

Sweet Adelines International Task Forces

With Personnel and Mandate

April 24, 2019

75th Anniversary Task Force

Kristin Mally, Assistant Director of Events, Staff Liaison for the Task Force, Chair

Patty Cobb Baker

Peggy Gram, Liaison to History/Archival Task Force

Jocosa Bruce

Lea Rippetoe

Lauren Stark, Marketing & PR Manager, Staff Liaison for the Task Force

Mandate:

- Design marketing, theme, events, International Chorus trophy, commemorative sales items, etc. for the 75th Anniversary
- Develop a comprehensive plan to recognize and celebrate the 75th Sweet Adelines International Anniversary.
- Present timeline, proposed budget, and proposed theme, events, marketing, Intl. Chorus trophy, commemorative sales items, etc. for Board consideration and vote as needed.
- Work with the History and Archival Task Force (through liaison) on the 75th Anniversary Book

75th Anniversary History Display Task Force

Jennifer Harris, Chair

Marge Bailey

Roz Jones

Charity Jordan

Melina Perry

Renée Porzel

Natalie Bennett, Sr. Events Coordinator, Staff Liaison for the Task Force

Kim Berrey, Assistant Director of Marketing & Communications, Staff Liaison for the Task Force

Mandate

- Design the 75th Anniversary History Display for the 2020 International Convention in Louisville

Arranger Certification Program Task Force

Corinna Garriock, Chair

Kay Bromert

Mel Horgan

Suzy Lobaugh

Jeanne Elmuccio

Debbie Baker, Director of Education, Staff Liaison for the Task Force

Mandate:

- To develop the modules and tests for the Arranger Certification Program as outlined by the Arranger Education Task Force and as approved by the Board in March 2018, and to submit proposed materials to the Education Direction Committee by July 31, 2018. Available resources for modules include the *Arrangers' Guide*, music category – Music Judges, Copyright staff at International headquarters, Arrangement analysis by Certified and Master Music Arrangers, and regional personnel.
- To develop the “cohort” format (working with others) which will take effect once the applicant has successfully completed ACP modules 1-9. This section may be completed after the July 31, 2018 deadline mentioned above with another proposed date of completion, but consideration should be given to this area while the modules are being written.
- The task force is encouraged to engage others, who will serve at the task force’s direction and with the task force’s review, for the detailed work needed for this development.

Chorus Growth Incentive Program Task Force

Fran Furtner, Chair

Bridget Barrett

Jennifer Cooke

Deb Ferenc

Heli Hemgard

Jen Zucker

Valerie Renz, Director of Membership, Staff Liaison for the Task Force

History:

In 1998, the Members Count! membership campaign debuted. It included incentives for current members who recruited women to membership in Sweet Adelines International. The campaign ran for 5 years and resulted in member growth for the organization. The experience proved that membership growth is possible with organized grassroots effort and incentives, and that the individual Sweet Adelines member is a powerful organizational ambassador. The International Board of Directors agreed that a task force should be created to begin work on a new chorus growth incentive program.

Mandate:

- To create a program that incentivizes current Sweet Adelines members/choruses/regions to recruit new members to the organization.
 - The program should have multiple prize recipients (reward levels) in order to recognize more than one member/chapter/region.
 - Members, choruses and regions should be recognized.
 - Prizes may include discounted or free registration to SA events.
 - The program should include opportunities to share information and build a networking structure for sharing ideas among choruses and regions.
 - Past campaign details and statistics are documented in *The Pitch Pipe* and past Membership Committee reports, and should be used to shape the new program/campaign.
 - The current *Real Guide to Growth* handbook should be used as a resource in creating the program.
 - The program should tie into the upcoming new branding/marketing, especially for the rollout.
- Create materials to increase and enhance our chapters' membership growth tool kits.
- Assess and define the effort required to update/rebrand the *Real Guide to Growth* handbook.

