

SWEET ADELINES INTERNATIONAL
INTERNATIONAL BOARD OF DIRECTORS
275TH (MIDYEAR) MEETING

INTERNATIONAL UPDATE

The International Board of Directors met on October 15-16, 2016, in Las Vegas, Nevada. Following is a summary of actions taken.

The Board participated in a comprehensive Strategic Planning session.

During the Strategic Planning session, the Board revised the Sweet Adelines International Mission Statement:

Mission Statement

Sweet Adelines International is a worldwide women’s singing organization committed to advancing the musical art form of barbershop harmony through opportunities in education, performance and competition.

During the Strategic Planning session, a Sweet Adelines International Vision Statement was created:

Vision Statement

Thriving choruses and quartets achieving musical excellence, empowered by inspirational leaders, building a community that harmonizes the world.

During the Strategic Planning session, four major areas of focus and development within the mission and vision of Sweet Adelines International were established:

<p>Programming Our programs engage and energize women to achieve excellence in the art form of barbershop music including areas of leadership.</p>	<p>Membership Our membership retention is consistent, and we have a plan for dynamic and diverse growth over the next decade.</p>	<p>Marketing/Outreach Our current communities know who we are and how to connect with us and we have identified new markets to target.</p>	<p>Governance Our current and future teams and leaders are enabled to work together collaboratively, effectively and joyfully to achieve our vision.</p>
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The Board celebrated the 50th anniversary of the removal of the “color bar” from the Sweet Adelines International bylaws.

The Board welcomed Kay Todd, Ph.D., CAE, as the new Chief Executive Officer of Sweet Adelines International.

The Board thanked Chief Operating Officer Tammy Talbot for serving as Acting Chief Executive Officer during the CEO search process.

The Board’s approval by email of the details of the Regional Governance Pilot Proposal was ratified. (Information about the pilot can be found in the Members Only section of the SA website under the Regional Governance tab.)

The Board approved the advancement of Marsha Fulton to the level of Emerita in the International Judging Program.

The Board agreed that the Education Direction Committee could distribute an EDC Update to all members following each EDC meeting.

The Board agreed that quartet name approval process would be enhanced to include a review by the International President-Elect and Coronet Club President for any quartet name request that includes a portion of the name of an International Champion Quartet.

The Board instituted a Bravo Award for those regions that have only one competitor performing in the Open Division (Regions that have two or more competitors performing in the Open Division use the Audience Choice Award), effective with the 2017 regional competition season.

The Board agreed to have a Regional Quartet Most Improved Award ribbon created and sold through the International Sales Department.

The Board agreed that the Judging Category Description Booklet would be available online for viewing (at no cost to the member) in addition to being available for sale for those who want a printed copy.

The Board agreed to institute a new DCP Harmony 500 Director Level effective with the 2017 Regional contest season, and to award a commemorative pin to those DCP member directors who achieve the level from the effective date forward.

The Board learned that a second Competition Folio, Level Easy, is in production and is targeted for release in early 2017.

The Board was pleased to learn that eight grants had been awarded by the Young Singers Foundation Advancement Committee for events that support the advancement of barbershop harmony for young women.

The Board learned that facilities had been contracted in St. Louis, Missouri for the October 11-16, 2021, International Convention.