

## Leadership and Chapter Support Report

Since the last report my focus has been on the leadership Summit

The 2024 Virtual Leadership Summit covered more than the basics of chapter's officers. Throughout the summit the focus was on how to improve each chapter's / chorus' involvement in the community and help each chapter thrive.

To communicate the event three different mail chimp messages were sent as a reminder of the date, time and zoom link of the workshops. We encouraged all chapter members to embrace this leadership training opportunity and asked each attendee to complete the BHS Harmony University online training for officers prior to attending. Harmony University web-based Leadership courses offers President, Secretary and Treasure webinars that are user friendly and informative. A leadership summit webpage was created as a one stop place to find the officer training links and the videos from the 2023 Leadership Summit provided by the Land of Lakes District

This event was held on January 20 and 21 virtually. At the request of Mike Savard, the district president for the Northeastern district the summit was offered to all chapter officers in the Northeastern and Illinois Districts.

### January 20 Officer Workshop details

Subject matter experts for the president's workshop included Illinois District President Terry Ludwig and Northeastern District President Mike Savard. Executive VP Ben Dirks was invited to be on the president's panel but was unable to attend due to a scheduling conflict

Subject matter experts for the secretary's workshop included Illinois District Secretary Mike Isely and Northeastern District Secretary Glenn McElhoe. After the initial part of the workshop was completed Mike and Glenn lead a breakout room to cover additional questions and provide details regarding the Member Center and other chapter operational details.

Subject matter experts for the treasurer's workshop included Illinois District Treasurer Leif Wildman and Northeastern District Treasurer John Englander. Discussions included basics of bookkeeping to best practices of chapter treasurer

## January 21, we held the Marketing Music and Membership workshop.

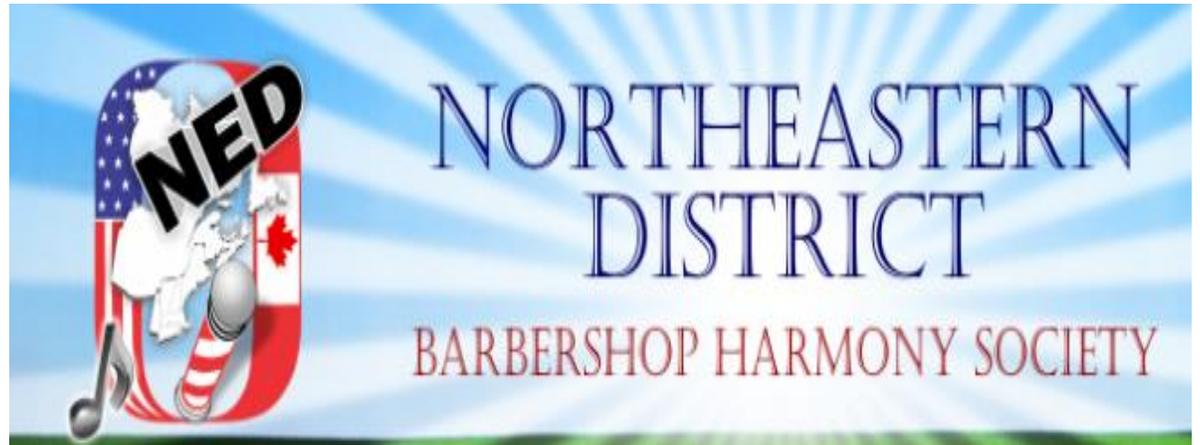
Subject matter experts included Illinois District Marketing VP Glenn Mills, Brotherhood of Harmony President and Director Brian Cromer, and Arlingtones President Calvin Cheng. We discussed the BHS Everyone in Harmony marketing vision, musical differences between SSAA, SATB and TTBB musical arrangement, best social media practices, best practices for membership drives and more.

## Final Thoughts

Overall, the event was a success, the participants learned innovative and new ideas on how to better operate their chapter for success. The attendance was lighter than I expected, and I had hoped to have been provided with more guidance on the content of the material. Videos of the event were recorded, and the slide decks are available on the web page created for the event.



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Leadership Summit 2024

Our society is usually quick to identify a bad leader, but how can you identify a good one?

What are the attributes and qualities of a good leader?