Diversity and Inclusivity Task Force

Thérèse Antonini, Chair

Becky Blakeslee

Helen Bolton

Valerie Clowes

Maria Christian

Sofia De Rama

Janice Dorris

Bridget Laurent

Yvonne Meyer

Faith Miller

Sybel Pici

Karri Quan

Emma Riley

Helen Shores

Peggy Sutton

Tammy Talbot, Chief Executive Officer, Staff Liaison for the Task Force

Mandate:

To provide input for the SA long-term strategic planning process and develop short-term tools to support diverse and inclusive membership in Sweet Adelines International.

Objectives:

1. Provide Sweet Adeline Choruses and members with tools to understand diversity and inclusivity related issues.
 - a. Tools for self-assessment
 - b. Tools for group activities
 - c. Chorus tool kit (ideas for chorus culture development and outreach)Timeline: six months to one year
2. Provide diversity and inclusivity related input to long-term Sweet Adelines strategic planning process.
 - a. Maturity assessment resultsTimeline: three months to one year

History/Archival Task Force

Janie Macchiaroli, Chair

Sue Beck

Brandi Darrow

Elizabeth Davies

Peggy Gram, Liaison to 75th Anniversary Task Force

Beth Smith

Tamatha Goad, Sr. Director of Marketing & Communications, Staff Liaison for the Task Force

Joey Bertsch, Information Technology Manager, Staff Liaison for the Task Force

Mandate:

- Collect pictures, video and information for archival and use in the 75th anniversary book and beyond.
- Propose and provide ways to use, market, advertise with these pictures, information, etc. for the lead up to the 75th anniversary.
- Determine methods to store and be able to retrieve our history in pictures, video, documents, interviews, etc. for posterity
- Produce a 75th anniversary book - (could be additional methods of disseminating this information as well) - propose ways to organize it, collect pictures, information, etc. and provide to Headquarters staff on a timely basis for writing and production with publisher.
- Provide the timeline, task, methods, responsible parties, and budget for Board approval.

New Membership Options and Research Task Force

Leslie Galbreath, Chair

Susan DeBruler

Diane Dee

Cherron (Shotzi) Hoppes

Debbie Baker, Director of Education, Staff Liaison for the Task Force

Valerie Renz, Director of Membership, Staff Liaison for the Task Force

Jill Archie, Executive Assistant, Staff Liaison for the Task Force

Mandate:

To develop and present to the International Board of Directors:

- An Affiliate Organization Partner Membership concept with costs, affiliate member benefits, etc.
- A Homeschool Membership concept and Homeschool Pilot program
- Research and recommend other possible membership options such as Corporate Membership, Senior or Senior Living Membership, University/College or Workplace Members.
- Research and create a list of deterrents to membership as well as developing approaches to address them.

Performance Ensemble at Large (PEAL) Membership Task Force

Raye Mahlberg, Chair

Lisa Greenough

Molly Huffman

Traci Martin

Kim Wonders

Valerie Renz, Director of Membership, Staff Liaison for the Task Force

Mandate:

- To research and flesh out the possibilities and feasibility of the proposed PEAL membership option
- To outline how it would work; how it would affect regions, judges, Judge Specialists, members (both participating and non-participating), etc.
- Describe performance opportunities and organizational monitoring needed/required
- Offer any other ideas that may work in tandem or separately for building membership and member buy-in

Regional Governance Pilot Program Task Force

Thérèse Antonini, Chair

Marilyn Cox

Nancy Field

Janell Mason, Corporate Secretary, Staff Liaison for the Task Force

Mandate:

- To build and provide a regional governance pilot based on the previous 2016 Regional Governance Proposal.
- To provide strategies and plans for the RLC to support those regions choosing to participate in the pilot program.
- To collect information and feedback to address concerns and challenges faced by participating regions during their participation in the pilot program; offer proposals to fine-tune the final proposal.
- To collect data and supporting information to the RLC and IBOD for the decision of if and when another vote on the Regional Governance Proposal should be pursued.