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# *CHAPTER GUIDE*

## *SECTION X:*

### *REGION*

## **ADMINISTRATION**

Sweet Adelines International is divided into geographical areas called regions. The membership of a region consists of all the chapters and Chapter-at-Large members assigned to it by the International Board of Directors. Regions operate under the *Standard Form Regional Bylaws*.

Some regions may collect a regional assessment fee, the amount of which should be set in the region's standing rules. Chapters must be current in the payment of the regional assessment fee, if applicable, to be considered in good standing with the region.

Each region develops its own set of standing rules to cover its particular requirements and submits them to the Corporate Secretary at international headquarters for suggestions and approval. The *Guide for Regional Standing Rules* is available on the Sweet Adelines website.

Regional leadership positions are filled by chapter members and Chapter-at-Large members. Encourage talented members of your chapter to serve on regional committees, faculties or as a member of their regional management team. Every level of Sweet Adelines International is always in search of good teachers and leaders.

## **EDUCATIONAL OPPORTUNITIES**

Various regional meetings are held each year. These meetings are open for all chapter members to attend. Through these meetings, members have opportunities for frequent participation, fellowship and an exchange of ideas with others who share the same interests. The meetings feature musical and educational programs such as quartet classes, director education, chapter improvement, leadership development, vocal technique, etc. Chapter leaders should encourage members to take advantage of these educational opportunities.

## **CONVENTION AND COMPETITION**

Conventions are held annually within each region/area. The highlight of the convention is the chorus and quartet competitions where a regional/area champion is named from both contests. For detailed information on competition, please see the *Competition Handbook* on the Sweet Adelines website.

## **REGIONAL MANAGEMENT TEAMS**

The Regions and Areas of Sweet Adelines International are governed by an eight-member management team.

### **1. Terms:**

Each team member serves a two-year term, with no member serving more than three consecutive two-year terms on the Regional/Area Management Team.

### **2. Duties:**

- Develops and implements for the region a comprehensive strategic plan that includes long-range plans for which each coordinator is responsible.
- Formulates a regional mission statement.
- Provides educational programs for all members of the region.
- Maintains a viable membership growth and retention program.
- Ensures that all financial resources of the region are managed in an effective and efficient manner.
- Develops and implements plans for recruiting and training successors.
- Appoints a nominating committee.
- Utilizes educational opportunities provided by International.
- Maintains effective communication with chapters and Chapter-at-Large.
- Maintains a supportive and positive working relationship among team members.
- Defines specific areas of responsibility for each coordinator as well as the areas in which coordinators have a joint (shared) responsibility.
- Evaluates regional events, each other, the effectiveness of the team, and team succession planning.
- Uses the process of consensus to arrive at team decisions.
- Supports the decisions made by the team.
- Serves as middle management of and liaison to the International organization; implements and supports decisions made by the International Board of Directors.

## **COMMUNICATIONS COORDINATOR**

- Receives communications from the international organization and disperses to the region.
- Maintains internal communication channels among the region, chapters, and individual members.
- Develops and maintains the regional leadership database.
- Is responsible for regional website and database design, implementation and maintenance, with input from the Marketing Coordinator.
- Maintains a complete record of regional meetings and activities.
- Is responsible for recording and preparing minutes of all meetings of the Regional Management Team; distributes copies to members of the team, regional chapters, and the Corporate Services Department at international headquarters.
- In consultation with the RMT, prepares and submits year-end State of the Region Report to the Corporate Services Department at international headquarters by established deadline.
- Maintains contact with appropriate staff members at international headquarters.
- Maintains comprehensive records and forwards materials to successor.
- Trains her successor.
- Appoints staff to assist in the implementation of responsibilities.

### **DIRECTORS' COORDINATOR**

- Represents the interests of the regional directors on the Regional Management Team.
- Communicates with directors in her region to assess their needs.
- Provides and facilitates a forum for directors at regional events.
- Communicates directors' needs and the needs of their chapters to the Education Coordinator.
- Maintains contact with appropriate staff members at international headquarters.
- Maintains comprehensive records and forwards materials to successor.
- Trains her successor.
- Appoints staff to assist in the implementation of responsibilities.

## **EDUCATION COORDINATOR**

- Develops, coordinates, and monitors regional educational programs in conjunction with other coordinators.
- Plans curriculum for educational events such as seminars and workshops.
- Works in coordination with Events and Marketing Coordinators on educational and marketing events.
- Coordinates regional faculty visits to choruses.
- Maintains five-year education plan document.
- Implements the chapter revitalization plan for maintaining the integrity of the musical product and administrative process as outlined in the RMT Handbook.
- Approves chapters and prospective chapters for public performance.
- Auditions Chapter-at-Large quartets for public performance.
- Develops faculty or staff to assist in implementing regional educational programs.
- Appoints an Arrangers Coordinator who administers the program that offers training for aspiring arrangers within the region.
- Appoints a YWIH Coordinator to educate and inform the musical leaders in each chorus about the YWIH program.
- Appoints a DCP Coordinator who administers the program within the region.
- Maintains contact with appropriate staff members in international headquarters.
- Maintains comprehensive records and forwards materials to successor.
- Trains her successor.
- Appoints staff to assist in the implementation of responsibilities.

## **EVENTS COORDINATOR**

- Facilitates the securing of appropriate venues for regional programs and events, including site inspections and negotiation of contracts.
- Coordinates on-site arrangements for all regional meetings and events, including regional competitions.
- Oversees the work of the Chair of Regional Convention (CRC) as defined in the Guidelines for Regional Convention.
- Works in coordination with the Marketing and Education Coordinators on marketing and educational events.
- Maintains contact with appropriate staff members at international headquarters.
- Maintains comprehensive records and forwards material to successor.
- Trains her successor.
- Appoints staff to assist in the implementation of responsibilities.

## **FINANCE COORDINATOR**

- Ensures that all financial resources of the region are accounted for in an effective and efficient manner.
- Coordinates the financial long-range plan in conjunction with other team coordinators.
- Prepares and submits the annual budget for the region.
- Manages bank accounts and investments
- Keeps accurate and current records of all financial transactions.
- Receives all funds paid to the region and issues all payments.
- Negotiates contracts for services and equipment required by the region.
- Holds sole authority to sign contracts on behalf of the region.
- Coordinates projects to raise non-dues income (ways and means).
- Presents a report on the region's financial condition at meetings of the Regional Management Team.
- Prepares an annual financial statement for submission to international headquarters.
- Submits accounting records for audit at the close of the fiscal year to a qualified person (or persons) selected by the management team or for examination or audit at any time as directed by the management team.
- Files Annual 990 tax form (United States regions) with the Internal Revenue Service by September 15 for the preceding year ending April 30.
- Provides advice and training to chapter treasurers and serves as a resource to chapters with financial questions.
- Maintains contact with appropriate staff members at international headquarters.
- Maintains comprehensive records and forwards materials to successor.
- Trains her successor.
- Appoints staff to assist in the implementation of responsibilities.

## **MARKETING COORDINATOR**

- Develops and provides marketing and public relations programs that promote chapter and regional events, and membership growth and retention.
- Plans and implements marketing and public relations programs to increase membership growth and retention.
- Designs and implements plans to market events and products.
- Works in coordination with the Membership Coordinator on membership growth events.
- Works in coordination with the Events and Education Coordinator on marketing events.
- Works in coordination with the Communications Coordinator on the website and database design, implementation, and maintenance.
- Maintains database of media contacts.
- Writes and distributes press releases and produces media kits.
- Invites media to regional events and serves as onsite media contact.
- Maintains database of advertising contacts.
- Designs, negotiates, and buys advertising in local media.
- Sells advertisements in regional publications.
- Maintains contact with appropriate staff members at international headquarters.
- Maintains comprehensive records and forwards materials to successor.
- Trains her successor.
- Appoints staff to assist in the implementation of responsibilities.

## **MEMBERSHIP COORDINATOR**

- Represents the interests of chapter management and membership on the Regional Management Team.
- Communicates president/team leader and chapter needs and issues to the Regional Management Team.
- Provides and facilitates a forum for presidents/team coordinators at regional events.
- Instills in the members of her region an awareness of their relationship to the organization, to the region, and to other choruses.
- Develops a plan, in conjunction with the Education Coordinator, to teach chapters in revitalization ways to attract new members and retain existing ones.
- Plans and implements programs in the areas of membership growth and retention.
- Works in coordination with the Marketing Coordinator on membership growth and retention plans.
- Visits and maintains regular contact with chartered chapters to promote membership growth and retention programs.
- Guides prospective chapters through the *Steps Toward Chartering* program.
- Assists chapters in revitalization with growth and retention programs.
- Develops support staff to assist in planning and implementing programs such as:
  - Steps Toward Chartering
  - Membership recruitment
  - Member retention
  - Chapters in revitalization
- Appoints a Chapter-at-Large Coordinator to ensure CAL members' awareness of and inclusion in regional events, programs, and publications.
- Appoints a Chapter Coordinator to maintain regular contact with chapter presidents/team leaders to assess and communicate chapter needs to the Membership Coordinator.
- Maintains contact with appropriate staff members at international headquarters.
- Maintains comprehensive records and forwards materials to successor.
- Trains her successor.
- Appoints staff to assist in the implementation of responsibilities.

## **TEAM COORDINATOR**

- Facilitates the meetings of the Regional Management Team.
- Coordinates the agenda for Regional Management Team meetings with input from other team members.
- Reviews and approves all chapter standing rules.
- Reviews regional standing rules and job descriptions, and makes recommendations for necessary revisions.
- Maintains the region's long range plan document.
- Maintains the regional calendar.
- Maintains contact with appropriate staff members at international headquarters.
- Maintains comprehensive records and forwards materials to successor.
- Trains her successor.
- Appoints staff to assist in the implementation of responsibilities.

### **COMPETITION COORDINATOR (CC)**

The competition coordinator is appointed by the Judge Specialists with approval by the Education Direction Committee (EDC). The annual term of appointment is from September 1 through August 30, with no limit on the number of consecutive terms a competition coordinator may be appointed. It is the competition coordinator's responsibility to oversee those areas of the regional convention that are directly related to the quartet and chorus competitions, including the facility, stage and backstage movement of contestants. The competition coordinators report regularly to the region and the Judge Specialists, and complete all reports requested by international headquarters.