



Fall 2025 IL District Marketing and EVP 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.

EVP chapter visits

Visited the Arlingtones in May, and attended a concert in July.

Visited the DuPage Brat Bash in June.

Will visit the Brotherhood of Harmony in mid-September.

Will visit Rock River Valley after the convention.

The visits are a great way to stay in touch with members around the state and let them know what's going on with the Illinois District and BHS.

District Presidents' Council

I attended the in-person meetings at the mid-winter convention in San Antonio and at the international convention in Denver. District EVPs join the district presidents to get up to speed on what is transpiring in other districts, share ideas, and also represent the districts' wishes to BHS leaders.

There was a leadership class at Harmony University this summer, but unfortunately I was unable to attend. BHS is considering offering the class again, perhaps as early as at the mid-winter convention.

A few highlights from recent DPC meetings:

- BHS is looking into expanding insurance coverage to perhaps include repeat guests who have yet to join. The coverage would be incorporated into the existing insurance offered via BHS. Chapters will soon be asked to submit attendance records, to help identify how many guests (and members) attend. So if chapters aren't already tracking attendance, now is the time to start.
- At the international convention in July, BHS unveiled a great new video that expressed our new "branding anthem," In the Pursuit of Harmony. This doesn't replace Everyone In Harmony, but is designed to help us focus on actions. With that in mind, BHS is working on a voluntary Chapter Health Assessment that will be available for chapters to assess their goals, how their actions align with those goals, and how they might best be "in pursuit of harmony." It sounds like a really worthwhile tool! Chapter leaders will input data into a survey, and the software will offer suggested action steps, based on effective actions that similar chapters have found success with in the past.



Website

Here are the key items done since the HOD meeting in spring 2025:

- Promoted the international convention, encouraged members to go, and recognized our district representatives, New Tradition chorus and Onset quartet.
- Updated the site with information to promote the fall convention.
- Published spring and summer issues of “From the Vault.” A big thank-you to Rich Hansen.
- Updated some information on the members-only portion of the QCA section (Quartet Champions Association).
- Updated the site with new data, 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.

We will upload the latest data from BHS to our district website prior to the fall convention.

- 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

- Continued to post and add followers on Instagram and Facebook, highlighting all the district and chapter goings-on that I became aware of. Kudos to the DuPage, Arlington Heights, Bloomington, and Chicago Metro chapters for making the district Facebook page a co-host for some events. This makes it easier for me to promote the events on behalf of the district; all chapters are encouraged to make the district an event co-host.

— Glenn Mills, EVP + District Marketing