



Memorandum of Collaboration
Between
Barbershop Harmony Society
and
Illinois District, SPEBSQSA, Inc.

This Memorandum of Collaboration (MOC) is entered into by and between the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, Incorporated (DBA Barbershop Harmony Society), a Wisconsin incorporation and an IRS recognized 501(c)(3) non-profit charitable and educational corporation (hereinafter "BHS" or the "Society") and **Illinois District, SPEBSQSA, Inc.**, a Society subsidiary, and sets forth the terms and understanding between BHS and the subsidiary to provide specific services during the timeframe of: January 1, 2020 through December 31, 2020.

Background

The BHS is an organization that preserves and extends the reach of a uniquely American close harmony musical art form whose roots lie in African-American improvisation and European harmony traditions. We are a collection of singing communities providing rewarding experiences, including connection and fellowship, opportunities to grow as a singer, and opportunities for community service through performances and/or charitable activities.

The Society Board of Directors (SBOD) is accountable for governance across the BHS, including setting the Mission, Vision, and Purposes.

The Society Chief Executive Officer (CEO) is accountable to the SBOD for aligning the organization to fulfill the Mission, Vision, and Purposes and create positive social impact in the world. The CEO works with paid staff and volunteer leadership to create this impact and conduct the "business of barbershop."

As of January 2019, the SBOD has updated the Mission, Vision, and Purposes in addition to drafting revised Standard Chapter and District Bylaws. This Memorandum of Collaboration (MOC) is the tool the CEO will use to create alignment across operations to carry out the activities and impact of the BHS.

Overview of the activities, goals, and success metrics

All projects, activities, and goals undertaken by the Society should be aligned to the Mission, Vision, and Purposes and directly support singing communities.*

1. Vision

- Everyone in Harmony

2. Mission

- Bring people together in harmony and fellowship to enrich lives through singing.

3. Purposes

- To perpetuate the old American institution: the barbershop quartet and barbershop harmony
- To promote appreciation of barbershop harmony
- To initiate and maintain a broad program of musical education, contests, and appreciation in support of barbershop harmony and the allied arts
- To establish and maintain foundations that support our vision
- To initiate, promote and participate in charitable projects that support our vision



In support of the Purposes of the Society, the subsidiary will embark upon the following programs/activities (the “Activities”) during the following time frame: January 1, 2020 to December 31, 2020. Please include known event dates:

- Harmony College Midwest (formerly IDAH) on February 14-15, 2020
 - Demographic: Chapter leaders and active quartets- people within 3-4 driving distance
 - Clinicians
 - Music (Dan)
 - Goal: 100
- Fall Convention on September 27-28, 2020
 - No venue yet but looking at Bloomington in 2020 (somewhere else in 2021)
 - Looking for a draw to bring more folks - other classes (LOPT, After Hours)
 - Sunday luncheon- class on reading music (NZ)
- Offer financial stipend for 1 person from each chapter to attend CSLT (offered by LOL)
- Youth in Harmony Festivals (5) - anticipated Fall/ October
 - Hosted by chapters
 - Possibly apply for BHS Grant to help financially support all 5 festivals



The intended outcomes* of the aforementioned Activities are (*Please acknowledge each line below by right clicking and selecting the check mark*):

- ☐ Successfully managing project budget by increasing income and reducing expenses
- ☐ Increasing self-assessed value of our singing communities**
- ☐ Increasing the health & sustainability of singing communities
- ☐ Growing the number of singing communities

Additional intended outcomes of the Activities above are (put N/A if applicable):

- Increasing self-assessed value of our singing communities**
 - Sing with the champs, shows, afterglows
- Increasing the health & sustainability of singing communities
 - More int'l qualifying quartets, can we correlate to Harmony College Midwest?
- Growing the number of singing communities
 - Harmony College NW

****Harmony Hall will support measuring intended activity outcomes in the following ways:***

- *Successfully managing project budget*
 - *Semi-annual financial reports shared*
- *Increasing self-assessed value and successes of our singing communities***
 - *Annual satisfaction survey and quarterly community impact survey*
- *Increasing the health & sustainability of singing communities*
 - *Annual satisfaction survey and quarterly community impact survey*
- *Growing the number of singing communities*
 - *Member Center data*

*****A singing community of the Barbershop Harmony Society is any group of 4 or more voices in our sphere of influence that enjoys harmonizing. A singing community may or may not require the legal benefits or additional resources provided in becoming a recognized BHS Chapter or quartet.***



Subsidiary Responsibilities of the Activities: In order to ensure success of the Activities, the subsidiary agrees to (Please acknowledge each line by right clicking and selecting the check mark):

