

Mid Atlantic District Fall 2022 House of Delegates Meeting

Operations Team Report
November 13, 2022



Agenda

Operations Team Report

- Community
- Education
- Events
- Marketing

EVP Updates



Community Team

- *Director of Community - Tracey Hunter*
- *Central DVP - Andrew Gensey*
- *Northern DVP - Joe Servidio, Sr*
- *Southern DVP - Jerry Candrilli*
- *Quartet Promotion - open*

BHS Member Connection Tool

Allows leaders to identify and communicate with lapsed members since pandemic

Chapter Pulse Check

Community team is tasked with building mechanism and repository answering the question “How is ____ chapter doing?”

Chapter Advocate Program

Actively reviewing and updating the CA training materials

Plan to reach out to existing CAs gauging interest and identify where gaps exist.



Education Team

- *Director of Education - Jay Butterfield*
- *Deans of HCE*
 - *Sheryl Berlin*
 - *Bill Colosimo*
- *Youth in Harmony*
 - *Kevin Boehm*
 - *Vince Sandroni*
- *Chorus Director Development*
 - *Larry Bomback*
 - *Jeff Glemboski*
 - *Meredith Glemboski*
- *Music & Performance - Garry Warlow*
- *CSLT - open*

Leadership Training

Transitioning from Rob France to new VP; 2023 plans started including leveraging existing recordings

Youth in Harmony

Plans for two explosion camps in early 2023 plus adding youth participation at HCE

Top Gun (Music & Performance)

Need to take a deep look into the program including changes to the timing and format

Chorus Director Development

Conducted Director Under the Glass workshop at District Convention



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Harmony College East

2022 Highlights

- Great to be in person and singing tags again!!
- Although attendance was low, (71 students, 41 faculty/staff, and six music educators), those who showed truly enjoyed themselves
- Erin Cook shared her truly inspiring story!
- Two hour classes were a nice adjustment
- Introduced new curriculum for Music Educators providing free tuition (via our endowment fund)

Plans underway for June 15-18, 2023

- A challenge ... how do we get 200 members, 12 music educators, and 60 youth to attend?



Events Team

- *Director of Events - Braden Lynk*
- *DRCJ - Ig Jakovac*
- *Show Producer - Dennis Ritchie*

Director of Events, Braden Lynk, prepared own report ...



Marketing Team

- *Director of Marketing - Cavan Potee*
- *Newsletter Editor - Roxanne Powell*
- *CIO - Mike Kelly*
- *Social Media - Heather Havens*

Published four newsletters in 2022 with at least one more planned before the end of the year.

Used LancasterOnLine to market District convention which netted walk up sales - opportunity to reach out sooner

Increased Facebook promotion with a reach of 10000 users, 225+ clicks, and 25 reactions.



EVP Updates

Documentation: SOP/Ops Manual

In process of splitting SOP into two documents; target to have draft available by end of 2022

M-AD Website

Initiative suggested by many within Education, Marketing, and Events. In process of defining scope, reviewing quote, and identifying project manager.

Thank you IG!!!

Much thanks to Ig for stepping into District President role earlier this year.

