

Sweet Adelines International Task Forces

With Personnel and Mandate

November 3, 2020

75th Anniversary History Display Task Force

Jennifer Harris, Chair

Roz Jones

Charity Jordan

Renée Porzel

Maggie Ryan

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

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

Keisha Gansen, Membership Specialist

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.

Diversity and Inclusivity Task Force

Thérèse Antonini, Chair

Becky Blakeslee

Helen Bolton

Jessie Caynon

Janice Dorris

Bridget Laurent

Yvonne Meyer

Faith Miller

Krista Moller

Sybel Pici

Karri Quan

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 results

Timeline: three months to one year

History/Archival Task Force

Janie Macchiaroli, Chair

Sue Beck

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.

Leadership Certification Program Task Force

Nancy Field, Chair

Paula Davis

Leslie Galbreath

Jill Archie, Assistant Director of Education, Staff Liaison for the Task Force

Mandate:

- Develop a Leadership Certification Program that is open to all members of Sweet Adelines International, incorporates levels of achievement based on leadership principles, and provides for practicum experiences and testing/evaluation opportunities.
- Create a leadership program framework, including criteria, application, levels of achievement, recognition opportunities and benefits to the organization and participants with an eye toward online education and an option to purchase materials if desired.
- Identify skill sets to be included in each level, methods and criteria for success in each skill, develop written materials, and identify application methods.
- Provide testing/evaluation guidelines and grading keys.
- Provide a reporting avenue to the Regional Leadership Committee for those participants that excel in their area of expertise and successfully achieve Leadership Certification as a pathway for service at the regional and international levels.
- Submit reports to the Education Direction Committee for their meetings in January and August

New Membership Options and Research Task Force

Leslie Galbreath, Chair

Susan DeBruler

Diane Dee

Cherron (Shotzi) Hoppes

Elizabeth Orr

Jill Archie, Assistant Director of Education, Staff Liaison for the Task Force

Valerie Renz, Director of Membership, 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.
- 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.

On-Line Education Task Force

Patty Cobb Baker, Chair

Kim Bettendorf

Marcia D'Amore

Glenda Lloyd

Julie Starr

Jill Archie, Assistant Director of Education, Staff Liaison for the Task Force

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

Mandate:

To perform all functions required to create and implement a virtual "Sweet Adelines University." The work of the task force will be accomplished in two phases:

Phase One:

1. Perform a user (i.e., member) assessment of on-line education requirements – determine desired learner content, as well as how users want to interact with the system (preferred methods as well as needed/most available interfaces).
2. Investigate available technology, or Learning Management Systems (LMS), that meet the identified user requirements. Determine feasibility of integrating the LMS into current in-house technology/databases and create the learning architecture.
3. Perform cost/benefit analyses of each investigated LMS and provide a recommended LMS and learning architecture, with cost budget and manpower required, to the International Board of Directors.

Phase Two:

1. Based on user assessment, create curriculum content for phased implementation. This will include a review of current educational content for use in the LMS, as well as the creation of new structured course content.
2. Identify required content creators; request and coordinate content delivery.
3. Create a budget and schedule for phased content delivery and implementation.

Timeline and Reporting:

- Anticipated timeline is approximately 12-18 months
- Reports to be submitted to the Education Direction Committee for their meetings in January and August

RMT Documentation Review Task Force

Sharon Cartwright, Chair

Marilyn Cox

Wendy Davies

Sue Englebert

Leslie Mackay

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

Purpose:

The purpose of the *RMT Document Review Task Force* is to review RMT related documentation (defined in the mandate below) and make recommendations for updates.

Mandate/Objectives:

1. Review the RMT handbook and recommend updates and revisions: timeline, 6 months
2. Review the RMT and regional job descriptions and recommend updates and revisions: timeline, 6 months
3. Review the RMT coordinator videos and recommend updates and revisions: timeline, 6 months
4. Review the State of the Region report format and delivery method and recommend updates and revisions: timeline, 6 months

The task force reports through the Regional Leadership Committee (RLC). An interim report is to be prepared and submitted to the RLC in September 2020. A final report is expected for March 2021.

Small-Medium Chorus Value Proposition Initiative Task Force

Jenny Harris, Co-Chair

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

Elaine Hamilton

Heidi Zacchera

Laura Crockett, Membership Specialist

Keisha Gansen, Membership Specialist

Mandate:

- Study and identify the leading causes of chapters choosing to disaffiliate from Sweet Adelines.
- Study and identify the leading causes of chapters disbanding.
- Identify best practices from regions and chapters which are growing.
- Provide material and education to regions, chapters, and members that describe:
 - The value and benefits of Sweet Adelines International membership
 - How to define their own value proposition on the region or chapter level
 - How to articulate and share both the value of their chapter or region and the organization with current and prospective members
- Make recommendations to the organization for ways to:
 - Increase the value received by each chapter from the regional and international levels
 - Strengthen the culture of recognition and appreciation for small and mid-sized chapters
 - Ensure regions are well-equipped to address the “value proposition” topic:
 - Consistently stay aligned with their message regarding the value they provide
 - Ensure that incoming officers understand the value proposition
 - Understand the region’s unique value proposition and reevaluate when/if necessary