



2021 REGION 2 STRATEGIC PLAN

PRESENTED BY THE REGION 2 STRATEGIC PLANNING COMMITTEE



STRATEGIC PLANNING COMMITTEE MEMBERS

- Maria Christian – Co-Chair
- Judy Sirut – Co-Chair
- Deana Fisher
- LeAnn Hazlett
- Lois Kelly
- Nancy Kirkpatrick
- Cathy Maxwell
- Ann Norman
- Mary Patrick
- Nanette Peters
- Sonnet Grace Rumora



COMMITTEE TIMELINE

REGION 2

Vision

- Advance the empowerment of female voices, in barbershop and a cappella harmony through education, performance, and competition

Mission

- Encourage and inspire a diverse community of a cappella singers to achieve harmony and musical excellence



GUIDING PRINCIPLES



Musical Excellence

We promote music education through the art of performance and competition.



Culture of Belonging

We create harmony where every voice matters. We foster an environment that celebrates and respects our differences to provide a joyful place to share in song.



Empowering Leadership

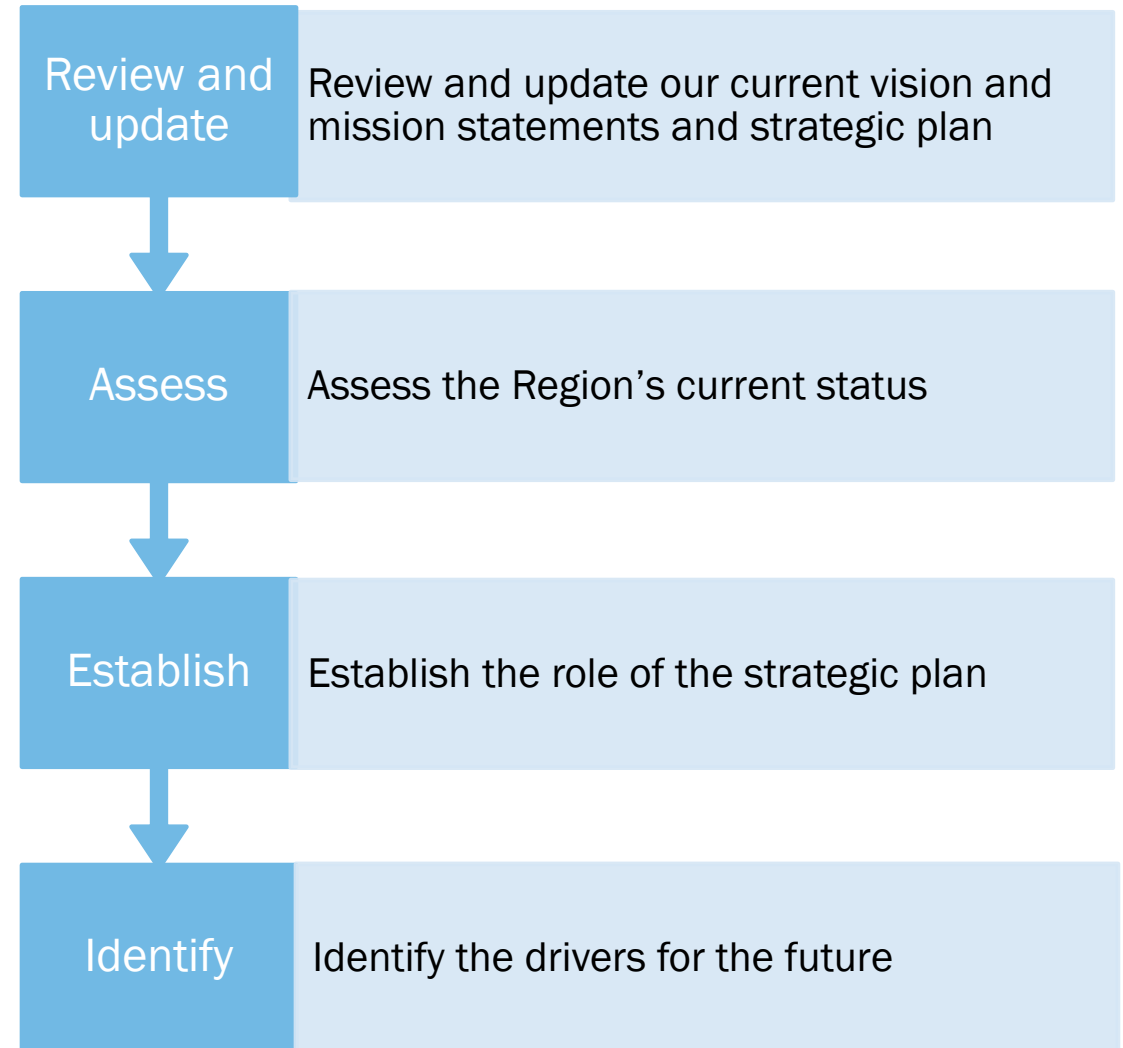
We encourage and inspire everyone to lead from where they stand. To develop strong and effective leaders, we advocate personal growth and connections through education and mentoring opportunities.