Center for Creative Leadership



Integrity

Ability to Delegate

Good Communication Skills

Self-awareness

Gratitude

Learning Agility

Influence

Empathy

Courage

Respect

10 CHARACTERISTICS OF A

**GOOD  
LEADER**

# CHAPTER CREDO

Why is your chapter's credo/mission statement?

What are the 5 most important principles for your chapter's?

Writing your credo is like the blueprint for the culture that you want to create.

# Barbershop History and Milestones



## 1800's:

Barbershop is improvised by African Americans in the Southern Barbershops.

## 1925

Sigmund Spaeth writes the definitive barbershop manual which includes men, women, and mixed groups.

## 1938

OC Cash and Rupert Hall form SPEBSQSA.

## 2016

Society began surveying members through a variety of methods.

## 2017

Launched Vision of Everyone in Harmony. Board endorsed 120+ pages of strategic

## 2018

Launched Roadmap & Milestones (pictured above).

Welcomed everyone to be members at Society level.

Board bylaws changes and chapter feedback worked in parallel.

## 2019

Welcomed anyone to start or join a quartet

Welcomed anyone to start a new chapter

Enabled chapters to create multiple choruses with any combination of genders

# Value Agreement

**Remember the Platinum Rule: Treat others as they wish to be treated.**

**Respect others individual journeys**

**Be present**

**Assume positive intent of others**





EVERYONE  
IN  
HARMONY

A BOLD VISION FOR A BRIGHT FUTURE

Everyone in Harmony  
is ?????

Everyone in Harmony is getting more people to sing together.

Everyone in Harmony is my chapter having options.

Everyone in Harmony is a journey.

# How do mixed and non-mixed vocal arrangements work?

All barbershop music has four parts

Tenor, Lead, Baritone, Bass in TTBB, SATB, and SSAA

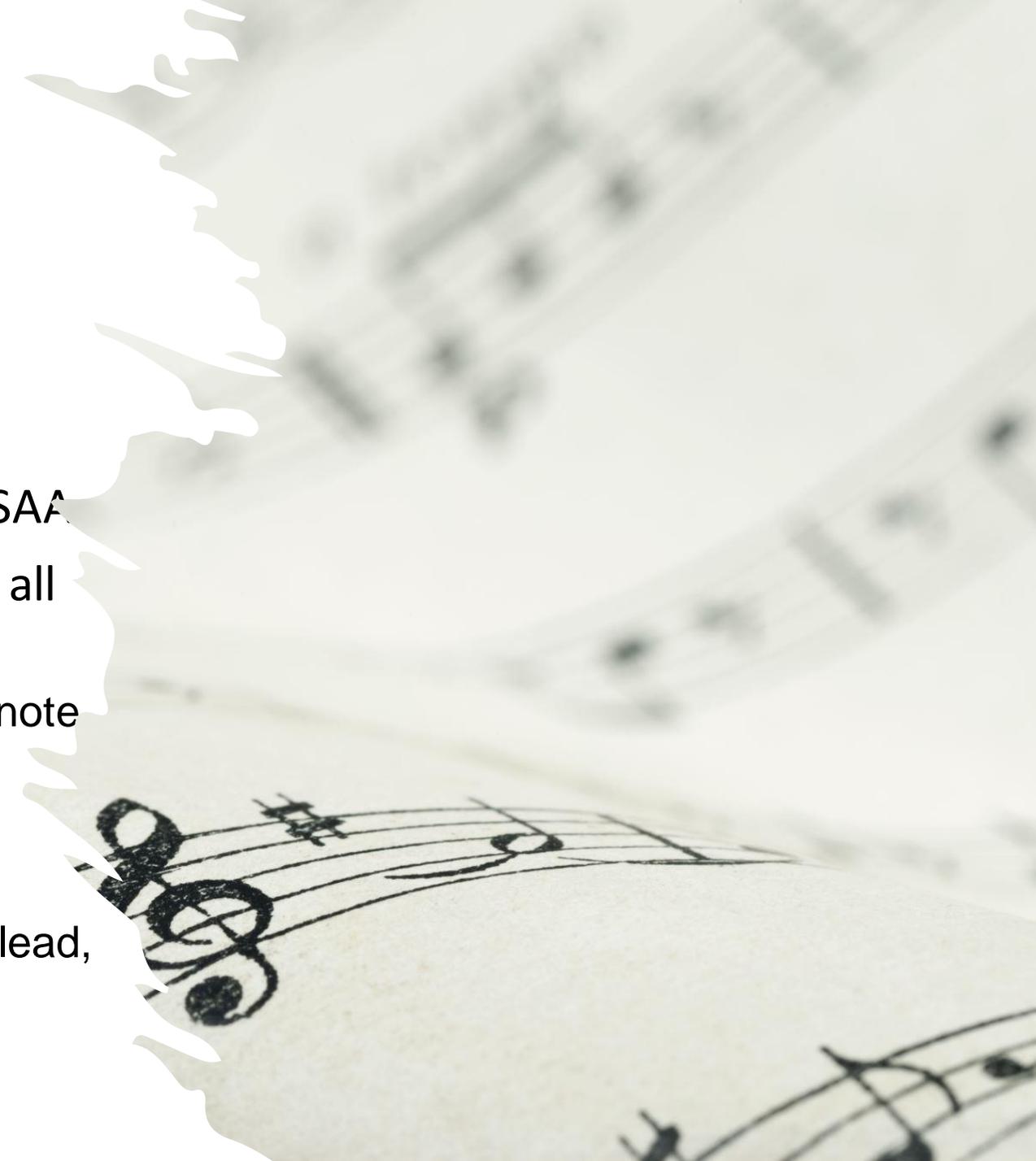
Some of the features that make it barbershop in all combinations of voices are:

Tenor is on top, harmonizing above the melody, with note stems forced up

Lead is below, singing the melody, with note stems forced down

Baritone is below, harmonizing above and below the lead, with note stems forced up

Bass is the lowest part, with note stems forced down



# What are the two groups in the membership center?

## Chapter

Chapter  
Considerations  
Guide pg 12

- Legal Entity
- Administrative Leadership
  - Elected board
  - Financial entity
- Can have multiple choruses (or one)!
- Can have chapter members who are not in any of the chapter's choruses

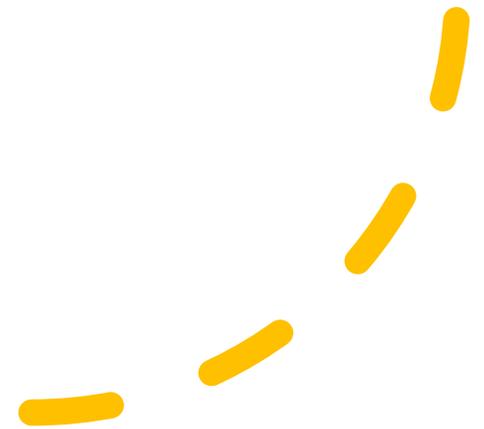
## Chorus

- Musical Entity
- Musical Leadership
- Could have different member requirements than chapter
  - Auditions for acceptance
  - Gender or voice type
  - Age (youth, senior, etc)
  - Time commitments

# Promotion Strategies for Singing Communities

- A successful promotional plan can help your local community of singers to:
  - Increase brand awareness
  - Provide appropriate information to the right audience
  - Increase consumer traffic on Social Media
  - Build membership numbers

- 



# Market where your members hang out.



Where do your members spend time outside of work and rehearsals?



Look for industry-specific environments in which to advertise.



Participate in online discussions focused on topics related to music



Use social media to tweet about your group's news using [music-related #hashtags](#) that will generate followers.

## Host Events and Outings

An annual concert, local performances, or competitions. These events bring in many attendees each year.

You'll gain credibility and the opportunity to add new members by hosting regular events.

Recruit new members by encouraging members of the Society to bring a guest... or two!

# Membership Drive and Guest Night



Develop an annual membership drive



Host a mixer for locals to learn more about your group.



Consider giving a reward or other incentive to the member who generates the highest number of new members.



Do not make guest night too different from the norm.

# Get feedback from Current Members.

By asking your current member base for their opinions.

Adjust your membership intake to appeal to the masses.

Create an annual member survey to collect feedback.

The responses may evoke a positive change in the membership and recruitment process.

Use popular online survey tools like [Survey Monkey](#), which is free with a basic plan.

You can create your own forms using [Google Forms](#) or [Jotform](#).

Email out the survey to members and collect anonymous feedback.



