



## President's Report – "State of the District" 2015

After attending the District Presidents Council meetings in New Orleans at the annual mid-winter convention this past January, I have much to share with the Illinois District. BHS is now using a technological program called "Basecamp" to log district activities as well as share best practices across the district in a document known as a "Scorecard." Each district president has been asked to set a small number of realistic goals for 2015 in their "Scorecard" and report on the progress in March, June, September, and December.

The Barbershop Harmony Society itself has set 2015 goals with regards to **Membership**, improving the **Harmonizer**, increasing **Outreach** activities, expanding **Harmony University**, and updating **Harmony Marketplace**. Of these, I would like to address Membership and Outreach, as I feel these are two areas in which our district can play a vital part and outline my goals in these areas for our district in this year - 2015.

### Membership

#### BHS Objective:

- To attract and retain an engaged and diverse intergenerational membership impassioned to educate and enrich lives through the medium of barbershop harmony. To sing and to serve.

Projects BHS is working on – Story Tellers, utilizing Social Media, New Member Kits

#### **How the Illinois District can assist –**

- ✓ Work with chapters through the chapter mentor program to share stories and report back to BHS through the new "Story Teller" system. This information will be funneled through Kevin McClelland, our new VP of Marketing/PR and on to district and Society publications.
- ✓ To increase communication across the district, we will be utilizing not only new Social Media techniques, but are also looking at reviving "Attacks in Releases" in some printed form.
- ✓ To offer opportunities for district membership to improve the quality of performances through coaching and educational sessions

#### **ILL Scorecard Goals –**

- Increase chapter leadership development by holding leadership training seminars, such as the NIBC Leadership Summit held in January, and by working closely with the Chapter Mentors to increase communication between the district and the chapters, offering assistance and resources as needed in conjunction with *personal* visits.
- Increase musical leadership development by holding a chorus director workshop intensive. Plans are already in the works for such an event this June.
- Continue to offer coaching and educational classes through IDAH as part of the new Spring Harmony Festival to be held in April, 2016.



## Outreach

### BHS Objectives:

- Identify the needs of our communities and determine strategies to serve them through creative, artistic, and innovative opportunities
- Increase BHS's visibility and impact in our chapters' communities to enhance the image of barbershop as a choral art
- Model and communicate the importance of an external focus on community and diversity in the broadest sense, including but not limited to age, race, gender, and musical genre
- Develop methods to engage a broader spectrum of strategic partners and other stakeholders in the work of the Barbershop Harmony Society
- Identify and document best practices in community engagement by chapters, through traditional tools as well as innovative approaches so that we can create tools on how to lead community events and projects that encourage members of the general public to sing together

Projects BHS is working on – partnering with American Choral Directors Association (ACDA), a Collegiate Barbershop Quartet Championship (CBQC) educational tour, and expanding the Youth Chorus festival at mid-winter

### **How the Illinois District can assist –**

- ✓ Work closely with our individual communities, local schools, and arts programs by offering financial assistance, volunteering, and collaborative performances
- ✓ Offer new and exciting incentives for current/incoming members through performances, social activities, as well as competition
- ✓ Continue to seek out opportunities for grants from institutions that support the arts
- ✓ Work with Chapter Mentors and VP of Marketing/PR to keep district membership informed of events and introduce potential members through social-networking techniques

### **ILL Scorecard Goals –**

- Expand our annual Youth Chorus and enter an ILL youth chorus for midwinter either in 2016 or 2017. Also, seek funding from various sources to financially support this venture.
- Organize a Spring Harmony Festival for April of 2016 that places an emphasis on youth, as well as community outreach performances and opportunities for coaching/classes, reaching members and non-members alike.

With these goals in mind, let us together take the next steps in making this year enjoyable and productive, never afraid of trying new things, yet holding true to the tenets of our district responsibilities, while always making Illinois a “state of close harmony.”



Respectfully,

Richard J. Hansen  
President, ILL District, SPEBSQSA

\*P.S. – I have included a (lengthy) copy of the CEO's Winter Report, which elaborates on the goals set forth by BHS for the year.