

Sweet Adelines International Task Forces

With Personnel and Mandate

July 26, 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

Bridget Barrett

Helen Bolton

Jessie Caynon

Janice Dorris

Yvonne Meyer

Sybel Pici

Karri Quan

Helen Shores

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

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:

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