

## Region 13 State of the Region Report - 2008

1. Attach your regional educational plan for the next 3-5 years including the plan for the present fiscal year.
 

The formal Education Plan will be provided directly from EDC when she returns from vacation in early August. Until that time, these are the basic elements of future Region 13 education:

• Director/Faculty/Musical Leaders workshop	June 20-21, 2008	Bev Miller
• SET (Summer Enrichment Time) w/R26	Sept 19-21, 2008	Rumors
• TAG (Together & Growing) visits 2008-2009	Upon request	Region 13 Faculty
• SET 2009	Aug 7-9, 2009	Betty Clipman
• SET 2010 (replaced by three area schools this year only)		
• TAG visits 2009-2010	Upon request	Region 13 Faculty
• Director Education opportunity at SET 2009	Aug 2009	Betty Clipman
• Director/Music Leaders workshop	Summer 2009 & 2010	?
• "Raise Our Level" campaign	Details to follow	
  
2. Describe the financial position of your region, including an overview of the status of the region's assets, investments, and cash reserves.
  
3. List last fiscal year's events and attendance figures and indicate whether or not the event made a profit.
 

Education events attendance and profit/loss for FY 2007-2008 will be addressed by EDC

  - 2008 Convention & Competition    582 AETs; 512 Region 13 members    Profitable
  
4. Describe challenges encountered and successes enjoyed by your regional management team, and the region as a whole, including any key decisions or plans.

### Successes

- Declining membership pattern reversed, increase of 25 members
- Charter of new chapter, Voices Northwest. Director Sue Beck led chorus to 1<sup>st</sup> Place Division AA (4<sup>th</sup> Place overall) medal at regional competition in their initial year
- Region 13 now enjoys a second large and successful chorus, Alaska Sound Celebration (ASC). Directors Karen Leet and Peggy McBride achieved Master Director certification while leading ASC to 1<sup>st</sup> Place Medals at regional competition
- Moved to Certified Director: Diana Thomas and Tammi Thompson
- SET with Diane Porsch well attended and enthusiastically received
- Three area schools funded (geographically spaced in Western WA, Eastern WA & Alaska)
- Director/Musical Faculty workshop with Sandie Nason well attended and appreciated
- RMT 13 members all attended IES
- RMT 13 used technology to reduce meeting costs via audio/video conferencing for two meetings per year, keeping two face-to-face meetings in place, one in WA, one in AK
- CRC 13 implementing a similar plan for 2008-2009 competition preparations
- Changes in CRC committee leadership accomplished smoothly
- TAG (Together And Growing) visits to requesting choruses continue to provide specialized assistance (music, leadership, planning, problem-solving, etc.) at critical times
- Webcast of regional contest for second year, this time using archived viewing of digital files by subscription (rather than live webcasts) – ultimately not as successful as 2007. A webcast committee is being formed to pursue ideas for making 2009 more successful
- Two new potential regional leaders identified for mentoring; first contested election for Membership Coordinator in a number of years held between two highly qualified candidates
- Continuing RMT and EDC representation on exciting project called Barbershop Summit - with two other SAI regions (24 & 26) and Evergreen District of Barbershop Harmony Society – whose objectives are: greater collaboration on educational opportunities, potential of reduced costs, event-calendar coordination, youth education and encouragement and marketing partnerships

## Challenges

- One chapter split into two factions and, despite excellent guidance and mentoring, decided to remain separate entities; anticipated that they will ultimately be successfully chartered separately
  - Declining number of competing quartets
  - Continuing judging comments in areas of showmanship, energy and quality of sound
  - One current prospective chorus is not able to meet all requirements to charter
  - RMT communications with chapter leaders is only sporadically effective, primarily because choruses do not update their contact information with International/Region when changes occur. When RMT uses incorrect contact information, messages are not passed along to correct chapter contacts and/or replied to
  - Search for alternative convention sites continues, only partially successful due to potential costs incurred (busing), etc.
5. What do you consider the biggest success for your region this past fiscal year?  
Region 13 experienced welcome reversal in previously declining membership numbers. That positive step is tempered by increasing numbers of Sweet Adelines moving to CAL status.
6. Describe the region's membership growth/retention efforts and how they are impacting regional membership figures.
- Total Region 13 membership rose slightly during the past year, largely due to chartering of Voices Northwest and an influx of new Sweet Adelines
  - CAL is now the largest chorus in Region 13
7. Outline any regional/chorus problems or concerns.
- One prospective chorus (Port of Angels) made a decision not to go forward with charter efforts
  - Significantly smaller number of quartets are registered and/or competed in 2008
  - Improved communications needed, in both directions, between chapters and RMT 13
  - Continuing efforts to drive members to regional/international websites for information
8. Describe the efforts to secure and train regional leaders and committee members.
- Two potential leaders identified for mentoring, invited to future RMT meetings
  - Regional election held between two highly qualified, experienced candidates; candidate who was not successful already included in SET committee work
  - Applications for RMT positions are made available at every regional function, along with job descriptions; verbal encouragement to apply
  - Update of job descriptions underway for all RMT positions and committees
9. What are specific topics your RMT wishes to discuss in future training?
- Continuing to enhance and reap benefits of technology at all levels of Sweet Adelines
  - Request for guidance and training in use of technology is bubbling up from chapters – where best to provide education and qualified faculty, i.e. at what level within SAI?
  - If new Marketing for Members program is delivered mainly online, face-to-face training for Membership Coordinators so they can help small choruses adopt the program and make good use of technology
  - Bring good ideas and information regarding both marketing & membership recruitment from IES down to regional level

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Communications Coordinator

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Date

May we share your report with other regions? Yes

No