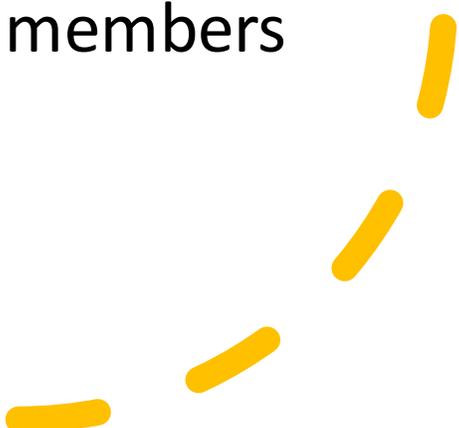
# Keep Existing Members Happy.

Increasing your membership means [retaining current members](#).

New members - those within their first year of membership - are at the greatest risk for drop-off.

Consider having monthly outings outside of rehearsals to keep your ensemble members connected.

What other ways can we keep our members happy?



# Use Social Media to be Social!

Go where your members are and social media can be a great place to start.

The correct social media site will increase your chances of finding new members

Gain a following of people that are supporters and fans of your group.

What Social Media sites are you using?



# Like Other Like Groups on Social Media

- In addition to promoting your own events, be sure to Like and Share things from other music organizations in your community.
- Building an online network of friends and followers is an important part of keeping social media social!
- Build a visible online presence in your community and be generous with your support.
- You'll see others return the favor and you just might find new audiences for your music.

A collage of colorful sticky notes (yellow, purple, blue, green) with simple black line-art icons of people, arranged on a dark wooden surface. The notes are scattered and overlapping, with some having torn edges.

# Social Media to Promote Almost Everything

Utilize social media as a marketing tool to promote group events.

Concerts and public performances

Different membership options.

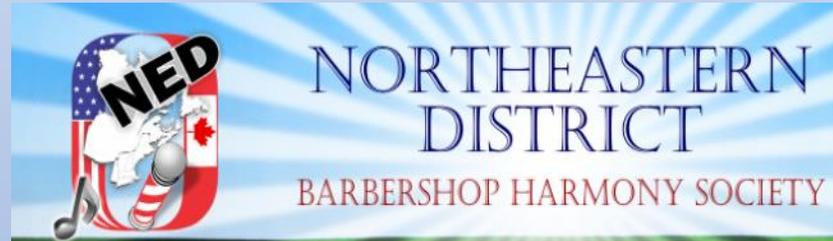
Social media platforms like [Hootsuite](#) and [Buffer](#) make it easy to write and schedule posts in advance,

Social Media pages filled with relevant and exciting content that will draw followers and increase engagement



# Leadership Summit 2024 ILL NED

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# Ground rules for our virtual meeting

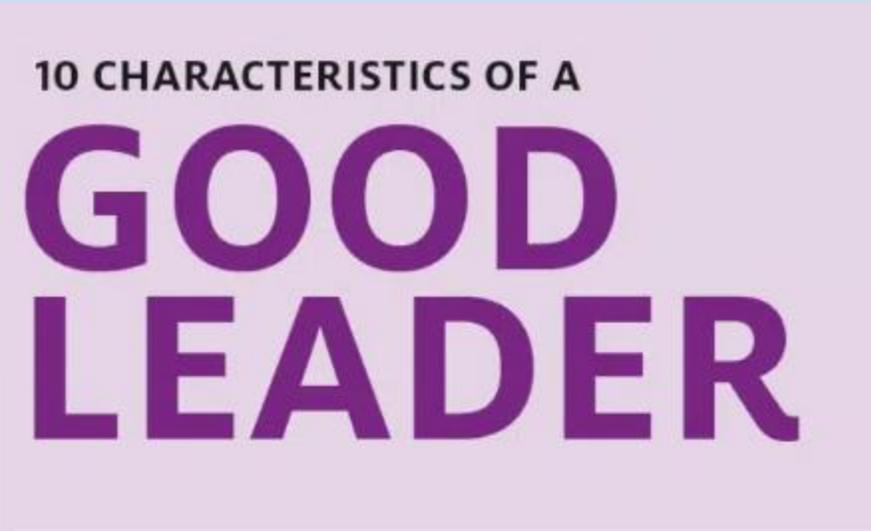
- Follow the agenda- Stay on the topic
- Please mute your microphone when not speaking
- No multitasking
- Don't interrupt other people or attempt to speak over them
- Please turn your video on
- Speak clearly and loud enough
- Timebox all out-of-topic discussions

What would most people say are the qualities of a good leader?