Community

We build strong connections in our communities by sharing our love of barbershop harmony.

The purpose of the strategic planning committee



Key Element of Focus	Education
Key Initiatives	<p>Our programs engage and energize women to achieve excellence in music and leadership.</p> <ul style="list-style-type: none"> * Provide quarterly music educational events * Provide semi-annual leadership educational events * Provide annual Director educational event * Provide International sponsored certification education to all interested regional members * YWIH Program
Deliverables	<ul style="list-style-type: none"> * Performance and Vocal Production <ul style="list-style-type: none"> - General Membership - Quartets - Choruses * Encompass elements of management and administration skills including diversity training * International faculty level education resource * Opportunities for shared discussions for Directors and Chapter Leadership * Provide Director Certification Program * Provide education opportunities for Music Arrangers * Young singers mentor program
Key Measures	<p>Ex. Music schools Ex. #of new certified directors / arrangers Ex. #of new RMT</p>

Marketing/Membership

Key Element of Focus

Provide the processes, tools, and support to enable choruses to promote barbershop and a cappella singing to the surrounding communities for the benefit of engagement

Key Initiatives

- * Promote every member as an ambassador of Region 2 and Sweet Adelines International
- * Create and solidify our brand
- * Increase social media presence
- * Provide roundtable discussions for the marketing and membership leads
- * Continue to support the YWIH program
- * Ensure choruses have resources for member engagement and retention

Deliverables

- * Sweet Adelines Ambassador Program (SAAP) presentation/correspondence
- * Participate in state/province wide promotional programs
- * Provide materials/outreach to schools and community functions
- * Engage Regional social media accounts
- * Provide updated website
- * Marketing/Membership events
- * Promotion of area YWIH day camps
- * Create membership retention program utilizing SAI resources

Key Measures

- Ex. Measured attendance at events
- Ex. #of Performances within communities
- Ex. Website hits/subscriptions (like Youtube)

Key Element of Focus	Operations
Key Initiatives	<p>Maintain programs and events for all members.</p> <ul style="list-style-type: none"> * Ensure that financial resources are needs-driven today and into the future * Provide timely and relevant communication to Regional membership * Provide annual recognition of Directors and outstanding members * Identify and recommend plans that incorporate diversity and inclusivity * Manage an annual spring convention/competition as mandated by Sweet Adelines International * Build organization's capacity for future leaders * Utilize RMT for outreach to all choruses
Deliverables	<ul style="list-style-type: none"> * Be fiscally responsible to the Region * Create long range financial plan * Research direct email products for communication * Research current technology available * Establish consolidated events calendar * Longevity awards for Directors * 25-year longevity awards for members * Regional Competition awards * Consider a Regional Sweet Adeline of The Year Award * Utilize SAI resources * Facilities and supporting operations * Promote webcast of Regional Competition * Provide PR opportunities to host city * Validate RMT and encourage mentoring program * Increase visibility of RMT electronically and at all Region 2 events * Promote the importance of teamwork within the Region <p>Continue with liaison program to solidify connection between RMT and Chapters</p>
Key Measures	<p>Ex. Award Count Ex. Convention survey/feedback</p>