Team**

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

#### High Level Action Plans

1. **Who:** Beverly Miller -Finance Coordinator, Kristie Clark - Marketing Coordinator, Jeanne Delahunty - Communications Coordinator  
**What:** plan for areas of information to be available in the members only section of the regional web page.  
**When:** May, 2018
2. **Who:** Education and Membership teams  
**What:** Supply the details to be on the web page.  
**When:** on-going

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

#### High Level Action Plans

1. **Who:** Wendy Gillette - Leadership Development Specialist, Elaine Deutsch - Registration Chair, Lisa Whittker - Ways and Means Chair  
**What:** Chorus participation at or greater than 60% at 2018 events.  
**How:** passport stamped at each event attended; small chorus performance; stipend to attend  
**When:** March, 2018
2. **Who:** Wendy Gillette - Leadership Development Specialist, Elaine Deutsch - Registration Chair, Lisa Whittaker - Ways and Means Chair  
**What:** Chorus participation at or greater than 85% at 2019 events.

### 3) Initiative: Have at least one applicant for each resource team position

#### High Level Action Plan:

- Who:** Appointment Advisory Committee  
**What:** Solicit applications from EACH chorus  
**How:** Partner with Membership Team to encourage applications and supply names of potential candidates.  
**When:** March 1, 2019

February 17, 2018

**4) Initiative: Leadership Mentoring Program**

**High Level Action Plan:**

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

**When:** July, 2018

**5) Initiative: Administration Team Meetings**

**High Level Action Plan:**

**Who:** **Bev Miller** - Regional Administrative Director

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

**When:** three times per year

**How:**

- June, 2018 – dinner on Friday evening of Leaders Retreat; region will cover the cost; Sharon Terrell - REC Secretary will determine location and provide information by Wednesday before the meeting.
- September, 2018 – electronic meeting; Jeanne Delahunty - Communications Coordinator to provide Hangout link.
- February, 2019 – Resource Team retreat

**6) 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

**7) 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:** July, 2018

**How:** suggestions – connection/ connect four/ lines coming together

February 17, 2018

## 8) Initiative: Develop a Vision Statement

### High Level Action Plan:

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

**What:** Create a vision statement.

**When:** August, 2018

**How:** suggestion from education team:

A growing, connected and diverse community that inspires and nurtures women  
one voice,  
one chord  
one song at a time

February 17, 2018

## 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:** February 2018
2. **Who:** Regional Membership Team  
**What:** Divide 22 choruses into membership team groups  
**When:** February 2018
3. **Who:** Regional Membership Team  
**What:** Determine names/contact info for all Region 4 Membership chairs  
**When:** March 2018
4. **Who:** Regional Membership Team  
**What:** Determine which choruses need the most help  
**When:** February 2018
5. **Who:** Regional Membership Team  
**What:** Determine best practices from chorus with successful membership program  
**When:** on-going
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
7. **Who:** Bonnie Morgan - Membership Growth, Retention & Expansion Coordinator  
**What:** Develop membership growth recognition program  
**When:** ???

February 17, 2018

**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 attendance at Regional Educational Events by 20% by 2020 “20 by 20” with at least 20 choruses in attendance.**

#### **High Level Action Plans:**

1. **Who:** Jennifer Palus - General Education Specialist  
**What:**
  - a. Word of mouth
  - b. Increase conversations 1 month prior to event**When:** April 2018
2. **Who:** Elaine Deutsch - Logistics Chair / Beverly Miller - Finance Coordinator  
**What:** Incentive plan  
**When:** May 2018
3. **Who:** Amy Dieterel - Facilities Coordinator  
**What:** Chorus Connection – assign education team to specific choruses  
**When:** March 2018

### **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

### **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

**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
  
2. **Who:** Natalie Allen - Regional Education Director  
**What:** Festival Education Session Plan  
**When:** June 2018
  
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:** June 2018

**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