

Sweet Adelines International Task Forces

With Personnel and Mandate

April 30, 2021

Chorus Growth Incentive Program Task Force

Jen Zucker, Chair

Bridget Barrett

Jennifer Cooke

Deb Ferenc

Heli Hengard

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

Laura Crockett, Membership Specialist, Staff Liaison for the Task Force

Keisha Gansen, Membership Specialist, 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.

Diversity and Inclusivity Task Force

Thérèse Antonini, Chair

Becky Blakeslee

Helen Bolton

Jessie Caynon

Janice Dorris

Bridget Laurent

Yvonne Meyer

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 resultsTimeline: three months to one year

Leadership Development and Certification Program Task Force

Nancy Field, Chair

Paula Davis

Leslie Galbreath

Jen Haggard, Sr. Director of Events & Competition, Staff Liaison for the Task Force

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

Purpose:

Vision: Build the leadership capacity of all members of Sweet Adelines International. (*Leadership capacity is defined as (1) the knowledge, skills, and attitudes associated with the ability to engage in Leadership; and (2) a broad-based skillful participation in the work of Leadership where learning and instructional leadership becomes fused into professional practice.*)

1. To research and recommend to the Sweet Adelines International (SA) International Board of Directors (IBOD) a multi-tiered model of leader development and education that encompasses beginning concepts through intermediate and advanced levels of development, up to and including the possibility of achieving Certified and/or Executive levels of leadership.
2. To identify possible acknowledgement methods or awards for successful levels of achievement.
3. To provide information on timelines and budgets required to meet this mandate.
4. To provide recommendations for review and input to the Education Direction Committee relative to education component development.
5. To submit recommendations to the IBOD for approval following review by the EDC.

Reporting Relationship:

1. Reports to be submitted to the International Board of Directors for regularly scheduled meetings or other required decision-making.
2. Recommendations for educational components and materials are submitted to the Education Direction Committee for review and approval prior to recommendation to the International Board of Directors.

Objectives, Deliverables and Timeline:

1. Recommend a broad program of education promoting leadership qualities and skill development for *all* interested members, including, but not limited to, those members serving in the areas of musical, performance and administrative areas at the chapter, regional, and international levels, as well as those members seeking to increase leadership skills as professional development.

Deliverable: Program Design - broad program of education for all interested members

2. Identify, design, and recommend attributes of a focused multi-tiered leadership development plan for final recommendation to the International Board of Directors that promotes enhancing skills for those members seeking to advance individual skill building.

Deliverable: Program Design – multi-tiered skill building plan

3. Recommend acknowledgement methods or awards for three levels of plan success in SA Leadership Development, potentially including Scholar, Certified, and Executive level status as appropriate.

Deliverable: Program Design – Leadership Development Recognition and Awards

4. Timeline: January 2021 – September 2023, with interim deliverables as outlined in the project plan.

New Membership Options and Research Task Force

Leslie Galbreath, Chair

Susan DeBruler

Diane Dee

Cherron (Shotzi) Hoppes

Elizabeth Orr

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

Julie Starr

Jen Haggard, Sr. Director of Events & Competition, Staff Liaison for the Task Force

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

Keisha Gansen, Membership Specialist, Staff Liaison for the Task Force

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

Song Assessment of Organizational Materials Task Force

Sue Englebert, Chair

Laura Carey

Lisa Pitney

Leigh Whitelaw

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

Mandate:

To ensure all songs presented in performance recordings and all education material across all Sweet Adelines International headquarters-managed online platforms do not include racist lyrics, messages or history.

Reporting Relationship:

This Task Force will report to the International Board of Directors (IBOD). Any recommendations made by the task force will be approved by the IBOD. All reports submitted to the IBOD are to be sent to the Task Force Specialist as well.

Objectives and Deliverables:

1. Create a plan of action for the review of all headquarters-managed organizational online platforms (website, YouTube, social media accounts, etc.) to identify the use of songs that are inadmissible for performance by Sweet Adelines

Deliverables:

- Prioritized tactical plan and schedule for reviewing all SA platforms
- Develop budget during planning and include in Initial Report as a recommendation
- Provide estimate of time required to support activities of the Task Force (i.e., One month of staff effort x 6 hours a week = x)

Timeline: One month

2. Implement the above plan of action: Review published performance recordings and educational materials to identify the use of songs that are inadmissible for performance by Sweet Adelines

Deliverables:

- List of all songs located on Sweet Adelines International's platforms
- List of all songs which have been assessed and rated using the Song Assessment Tool and associated shared database, and accompanying information about where and how each song had been used in SA online platforms.
- Recommendations for actions to be taken for songs identified as inadmissible
- Stakeholder communications of review progress and outcomes

Timeline: One year (dependent on plan developed in objective 1)

Sound Category Judging Category Description Book Update Task Force

Mary Rhea, Chair

Sandy Marron

Beth Smith

Valerie Taylor

Kim Vaughn

Emily Mock, Judges & Competition Coordinator, Staff Liaison for the Task Force

Mandate:

- Review, update, and revise the Sound Category section of the JCDB using current professional terminology and description
- Revise or delete any non-inclusive pronouns or song material
- Provide the revisions with similar professional tone and writing to coordinate with the JCDB

Timeline for completion – three to six months:

- Judge Specialists review new language in June 2021 – due to Headquarters by June 4, 2021
- EDC reviews new language in August 2021