Integrity  
Ability to Delegate  
Good Communication Skills  
Self-awareness  
Gratitude  
Learning Agility  
Influence  
Empathy  
Courage  
Respect

Our society is usually quick to identify a bad leader, but how can you identify a good one?



# CHAPTER CREDO

- Why is your chapter's credo/mission statement?
- What are the 5 most important principles for your chapter's?
- Writing your credo is like the blueprint for the culture that you want to create.

# AOR's of Chapter President

The head of the chapter leadership team and an active chapter board member, voting only in the case of a tie.

Responsible for the planning and chairing of all chapter board meetings.

Accountable for directing the establishment of the chapter's credo/mission statement and supporting the goals.

Knowledgeable of the ongoing duties and progress of all Board members.

Responsible for appointing committee chairs and committees.

A member of all committees and teams of the chapter (except for the Nominating Committee).

# AOR's of Chapter President

- Accountable for following up with each Board member.
- Responsible for evaluating the performance of the leadership team
- Charged with the responsibility (along with the board) for the chapter's annual budget.
- Responsible to ensure that a weekly program of chapter activities is developed and carried out.
- Asked to serve as, or assign the elected chapter delegate to the District House of Delegates (HOD).
- Responsible for attending any scheduled training or education related to Chapter administration and advancement.



Based on BHS  
Harmony  
University  
Webinar

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What are the main areas of  
responsibility of a chapter  
secretary ?



# The Chapter Secretary

The Chapter Secretary is an essential part of chapter functions.

Chapter Secretary is responsible for reporting membership, copyright clearance, and meeting minutes.

Your role as a chapter leader is to keep your chapter informed and organized.

Each chapter is required to have a Chapter President, Secretary, and Treasurer.

If needed the Secretary and Treasurer can be the same person.

# Member Responsibilities

Completing and submitting Membership Applications (including Dual, Transfer, and Reinstatements)

The members who are joining and reinstating need to be celebrated! Share the excitement of new and reinstating members during chapter membership.

Most chapters have a tradition for new and reinstating member recognition, but the Chapter Secretary may create a new form of celebration!



# Legal Responsibilities

Manage show clearance and licensing process.

Understand the process of chapter insurance.

Store legal documents that are required to be kept by your chapter.

Effectively implement the Society Youth Policy.

# Reporting and Board Members

The Chapter Secretary will deliver monthly reports in cooperation the VP of Chapter/Membership Development.

The Chapter Secretary will also be responsible for contacting members and encouraging them to continue singing. This typically happens after long periods of absences from chapter members.

The Chapter Secretary will maintain a current and active chapter roster, and align that roster with the Member Center records.



## Board Meeting Responsibilities

The Chapter Secretary will attend the Chapter Board of Directors meeting as a voting member.

They will take necessary notes of any motions, agenda, actions, or requests made during the board meeting.

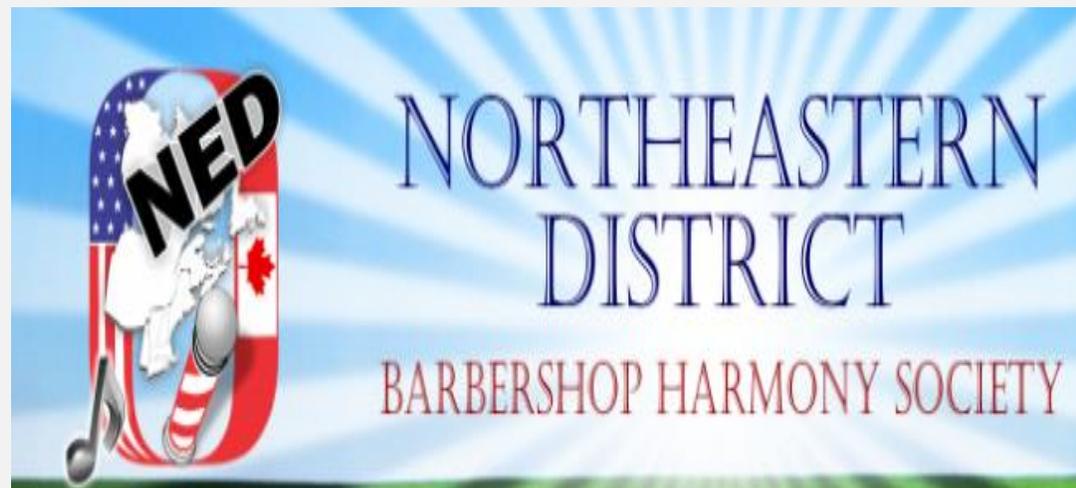
The Chapter Secretary will also attend the Chapter's Annual Meeting to fulfill the same role.

The Chapter Secretary will partner with the Treasurer and other necessary officers to ensure that all legal files to remain compliant with corporate requirements are completed.



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## Questions and Discussion



# Based Harmony University Officer Online Training



What are the main  
areas of responsibility  
of a chapter treasurer?



# Characteristics of a Treasurer

The treasurer should:

- Be organized and detail-oriented
- Have a rudimentary knowledge of bookkeeping practices
- Utilize a team approach
- The chapter treasurer is not only a person who is responsible for 'maintaining the books and paying the bills' the treasurer is a thought leader in how the resources of the chapter are best utilized to propel the mission & identity of the chapter.

## Responsibilities of the Chapter Treasurer

### GENERAL RESPONSIBILITIES

Keep accurate records

Prepare budget (not just annual)

Remit and pay bills promptly

Prepare records required for annual  
financial review

Responsibilities  
of the  
Chapter Treasurer

## CORPORATE RESPONSIBILITIES

Voting Board Member

Attend meetings

Submit monthly reports to BOD

File with the IRS or CRA

## Responsibilities of the Chapter Treasurer

### BUSINESS RESPONSIBILITIES

Maintain society invoices and compliance

Reconcile checking & savings account(s)

Review and monitor insurance (Liability, accidental death and dismemberment, bonding)

Ensure copyright compliance for show licensing and music/learning media

# Overview of the Chapter Treasurer Responsibility

The treasurer holds the chapter funds in trust. It is their responsibility to keep accurate financial records and to offer sound financial advice to the chapter board.

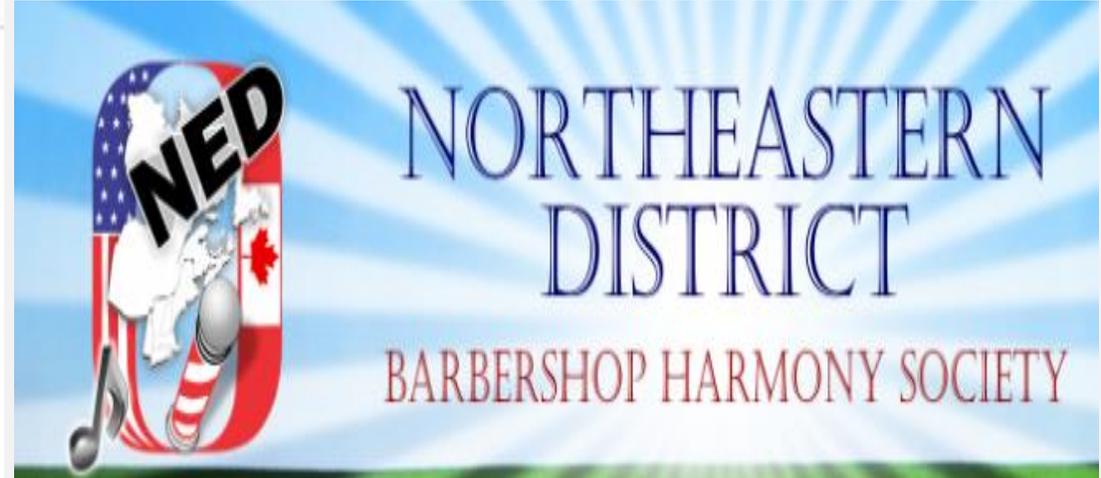
The treasurer should be organized, detail-minded and have a rudimentary knowledge of bookkeeping practices. The treasurer must keep up-to-date records, in clearly understandable form, of all income and expenditures.

They should collaborate with the chapter, secretary, officers, and chapter committee members in the collection of all money. In addition, they should indicate on their records under various classifications, who, what, where, when, why, and how money is used.



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## Questions and Discussion