- ☐ Communicate/publicize/promote the project in a way consistent with BHS branding and messaging.
- ☐ Track and manage volunteer project hours through the BHS Volunteer Manager.
- ☐ Mention association with the Barbershop Harmony Society in digital and printed communication. Examples: "The **Illinois District** of the Barbershop Harmony Society" on website, e-newsletters, and printed programs and flyers; Link to the barbershop.org from the District website.
- ☐ Include BHS logo (which is the round seal) in images (digital or hard copy), especially those that include the District logo.
- ☐ Share information about District projects and activities with BHS Marketing staff.
- ☐ Host Harmony Hall staff at District Conventions and other events as needed.
- ☐ Additional responsibilities as listed below (examples: Coordinate activity logistics; Interact with the BHS page on Facebook and share social media posts as appropriate; support BHS communication efforts to District membership, etc.):

- For Harmony College Midwest,
 - Use Tim Beutel and Dan Wessler as project managers for event
 - Confirm space for event
 - Secure accommodations for event
- For Fall Convention.
 - Update their website before 2020
 - Advertise prelims to take advantage of their location and ability to attract competitors who may want to compete out of district
- For Youth in Harmony Festivals (5),
 - Support the host chapters of those events
 - Provided financial support
 - Advertise those events through the District communication channels
- Develop an "Everyone in Harmony" committee to increase inclusion efforts



BHS Resources Available. Harmony Hall is providing the below resources to support the Subsidiary's activities:

- ✓ **Leadership Resource: Annual Leadership Summit**
 - **Minimum of Two District attendees.** Please note: All Presidents and EVPs must attend prior to holding District Office - example EVP would attend a minimum of 1 year prior to within the first year of service, and then a second time when they become President.
- ✓ **Events Resource:** Event management support through custom training from Eventbrite for your district. (Jim Wagner)
- ✓ **Measurement and Evaluation Resource:** Harmony Hall dedicated resource to help create surveys and gather and share quarterly data on the success of your programs and events.
- ✓ **Training Resource:** Youth protection training for all volunteers working with youth.
- ✓ **Contest Resource:** Simplified judges pricing model (anticipated change likely to go into effect Spring 2020).
- ❑ **Optional- Educational Resource:** BHS's Harmony University Online System to provide online educational content and more educational opportunities for your chapters (pilot launching in October this year).

Additional Harmony Hall Support of the Subsidiary Activities: To ensure the success of the subsidiary activities as listed above and in support of the District, the subsidiary is requesting the following resources and support from the Barbershop Harmony Society: (Please note: All below requests need to include with a degree of specificity, budgets, allocation of time... Examples include: Provide music as well as clearance and copyright services; Interact with the District page on Facebook and share posts as appropriate; etc.)

- Provide music as well as clearance and copyright services
 - Music and learning tracks for the event (~50 people)
- Provide marketing to individuals and communities
 - Guidance on how to market to women
 - Advertising of Harmony College Midwest and Fall Convention specifically
- Provide resources for music education
 - HH-provided resources to teach a class for Harmony College Midwest (e.g.- director's class, running a great chapter)
- Provide outreach to new singing communities
 - Provide resources for 5 youth events (Dates TBD)
- Link from barbershop.org to the District website
- "Like" the District page on Facebook and share posts as appropriate
- Share information and stories about District projects and activities through BHS communication platforms (website blog, Harmonizer magazine, etc.) as appropriate



Harmony Hall Commitment of the Subsidiary 2020 Activities:

See BHS Education Resource: HQ Clinician/Faculty available if travel and accommodations are provided.

See BHS Education Resource: BHS Resource List

Everyone in Harmony Committee Support: Review [Chapter Considerations Guide](#) for tips on increasing inclusion efforts.

Everyone in Harmony Committee Support: [Online version of the Everyone in Harmony Roadshow.](#)

Marketing ACTION REQUIRED:

-Please complete this link to define what type of promotion is needed:

<https://form.jotform.com/82985275443165>

CURRENT Marketing Resources:

- Event Listing on Website
- Event Listing on Harmonize Calendar
- Possible Event Listing in LiveWire (dependant on other marketing/news needs)
- BHS Logos
- Flickr for photo assets
- District listing on BHS website: <https://www.barbershop.org/about/our-community/districts>

FUTURE Marketing Resources (In Development):

- Geography-targeted news briefs in LiveWire (limited text availability)
- District Marketing Toolkit- (Toolkit will include how to justify District Dues and Best Practices for Marketing)

Marketing Resources UNABLE to fulfill:

- Promotion of smaller events such as Holiday Shows



Authorization

The signing of this Memorandum of Collaboration is not a formal undertaking. It implies that the signatories will strive to reach to the best of their ability, the objectives stated in the Memorandum of Collaboration.

On behalf of the organization I represent, I wish to sign this Memorandum of Collaboration and contribute to its further development.

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Subsidiary Contact Information:
Brett Mulford
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BHS Signature, Name, and Title:

A handwritten signature in black ink, appearing to read "Marty Monson".

Marty Monson, CEO
Date: January 9, 2020

Subsidiary Signature, Name, and Title:

Brett Mulford, District President
Date: