

**BHS Forum 2010**  
ILL District Wrap-up Discussion

**5-Nov Session 1**

- Individual member comments / lessons learned from the forum
  - Mike Bagby
    - ♦ Attitude is a choice
      - A lot of emotions involved with District Presidents, can cloud their ability to make rational decisions.
    - ♦ When talking about barbershop, use emotionally evocative language.
  - Do you plan to just survive your 2 years or will you make a difference?
  - Communication is the key
  - Harmony Foundation is doing the right things for the Society – Society members have to step up!
    - ♦ We really should push getting ILL district members to sign up for \$10/month
    - ♦ They've been beating their own drum, but we need to be doing this too
  - Membership
    - ♦ There should be one District member on staff whose job is membership retention
    - ♦ Every new person who joins should get a personal phone call from the District Board within 30 days – and then again in 6 months
    - ♦ We're going to add one new chapter somewhere this year
  - We need to invite Society music educators to our district – at a district convention
  - Constant Contact (an e-mail marketing / distribution service) – use it
  - Conventions
    - ♦ Make it a convention not a contest
    - ♦ Other districts run a “late show” at their conventions, sell tickets and make big bucks – what are we missing here?
    - ♦ High school mic tester chorus, gospel chorus
    - ♦ International Competitors in the Fall
- Hugo Feugen
  - Lots of membership related discussions
  - Extension / interest in starting new chapters
  - Don Fuson heading up task force to guide start up of new chapters
  - We need a stronger membership team (was there even a committee before)
  - Bring in people who want to help start new chapters
  - Constant Contact for communication
  - Asking Mike Isely for a list of all membership & chapter development VPs for all chapters.
  - Membership is our “Job #1”
  - Wants to get ahead of the ballgame here in the membership category
  - Retension activities to seek out and solve problems with members on the fence about continuing.
  - How do we deal with “ghost membership” issues – people active in a chapter but haven't joined the society
  - Ideas to piggyback on YIH for enhancing membership

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- Mike Isely
  - Three areas
    - ◆ Secretary track
      - Show clearance handling issues
      - Lots of Secretary details, lessons / tricks / info exchanged with about District Secretaries
    - ◆ Incident handling
      - Learned that people can let their emotions get in the way of logical thinking – not from reading the incidents but rather from witnessing how other forum attendees tried to work together to contend with it all.
    - ◆ Leadership techniques
      - Lots of good information given about management / leadership techniques – applicable in all walks of life.
  - Extensive notes taken from the Secretary track sessions – can forward these to anyone interested.
- Rich Hansen
  - YIH
    - ◆ Discussion about sexual molestation policy
    - ◆ General agreement that required video is a “terrible presentation”
    - ◆ Society has made the video a link off of their site, so members can watch it individual, test on it, get checked off.
      - Should make this process much easier
    - ◆ So much areas of grey about dealing with youth in an era of ....
  - Collegiate contest
    - ◆ Need to revisit purpose of this contest
    - ◆ Original rule was that no more than 2 could be members of the Society
    - ◆ Original concept was to give exposure to the hobby, but recent trends have discouraged amateur competitors.
    - ◆ Raising the minimum score kind of defeats the purpose
    - ◆ A lot of rules to change, loopholes to close to deal with champs and past medalists recycling.
    - ◆ “Collegiate” as a term likely to be retired
  - Youth Chorus Festival
    - ◆ Really taking off
    - ◆ Probably going to involve / invite the women's side on this
    - ◆ Bring in girls' choruses
  - Joint session with marketing team
    - ◆ FWD has a great marketing brochure for YIH
      - We need to shoot pictures of our festivals / conventions, put together a nice professional brochure and send copies out to music educators in the district.
    - ◆ Hugo made a great marketing DVD in the past, but the clips are too long
      - DVD can be edited down
  - Aiming to hugely promote the Spring Convention this year
  - Harmony Foundation
    - ◆ Had no idea how generous they are to our program

## DRAFT MINUTES (28-Nov-2010) – NOT APPROVED

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- ♦ Reimburse up to \$10/kid (girls included) up to \$1000 per festival
- ♦ Looking to create a database of attendees at festivals for followup
- Greg Caetano
  - ♦ Standard COTS curriculum is up on HQ's web site
  - ♦ Instructors are adding voiceovers to all the slide decks – permits anyone to go through the module similar to regular COTS session
  - ♦ Society has been given webex unlimited license.
    - Allow for web collaboration, conference call meetings
  - ♦ Has been focused on the LT (Leadership Training) part of CSLT, not so much on the CS (Chapter Support) part.
    - Past district presidents going to be personally contacting all of the chapters, to assess chapter health, get an understanding of what is going on.
    - Chapter Counselor program has flaws, may be scrapped – but then realized that the program is actually being used.
    - Harmony Foundation getting involved to help stabilize local chapters (place 2 people in the local area for 2 months to work on issues, then move on to next area).
- Major topics
  - Past district presidents visiting chapters
    - ♦ Six questions they will be proposing (rapidly paraphrased here)
      - Do you attend / support district conventions?
      - Does your chapter complete?
      - Does your chapter get involved in district offices?
      - Change of sites? bad/good?
      - Why did you join BHS?
      - How do we improve the district?
    - ♦ Mike is working on coordinating with this, Jeff Bowyer offering to help out with the visits.
  - Staff visits from HQ
    - ♦ Society is asking to come visit the districts
    - ♦ Jeff is asked for a visit during the Southern YIH festival, a joint chapter meeting, and another local event at the same time.
    - ♦ Jeff is considering submitting a second request during IDAH – if possible.
    - ♦ Jeff is on top of this.
    - ♦ Society will probably try to coordinate visit(s) with neighboring districts
    - ♦ Historically these visits were done through M&P because it involved music education, but reality is that scope is wider than music education. Mike Bagby is wanting Hugo Feugen (membership) and Greg Caetano (chapter support) to make additional requests.
  - Ghost members
    - ♦ Mike Bagby: If ghost members are willing to accept that they can't hold office or be involved in contests then they are welcome to be “permanent guests”.
    - ♦ It's not our choice – Society rules and insurance require that anyone serving as an officer MUST be a paid up member.
    - ♦ But if the person is adding significant value to a chapter, then perhaps there is some way to assist with his dues.
  - Retention person
    - ♦ This person should be a member of Hugo's membership team.

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- ♦ Hugo has total authority to appoint such a person.
- ♦ Yes, there has been a membership team in the past, and should be be again.
- Show Clearance
  - ♦ Get chapters to always look at District Calendar, submit events to it
  - ♦ Major issues in ILL is not conflicting events, but rather not knowing the process.
    - Mike Isely has been working on this, on a case-by-case basis...
- YIH database
  - ♦ Idea is good, but we're talking about kids here and we need to make *sure* that parents understand its purpose and that there is no way it would be mis-used.
  - ♦ Flyer distribution at least initially to be distributed through teachers (no need for a database)
  - ♦ Probably offer an opt-in on next year's registration form.