

Spring 2025 IL District Marketing Report

Mission Statement – The Illinois District fosters a state of close harmony by bringing the joy and excitement of music to all people.

Vision Statement – To keep everyone singing throughout their lives.

Website

Here are the key items done since the HOD meeting at the September convention:

- Updated the site with convention-related information: award winners & contest winners. A big thank-you to Doug Ferrier, who also captured a lot of excellent backstage convention photos.

- Published fall and winter issues of “From the Vault.” A big thank-you to Rich Hansen.

- Updated the site with new data for 2025, downloaded from the BHS members-only database:
 - Chapter officers, chapter/chorus contact information, and chorus rehearsal sites.
 - District officer and operations team information.
 - Active quartets.

Note: if a chapter or quartet notices that their info is incorrect on the website, please do two things:

1. Fill out a change form from the website (or just email marketing@illinoisdistrict.org.) AND
 2. Update the info with BHS member center; otherwise the next BHS data download will override any manual changes made based on their change request to the district.
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- Worked with the IDEA trustees and revamped their page on the website.

 - Moved the QCA board info and member listing to a password-protected, members-only place. Updated the QCA facts & trivia to reflect the 2024 contest results and moved it to the QCA “about” page.

 - Periodically updated the messages on the yellow banner, the news events, and the calendar events to keep things current and make it convenient for site visitors to quickly find the latest information.

Social Media

1. Began posting on Instagram, and started building followers there. Continued posting on Facebook for both the IL District page and the page for Harmony College Midwest.
2. Highlighted all chapter shows and key public performances I was aware of. I continue to ask chapters to make IL District a co-host of Facebook events so we can promote them.
3. Engaged with many posts by chapters and quartets (likes, comments, sharing posts). I worked to highlight all chapter and quartet performances, guest nights, social events that I was aware of.

Leadership Development & Planning

- Participated in the online Leadership Development training, attending all sessions and leading a class on marketing & music with Mitch Greenberg, New Tradition's director, and John Q. Morris.
- Traveled with Ben Dirks to the District President's meeting in San Antonio, participated in those sessions, and worked with Ben on reviewing our 4-year plan as well as some potential improvements for the fall 2025 district convention.

— Glenn Mills, EVP + District Marketing