

# Youth in Harmony Open Forum

LO'L Leadership Training Academy  
River Falls, WI > January 17-18, 2020

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Chair, LO'L YIH Committee  
Co-Chair, Wisconsin Youth Harmony Festival  
Past President, Clipper City Chordsmen, Manitowoc, WI  
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## Sponsored By:

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## A Few Announcements from Our Sponsor

### THANKS FOR YOUR GENEROSITY!

#### 2019 Parade of Checks provided support for Youth in Harmony efforts in our District and Beyond:

- LO'L District Youth in Harmony Fund: **\$5,132** – THANK YOU!!
- Harmony Foundation International: **\$1545** – THANK YOU!!
- Sing Canada Harmony: **\$1960** – THANK YOU!!
- Wisconsin Youth Harmony Festival: **\$1,300** – THANK YOU!!

#### LO'L Youth to 2020 Midwinter Convention > Jacksonville, January 9-11, 2020

### TWO CHORUSES

*Prairie Chords* > Mixed Chorus from Saskatoon and Regina, Sask > directed by Justin La  
(This was the 10<sup>th</sup> year a Canadian group participated!)

*St. Louis Park (MN) Middle School Mixed Chorus* > directed by Doug Carnes

### ONE QUARTET

*Best Sellers* > a women's quartet from Onalaska, WI >> **SILVER MEDLIST!!**

### Have you seen the NextGen BBS Video?

[https://www.youtube.com/watch?v=hkyJwOBF0\\_0](https://www.youtube.com/watch?v=hkyJwOBF0_0)

### 2020 Wisconsin SuperSing Events

**Oshkosh > Saturday, Jan. 25, 2019** > Webster Stanley Middle School, 915 Hazel St., Oshkosh, WI

Contact: Craig LaPoint > [cmlapoint120@gmail.com](mailto:cmlapoint120@gmail.com)

**Stevens Point – Saturday, Jan. 25<sup>th</sup>** > Pacelli High School, 1301 Maria Dr, Stevens Point, WI

Contact: Tim Kunze > [timothy.kunze@gmail.com](mailto:timothy.kunze@gmail.com)

**Amery – Date/Place to be Determined**

Contact: Jon Buss > [allegrobuss@gmail.com](mailto:allegrobuss@gmail.com)

**Southeastern Wisconsin > Fall Date/Place to be Determined**

Contact: Jack Ryback > [jryback49@gmail.com](mailto:jryback49@gmail.com) Oshkosh, WI > January 19<sup>th</sup>

## 2020 Scheduled Minnesota YIH Festivals

### Windom (MN) Youth in Harmony Festival – Saturday, Jan. 18

BARC Center, 1012 5th Avenue, Windom, MN

Contact: Jay Imker > [jimker@centurytel.net](mailto:jimker@centurytel.net)

### Willmar (MN) Youth in Harmony Event – Saturday, Feb. 1, 2020

Willmar Senior High School, 2701 30th St NE, Willmar, MN

Contact: Jon Schmidt > [jon.schmidt@datasuccessinc.com](mailto:jon.schmidt@datasuccessinc.com)

## 2020 Potential YIH Festivals....

### Greater St. Paul (MN) Youth in Harmony Event > Fall, 2020? > Location to be Determined

Contact: Scott Zoellner > [shzdad@yahoo.com](mailto:shzdad@yahoo.com)

### Men's A Cappella Festival – Fargo, ND > On Hold for 2020

Contact: Justin McCullough > [jumccull@gmail.com](mailto:jumccull@gmail.com)

## Wisconsin Youth Harmony Festival

<http://youthharmonyfest.org/>

- May 16, 2020
- Pacelli High School > Stevens Point, WI

## 2020 NEW Youth In Harmony Event

### High School Quartet Championship

- May 30-31 or June 6-7?
- Regina, SASK > Location to be Determined
- Contact: Dave Pearce > [pearces@myaccess.ca](mailto:pearces@myaccess.ca)

## Real Men Sing > University of Wisconsin – Milwaukee Friday, Sept. 18, 2020

In 2019 they had:

- 800 High School Boys and 400 Junior High Boys!
- Contact: Dr. Zack Durlam > [durlam@uwm.edu](mailto:durlam@uwm.edu)

## For More Information

Go To: <http://www.iodistrict.org/directory/yih.html>

## BARBERSHOP HARMONY SOCIETY RESOURCES

### ALWAYS promote Harmony University to your Music Educators!!

- **July 26 - Aug 2, 2020 – Belmont University > Nashville**
- Plentiful Scholarships are available from BHS!
- All they need to do is get there!
- All Chapters should consider offering support for transportation for ME's to and from the Event!

### Next Generation Barbershop (Junior = Under 18) > Midwinter Convention New York City > Jan. 20-24, 2021

- Chorus Invitational Deadline: **Feb. 1, 2020!**
  - Quartet Competition Apply: Aug. 1 – Oct. 1, 2020
- Go to: <https://www.barbershop.org/next-gen/>

### Next Generation Barbershop (Varsity = 18-25) > International Convention Cleveland, OH > July, 2021

- Choruses Perform – Apply Apr. 1 - Dec. 1, 2020
  - Quartet Competition – Apply before Dec. 1, 2020
- Go to: <https://www.barbershop.org/next-gen/>

### Barbershop Clubs

With a new BBS program, now **groups** can form a BHS Club~

- School groups or choruses
- Seasonal choruses
- Groups hosting a tag night
- Any singing community who'd like to form a club

### What are the BENEFITS?

- Access to free music so your club can start singing right away
- BHS-branded marketing resources to increase club involvement and engagement
- Use of BHS Name and Logo when promoting your new club
- Club Orientation Guide with tips and resources to set your club up for success
- Electronic Individual and Club Certificates to showcase your club's involvement in your local community
- Discounts on club-related items from the BHS Marketplace
- Group discounts to BHS events

**The cost is only \$150**

Go to: <https://www.barbershop.org/landing-pages/start-a-bhs-club>

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## Organizing a Youth In Harmony WORKSHOP

### Summary of Original Presentation by STEVE OSERO

Past Chairman, LO'L YIH Committee; Indianhead Chorus > Polk County, WI

### YIH Festival of Western WI > Organized by:

- Indianhead Barbershop Chorus
- Croix Chordsmen Barbershop Chorus
- Vallee de Croix (SAI Chorus)

### YIH Festival of Western WI >> 2018 marked their 12<sup>th</sup> YIH Festival

- Open to students – male & female – 6<sup>th</sup> Grade - College
- Registration is 8:30 – 9:00 am
- Free Public Concert at 4:30 pm
- Attended by up to 120 students on stage >> 70 - 80% girls.

**They started with \$500 and a dream**

### Start small! – use the assets at your disposal

- Chapter quartets as teaching quartets
- Donations or reduced costs for food
- TELL THEM ITS FOR YOUTH, and they'll donate!
- Clinicians – Chapter directors, Music Educators
- ASK.....you sometimes just need to ask for help getting it rolling
- Use FREE Music
- Don't re-invent the wheel >> **Contact other YIH organizers!**

### The Team and Their Roles

Roles for the event include but are not limited to:

- Advertising
- Registration
- Website/Social Media
- Local Arrangements: Venue and Food
- Recruiting: Clinicians, Teaching Quartets

- One quartet for each guys and girls
- One clinician for each guys and girls and a third for the combined number
- Organizing student packets
- Sheet music, tag sheets, name tags, pencils, etc.

#### **Important Details**

- Ordering T-shirts
- Youth Protection Training Program (REQUIRED for all present!)
- Request for Certificate of Liability Insurance
- Sound and Lights at Concert
- Recruit a Concert MC
- Organization of the show program
- People to keep an eye on the hallways and doors

#### **Location - School or Church**

Spaces needed:

- A large practice room for Guys and Girls
- Concert space w/risers
- Space for lunch
- Locations for Sectionals if needed (hallways work for this)
- Warmup room(s) for quartet(s) to change clothes, practice etc.
- This space may double as sectional space

#### **Items Needed**

- Space/Racks for Coats/Jackets (depending on time of year)
- Tables for Registration, T-shirts, Music
- 2-3 Pianos:
  - 1 in each men's/women's large practice room
  - Maybe 1 in auditorium?

#### **Time of Year for Your Festival?**

**Consult local Music Educators to get their opinion!!**

**January** common > falls after a busy holiday concert season

- They are not yet in deep focus for contest
- It's usually plenty cold so kids like to be inside.
- Not many family vacations between Christmas and Spring Break

Other locations considering late **September**

- Catch ME's before activities start
- Challenging for recruiting....

#### **Fund-Raising**

- Money from Chapter(s) organizing event
- Selling T-shirt spots
- Donations
- Don't forget In-kind Donations (Walmart!)
  - Donations from local vending company or grocery store e.g., water for each student
  - Donation of a room at a hotel to put up a quartet
  - Tell them it's for the Youth!
  - Tell them you'll advertise for them on your show.
- Registrations
- Free Will Offering at Concert

- Community Foundations
- Program Sponsors (local business)
- BHS Grant
- SAI's Young Singers Foundation

### **Free to Students or Charge Them?**

You'd like to offer this event up for FREE, right?!

- Steve says: **Don't do it!**
- Our culture believes in value.
- "A Free Festival must not be much of a festival." >> True or False?
- Of course, it's False...but we know better...
- A festival for \$0 can carry a low perceived value
- Problem is we need to reach those that don't know better.

### **Reasons to Charge Them**

- They'll have "Skin in the game"
- Create "value" with a cost on your event.
- Give those who registered a reason to come...they paid!

Case in point: Started out charging \$5 -- now charge \$10

- Result: The gap between registered vs actual attendees decreased
- This reduced losses (no wasted lunches, no wasted music fees, etc.)

### **Why else should you Charge Them?**

**You have costs.....and as you grow, so will your costs.**

- We estimate that our cost per student is around \$20
- Think about your budget requirements for 20 students vs 120 students.
- Reduces burden on Chapter(s) and organizers to find additional funding
- Increases potential seed money for next year's event
- Increases ability to advertise
- Increases ability to cover travel expenses
- Increases ability to pay Honorariums to Clinician's, Quartets etc.
- Increases the available venue options
- Provide better: music, quartets, lunches....

### **How do you get the Students there?**

Identify the ME's (gate keeper) at each School in your market

- Go to School District Website and look for "Staff Directory".
- Search: Vocal, Choral, Music, Choir, etc.

They might not be on board when you first approach them!

### **Build relationships!!**

### **How to get around ME until they're on board?**

- Advertise on Facebook > Create Call to Action!
- Reach out to the School Community Ed
- Reach out to Teachers you know.
- Ask to put a poster in their room or introduce you to the ME.
- Drop off posters at each school office
- Ask for one to be put in each music room – hang rest around school
- Get event in newspaper and radio "Community Calendar" (free)
- Ask newspaper to run a story on the event to help generate interest.
- Consider paying for some advertising as part of the deal.

### **Ways to Get the Students There**

- Contact Home School networks (They're looking for activities like this!)
- Ask about getting event on School Calendar(s)
- May only work at the location the event is being held
- Reach out to the School Office or Principal to see if they can make an announcement that registration is now open or closing soon.....
- Reach out to School Social Media Person > ask that they put something on their Facebook Page or do a push notification on the School App.
- Worst thing any of them will tell you is: No.....

### **How to Get the ME's on Board?**

- Meet them face to face when you hand them the posters
- Schedule a quartet to visit their class
- Offer free resources to the ME >> Music, Tags, CDs, Coaching of student quartets
- Email (or postcard to) them with an invitation
- **Select music for your festival that is also on the Contest list**
- Tell them they don't need to be at our event!!
- Although they're welcome – you only need them to tell the students about it!
- Tell how other ME's programs are improving with BBS harmony
- Get in with one ME:
  - Ask them to help you reach out to the other ME's
  - Ask to be invited to an association meeting
  - Ask them to be a clinician
  - Share Harmony University with them. (Scholarships!)
  - Attend School concerts and congratulate them on their performance!

**Your Goal is to Build a RELATIONSHIP over time!**

### **Ways to Remove ME Roadblock**

- Grant Money to School Music program for those using Barbershop in class
- Grant Winner has school chorus/quartets/VLQ sing on our show
- Side Bonus: Sell more show tickets to the student's families
- Scholarship to Harmony U for the ME!

### **Sample Quartet Visit to a Classroom**

Sing a song the quartet knows – something upbeat & fun, familiar

- Teach an easy tag – Break down each part one at a time
- Invite guys and girls up to sing with the quartet
- Maybe teach a second tag depending on interest/time
- Show: [https://www.youtube.com/watch?v=hkyJwOBFO\\_0](https://www.youtube.com/watch?v=hkyJwOBFO_0)
- Discuss more tags are available on YouTube or Barbershoptags.com
- Review Dates / Times, Costs, what's included, and how to register
- Make them aware we offer learning tracks.

**Ask them to Sing for you!**

### **Registration Options**

- Online Registrations allow collections via PayPal, Credit Cards
- Also means you don't have to type every registration into Excel!
- Make PDF Registration forms available too
- Some MEs want control of the registration process!
- They can email or snail mail them back....

**Note:** ME's like a list of their Registered Students.

## Registration Online: Eventbrite.com

There are fees for their services, but BHS has Discounts >> **Benefits:**

- Copy last year's event > Just change dates and important info
- Email Teachers a formal invitation
- Email last year's attendees
- Auto generates an email to registered students with password to access learning tracks
- Our event is listed on their page and in mailings to local users

## Advertising

- Facebook [www.facebook.com/yih.wi](http://www.facebook.com/yih.wi)
  - Ask for shares, Boost Post, Ad Campaigns, Create event and invite.
- Radio > Ask to bring a quartet in and talk about Youth In Harmony.
- Newspapers > Event Calendars, story, press release, paid advertising
- Churches > Make announcement about the event, hang up posters
- Local Cable TV
- Advertise in school programs, e.g., School Play, Band/Choir Concerts
- School Calendar
- Table with info outside of a school concert
- School family newsletters?
- School's Social Media and Push Notifications on School App
- Community Ed > Contact them early in the year!
- Posters > Ask local school if they have kids who can help create a poster
- Ask printing business if they would donate time to creating a poster
- Create using: Microsoft Publisher, Adobe Indesign, or other software
- Place them In:
  - Schools & Churches
  - Grocery stores, Banks, Library etc.
  - High traffic areas.
  - Make downloadable copy available on your website.
  - Ask chorus members to help distribute

## Brochures

- Less Expensive to mail than the large posters
- Place them in the school mailing with the posters
- Around town at waiting areas (if approved)
- Make downloadable copy available on your website

## Other PR Ideas

- Photographer to take pictures of your event
- If they're willing and are someone you trust, give them admin access to your Facebook page to upload photos of the event during the day
- Tag people in the photos! Their friends see it and may like your page.
- Video your event and create a YouTube video for marketing the next event
- Tap into local school for kids willing to help with this as well.
- Schedule Social Media Posts
- Plan your Facebook across multiple pages

**Work smarter not harder.....**

## After the Festival

- Send Honorariums(?)
- Mail Thank You cards > Include picture of combined chorus

- Wrap up meeting with the team
  - Review the surveys
  - Look for areas to improve on
  - Pat yourself on the back because you created memories and you brought Barbershop to another generation of kids.
  - Discuss next year's date and location

Record your student registration list in Excel

- Compare with registration list from last year
- Merge files, delete duplicates > becomes contact list for next year.

Next year use same ME email list

- Visit the school website of bounced emails
- Update list with new teacher contact info
- Work the system through the steps to break down road blocks.

**For more information, contact:**

- Steve Osero: [sosero@AmeryTec.com](mailto:sosero@AmeryTec.com)
- Jon Buss: [allegrobuss@gmail.com](mailto:allegrobuss@gmail.com)

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## Grant Writing for Youth in Harmony

**What might you write a grant for?**

- |                                 |                       |
|---------------------------------|-----------------------|
| • Youth in Harmony Workshop.... | • Sound Equipment.... |
| • Risers....                    | • Uniforms...         |

**Who do you approach? >> The 1<sup>st</sup> answer is: BHS!**

**<https://www.barbershop.org/about/grants>**

The Youth Outreach Grants fund initiatives like Workshops, Festivals, Camps

**About the BHS Grant Program**

- Outreach is about working with others to promote the power of singing — singing anything! — while increasing your visibility and influence within your community.
- The Barbershop Harmony Society provides funds for a variety of outreach programs to promote singing across the continuum of life to, in turn, build a better society.

**The BHS prioritizes seed funding for NEW projects!**

But BHS will also consider returning projects....

**A Word about the BHS Grant Program**

To effectively expand the reach of grant activities, they've implemented an industry-standard grant request and review process that will help you to:

- Design more visionary and higher impact outreach activities
- Become better leaders in your community by growing community partnerships and understanding community needs
- Create grant requests that have an improved chance at receiving additional local funding

**How to Apply for 2020 Grant Opportunities**

The "winter/spring" grant cycle closed on September 30, 2019.

- **The next grant cycle is June 1, 2020 - May 31, 2021.**
  - Applications for the spring grant window will be accepted **February 1 - 29, 2020**
  - Decision notifications will be sent by May 1, 2020



- Contact Ashley Brown at [outreach@barbershop.org](mailto:outreach@barbershop.org) with your questions or concerns

### **Applying for 2021 Grant Opportunities**

- The next grant cycle is **January 1, 2021 – December 31, 2021.**
  - Applications for the fall grant window will be accepted from **September 1-30, 2020.**
  - Award decisions will be made by December 1, 2020.
- Contact Ashley Brown at [outreach@barbershop.org](mailto:outreach@barbershop.org) with your questions or concerns.

### **Eligibility Requirements**

- Applicants must be a 501.c.3 (non-profit) organization
- Awards will not exceed 80% of the total project expenses
- Projects must have a barbershop or a cappella element in order to qualify for this grant
- All applications are submitted online through “Submittable” – an online app available on the BHS website >> **No mailed applications are considered!**

#### **What Expenses Might Be Covered?**

Only DIRECT costs related to your project

- Clinician Fees and Honorariums
- Licensing fees
- Teaching quartet costs
- Sheet music and Learning tracks
- Food

#### **What Expenses WILL NOT Covered?**

INDIRECT costs are not funded >> for example:

- Equipment purchases will not be considered (although equipment RENTALS may be permissible)
- Administrative fees/salaries
- Utility cost

### **Youth Protection Training is Required!**

- All clinicians, teaching quartets and/or volunteer staff MUST do this online training prior to the event.
- It’s pretty simple and will take them less than an hour.
- Failure to complete the training prior to the event will result in ineligibility.

### **If Awarded**

- Your project will receive 95% of the award amount one month prior to you’re your event
- The remaining 5% will be sent after your post-project report has been received
- If a project has been awarded in a previous year, and a post-project report was not completed – it will be ineligible!

### **Submitting a grant to BHS is not easy!**

- Competition for BHS \$\$ is very high!
- The expectations for your grant proposals are also very high!
- BHS uses professional grant readers who are not barbershop insiders.
- The grant proposals need to be thoroughly researched and carefully crafted to be successful.
- **There are resources and people who can help!**

### **BHS Grants Ideas....**

At <https://www.barbershop.org/about/grants> you can download summaries of all the grants BHS has awarded from 2016-2020!

- Check out the lists to see if there are projects similar to yours
- Contact the chapter/group who wrote it!
- Learn from those who have been successful – they might even share their grant proposal!
- There’s no need to re-invent the wheel!

**Who Else Might You Approach?**

- Local Foundations (e.g., West Foundation in Manitowoc)
- Community Funds (e.g., MN Community Foundations)
- Statewide Charitable Groups
- Corporations and Larger Businesses
- Minnesota State Arts Board
- Metropolitan Regional Arts Council (MN)
- Who else...?

**Wisconsin Common Grant Application**

<https://wiphilanthropy.org/learn/for-nonprofits-grantseekers/common-grant-application/>

Ashley Foundation	Forest County Potawatomi	Stackner Family Foundation
Assurant Health Foundation	Community Foundation	TCF National Bank
Theodore Batterman Family Fdn	Gardner Foundation	Thrivent Financial for Lutherans
Elizabeth A. Brinn Foundation	Harley-Davidson Foundation	United Performing Arts Fund
City of Milwaukee	The Dorothy W. Inbusch	United Way in Waukesha Cty.
Emory T. Clark Family	Foundation	United Way of Gtr. Milwaukee
Charitable Foundation	John T. and Suzanne Jacobus	Waukesha County Community
Patrick & Anna M. Cudahy	Family Foundation	Fdn.
Fund	Richard G. Jacobus Family Fdn.	Wisconsin Energy Corp. Fdn.
Derse Family Foundation	Kohler Foundation	The Ziemann Foundation
Elizabeth Elser Doolittle	Faye McBeath Foundation	
Charitable Trusts	Roundy's, Inc.	
Barbara Meyer Elsner Fdn.	SBC/AT&T	
Bucyrus-Erie Foundation	St. Anthony's Foundation	
Ralph Evinrude Foundation	Siebert Lutheran Foundation	

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**Wisconsin Youth Harmony Festival**

**Saturday, May 16th  
Pacelli High School, Stevens Point, WI**



**WYHF History > The Idea**

It started as the brainchild of Bill Schmitt, the son of Jim Schmitt (he sang lead in the Schmitt Brothers, the 1951 International Champion Quartet).

Bill observed: "My dad was in High School when he was introduced to barbershop music. From there, he sang in contests and spent 45 years performing all over the world. Singing barbershop changed his life!"

**The Vision**

Four SuperSing workshops had developed across the state that brought high school youth together for a day to sing barbershop. The vision was to use those events to encourage quartets to form and participate in the Barbershop categories at WSMA Solo and Ensemble Festivals.

Quartets that achieved a Star rating at the State Solo and Ensemble Festivals would be invited to sing for BHS judges and identify the #1 barbershop and treble quartets in the state.

### **The Initial Team**

Bill sought the assistance of two District leaders and they submitted a grant request to the BHS:

- Jack Ryback > then the LO'L District VP of Contest and Judging
- Bob Brey > LO'L District Secretary

### **The First Grant & Festival**

The Barbershop Harmony Society (BHS) awarded the group a \$10,000 grant.

The Clipper City Chordsmen in Manitowoc provided financial oversight and served as the host chapter.

The first Wisconsin High School Barbershop Quartet Festival and Contest was held at Endries Hall on the campus of Silver Lake College in Manitowoc on May 30, 2015 with 8 quartets participating from all corners of the state.

### **Finances**

A balance of \$3,460 remained from the first year's \$10,000 grant. Our 2016 grant from BHS was reduced to \$2,280.

- In addition, unforeseen expenses created a shortfall which the Clipper City Chordsmen covered from YIH funds they held from a local foundation grant.
- Our grant request for 2017 was unsuccessful.

The Festival now depends on choruses and quartets, corporate and individual donors for around the state, and the LO'L District to continue its mission.

In 2019 we received a BHS Grant to fund our expanded outreach to music educators.

### **Administrative Approach**

Beginning in 2016, the Festival was coordinated by members of the Manitowoc, Green Bay and Appleton chapters of the Barbershop Harmony Society.

We seek detailed feedback from students, music educators and coaches/judges

- Helps us improve the experience for the students each year.
- Has resulted in several significant changes over our 5-year history.

A newly established WYHF Board now includes men and women from all over the state.

### **Name and Site Changes**

In 2017, the coordinating team determined "Wisconsin High School Barbershop Quartet Festival and Contest" was too cumbersome.

- They chose a new name: Wisconsin Youth Harmony Festival (WYHF) and established a new website.

In 2018, we realized a more central location in the state might better serve participating quartets. WYHF was moved to Pacelli High School in Stevens Point.

### **Educational Focus**

For the first three years our primary approach was to introduce the quartets to the BHS judging categories (Music, Performance, Singing) in small group settings where quartets had the opportunity to be coached as a way of practicing what they were learning.

In 2018, we shifted our focus to provide Harmony University style classes on vocal techniques and performance methods to help them improve their individual and quartet performance.

### **Expanding the Vision**

In 2018, the WYHF Team determined it was important to be more intentional about developing our relationships with Music Educators.

We reached out to the Wisconsin School Music Association (WSMA), and:

- Purchased advertising in the Wisconsin School Musician – published 3 times a year – which serves as a journal for music educators.
- Established a booth at the annual Wisconsin State Music Conference.

- In 2019, we arranged a session entitled "Building a Foundation for A Cappella Quartet and Chorus Singing!" presented by three ME's who employ barbershop harmony in their curriculum and Steve Scott from BHS. **It was attended by 87 music educators!**

### **WYHF Details > Mission**

Our mission is to help high school students understand they can continue singing in organized groups after high school. We want them to know they can find enjoyment and fulfillment by singing in barbershop choruses and quartets throughout their lives.

We introduce high school students singing in quartets to the Barbershop Harmony Society (BHS), Sweet Adelines (SAI) and Harmony, Inc.

We feel that by engaging high school students in experiencing the joy of ringing chords, we may encourage them to make singing a priority throughout their lives.

### **WYHF Eligibility**

The WSMA Solo & Ensemble Festivals have two barbershop categories:

- Barbershop > Men's Division
- Barbershop > Treble Division (women's or mixed)

Initially we invited quartets who scored a \*1 or \*2 at the **State** Solo & Ensemble Festivals. Due to the close timing of those festivals – on the last Saturday of April and first Saturday of May – to WYHF (3<sup>rd</sup> Saturday of May), we changed our eligibility requirement in 2018.

We now invite all barbershop quartets who are **invited** to the State Solo & Ensemble Festivals, which gives us more time to recruit quartets.

### **Demographics**

There are 472 High Schools in Wisconsin:

- In 2015, 41 quartets participated in the State Solo and Ensemble Festivals in the barbershop (BBS) and treble categories. Of those who participated, 26 received \*1 scores for their efforts.
- In 2019, 72 quartets participated in the State Solo and Ensemble Festivals in the two Barbershop categories.

### **Our Approach**

We want to recruit coordinators from around the state to work at making to contact with all of the schools in Wisconsin.

- Each coordinator would build a team with the chapters in their area to make the contacts with the music educators in the schools in their geographic location.
- Using this approach, we hope to have all of the 23 Barbershop Harmony Society chapters in Wisconsin actively supporting this project throughout the state.

### **PR Campaign**

In 2019-2020, we have purchased the WSMA Mailing List of choral ME's and sent 2 "Save the Date" cards (cost about \$200 each):

### **Inviting Quartets**

- Two weeks before the State Solo & Ensemble Festivals, the WSMA posts the schedules of the 9 Festivals around the State
- Using those lists we email the music educators with quartets participating to inform them of our invitation and provide them with links to our registration process
- We then follow up with the ME's by phone to learn who is considering attending WYHF

### **Outline of the Day**

8:30 – 9:00 am	Registration
9:00 am	Welcome, Introductions, Vocal Warm-up
9:30 – 11:30 am	Rotating Harmony University-style Classes
Noon	Lunch
1:00 – 2:00 pm	Quartet Contest
2:00 – 2:30 pm	Guest Quartet Performances – results tabulated
2:30 pm	Contest Awards
2:45 pm	Split Group: Quartet A & R's >> Tag Singing

### **The Morning**

The WYHF begins in the morning with students participating in educational sessions.

Now patterned after Harmony University classes, participants learn more about vocal production and the art of singing barbershop harmony. For example, in 2018 they were:

- “Vocal Techniques” by Paul Wigley
- “Vocal Elements of a Performance” by U4X Quartet
- “Simple Gestures to Improve Your Performance” by Judd Orff

### **The Afternoon**

In the afternoon, the quartets perform one song on stage in front of experienced judges/coaches and over 200 enthusiastic fans.

We’ve relied on experienced coaches and some certified BHS & HI judges. Our goal is to have all certified judges in the future.

### **Trophies and Cash Prizes**

Trophies and plaques are given to the top three barbershop and treble quartets. All participants receive a participation medal.

The Schmitt Brothers Traveling Trophy goes to the school of the 1st Place quartets and is returned the following year and exchanged for a permanent one for the school.

WYHF financially supports music education in our state through cash prizes that are awarded to the schools of those quartets that finish in the top three places in the contest:

- 1<sup>st</sup> Place > \$300; 2<sup>nd</sup> Place > \$200; 3<sup>rd</sup> Place > \$100

### **Quartet Evaluations...and TAGS**

Once the winners are named and trophies are awarded, each quartet receives positive and encouraging evaluations from coaches/judges to help improve their future performance.

Of course, no day of barbershop singing is complete without singing tags...lots and lots of tags!

### **Goals for 2020**

We’ve learned from our ME’s that the music available to students on the approved Wisconsin School Music Association (WSMA) list is limited.

- Furthermore, the assignment of charts to the A, B, C lists seem arbitrary and inconsistent.
- The list is due to be updated in 2020!
- We’re taking steps to place barbershop-savvy ME’s on the committee and engage Steve Scott in assisting us in more accurately assigning the level of difficulty of the charts to be considered.
- We’re exploring setting up our own 501.c.3.

**Watch For WYHF Golf Outing > August 2020 in Stevens Point, WI**

**Expenses & Budget**

<b>Expenditures</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020 Budget</b>
Donations to Schools	\$ 3,100.00	\$ 1,800.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00
Trophies/Medals	\$ 1,478.50	\$ 1,232.00	\$ 1,238.00	\$ 1,182.00	\$ 1,036.00	\$ 1,200.00
Judges Expense	\$ 893.20	\$ 1,158.56	\$ 859.70	\$ 1,250.03	\$ 1,304.65	\$ 1,200.00
Lunch		\$ 1,045.00		\$ 531.00	\$ 399.88	\$ 400.00
Venue Rental/Fees	\$ 995.00	\$ 1,450.00			\$ 216.90	\$ 250.00
Graphic Design/Website	\$ 65.00		\$ 223.24	\$ 506.34	\$ 31.16	\$ 250.00
Office Supplies	\$ 137.55	\$ 11.92				
Printing Services	\$ 58.33	\$ 139.00				\$ 100.00
WSMA Ads				\$ 513.00	\$ 883.00	\$ 750.00
Mailer to ME's					\$ 309.85	\$ 350.00
WSMA Booth				\$ 616.00	\$ 1,082.62	
WSMC Session					\$ 829.48	
<b>Total Expenditures</b>	<b>\$ 6,727.58</b>	<b>\$ 6,836.48</b>	<b>\$ 3,520.94</b>	<b>\$ 5,798.37</b>	<b>\$ 7,293.54</b>	<b>\$ 5,700.00</b>

\* \* \* \* \*

## Building Relationships with State Music Educators

### Expanding the WYHF Vision

In 2018, the Wisconsin Youth Harmony Festival Team determined it was important to be much more intentional about developing relationships with Music Educators.

We began a three-year process of reaching out to the Wisconsin School Music Association (WSMA).

#### YEAR ONE (2018)

##### **We purchased ads in the Wisconsin School Musician**

- It's published 3 times a year as Music Educator's Journal
- Cost: \$700 (because we used color)

##### **We had a Booth at the Convention (\$400)**

- Engaged Music Educators and met WSMA Staff
- Had barbershop videos playing on a video screen
- Gave out free music from BHS
- Shared copies of the Harmonizer
- Gave out information about the Barbershop Harmony Society

- Shared brochures describing WYHF
- Had Vintage Mix sing for a while on Friday

**YEAR TWO (2019)**

We again purchased advertising in the Wisconsin School Musician

- We sent “Save the Date” postcards to ME’s across the State (\$130)
  - We’d learned email is not most effective means of communicating with ME’s
  - WSMA Staff advised us to send post cards!
- We replaced the WYHF brochure with a PR Card
- We again had a booth at the annual Wisconsin State Music Conference.

**And we applied for and received a BHS Grant**

- Funded a Session entitled "Building a Foundation for A Cappella Quartet and Chorus Singing!"
- Presented by three ME’s who employ barbershop harmony in their curriculum
- We also invited Steve Scott from BHS.

**The session was attended by 87 music educators! Why?**

- We chose 3 highly respected ME’s from across the State!
  - Shawn Gudmunsen – St. Croix Falls
  - Penny Yanke – Burlington
  - Gustavo Chaviano – Arrowhead HS, Hartland
- Steve Scott – “This was a home run!”

We now have specific information from 21 Music Educators

- Name and contact information
- Indication of interest in WYHF
- Requests for coaching and additional information
- Expression of interest in HU!

**YEAR THREE (2020)**

- We will again purchase ads in the Wisconsin School Musician
- Send “Save the Date” postcards to ME’s across the State
- We’ll discontinue the booth
- We hope to have a Barbershop Chorus or Quartet perform at the WSMC

\* \* \* \* \*

**The ABC’s of Engaging with Music Educators**

**By Kirk Young**

*The Harmonizer, January/February, 2018, pages 18-24*

Do area music educators respond well to your chapter's outreach efforts? If not, rest assured that it probably has little to do with whether these educators have a cooperative nature or whether they like barbershop harmony. Instead, it likely has everything to do with whether you have paid the price to earn the educators' trust.

I have an unusual perspective on this. Not only have I been both a Barbershopper and a music educator for decades, but as a past BHS staff member I visited more than 100 chapters and observed the results of their outreach efforts. I saw various successful approaches, and I've also seen many Barbershoppers who had the best of intentions but the worst of methods.

I've also lost count of the number of educators with whom I've discussed the way Barbershoppers perform outreach. I can tell you that until you earn a music educator's trust, your chapter will be seen as little more

than one among many entities vying for their attention. The process that follows outlines how to stand out, build trust, and truly help music educators in their mission to change lives through singing.

### 1. Before Asking "How," Ask "Why"

A chapter has to do some soul-searching before contacting a school or a music teacher. If your end-goal is to recruit young men into your chapter, stop right now. Membership growth is for a different chapter committee doing a different kind of outreach – and definitely among a different pool of candidates. Youth Outreach is about giving *with no strings attached*. Any other motive, and teachers will shut you out.

Be certain that music educators have no reason to infer that your motive is to:

- Recruit their students and/or steal away their best male voices
- use their auditorium for a discount or for free
- compete with the music educator in the community
- evaluate the music education program or alter the curriculum
- "force" this teacher to like and use barbershop in their program

You need not downplay your chapter's love of barbershop, but educators must be confident that your help is unconditional. Yes, they'll get to know barbershop as they get to know you, and high-quality barbershop sells itself. But music educators need to come to barbershop on their own terms. Never forget that your mission is to help music educators change more lives through singing- on *their* terms, with *no strings attached*.

### 2. Understand the Realities of Music Education

Don't expect much success if you simply show up and say, "We're here to help your program!" Music educators hear that from others all the time, and most have been burned. To stand out as different, you have to *be* different.

Recognize that each music educator already has a vision for their program, and much of it is dictated by state and district curriculum standards. This is not your program to take over. *No strings attached* means that you believe the music educator knows best how to run their program and you will support them 100%.

### 3. Determine Chapter Interest

Once chapter leaders are of the same mind, survey member interest in Youth Outreach. If there is at least 80% buy-in, proceed.

**Active or passive program?** A "passive" program can just be monetary donations to a local school. An "active" program requires research, member involvement, traveling, support, logistics, and more.

Steps 4 & 5 are vital for chapters that do not already have a strong relationship with area music educators.

### 4. Conduct Demographic Research

**A. Look at your chapter roster.** Are there any member or family connections to surrounding school districts?

**B. Look at your area.** Which schools are near the bulk of chapter membership?

**C. Cross-reference connections.** Are there any relationships between 1 and 2? Does anyone in the chapter know an administrator/teacher/staff in the building personally? Have a professional relationship with the school district? Have students at the school? If one school stands out, this is likely your target school. Otherwise, do more demographic research.

**D. Don't visit the school yet.** "Cold sales calls" do not work with music teachers. Teachers are inundated each week with phone calls, emails, letters, pamphlets and flyers from travel companies, fundraising companies, attire companies, music sales and more. You don't want to become just another flyer to ignore or a letter to be thrown in the trash.

**E. Do some online research.** Research the arts departments of area high schools. Look at program types, enrollment, faculty numbers, the number of choirs and concerts. Do they host musicals? Do they have a band or orchestra? Is



the program thriving or struggling?

**F. See which schools stand out.** Cross-reference your school data to the chapter's intended program and narrow down candidates to a maximum of four or five schools; then you need to take some road trips.

## 5. Conduct Field Research

**The following tasks are to be completed without ever speaking to a music teacher.** It is important that you be knowledgeable about the program prior to initiating the relationship. At this point in the process, your chapter still has nothing substantial to offer, and you might damage your chances by pushing the wrong way.

- A. Attend an upcoming concert for each school.** Find a calendar online or at the school. It should not matter whether that concert is choral, instrumental, orchestral, combined, or even a musical. Have teams each attend as a discovery mission. Do not dress in chapter uniforms, wear name tags, or bring recruitment materials.
- B. Take copious notes.** Get copies of all programs, hand outs, materials. Note everything you see at the concert, both positive and otherwise. Does the school have a music or arts booster program? What is the state of the risers, stands, chairs, choir robes, music folders, stage, curtain, concert programs, sound system? Who is in the audience- parents, community members, administration from the school's other students? Are there snack tables, ticket tables, ushers? What is the bearing of the students- decorum, involvement, attitude, attire?
- C. Leave when the concert is finished.** Do not try to introduce yourself to the teacher, and do not try to talk to the kids or invite them to the chapter. You are on their turf. If educators or parents see some strange person hanging around and trying to talk to the young men in the chorus, this can paint your organization in a horrible light. Moreover, "sales pitches" at a school sponsored event may be a form of solicitation that could be met with legal action.
- D. Pick a target school.** Gather all the data and find the program that best fits your chapter's paradigm. Unless your chapter has greater resources than most, it is best to pick only one school as a "target school."

**Note:** While the demographic and field research steps may be unnecessary in some cases, the "Target School Research" steps are vital – even if the music educator is a member of your chapter! Attend the concerts, write the letters, and do the homework needed to learn how to truly help the program. There's no other way for the chapter at large to gain an accurate picture of the program, and these steps speak volumes to educators.

## 6. Research Your Target School

Begin research again, this *time* specific to your target school.

- A. Attend every musical event at the school.** Marching band, concerts, choral, jazz, instrumental, musicals, talent shows, fund raising concerts, guest artists, student recitals. Observe the entire music program – the choral program does not exist in isolation. As before, no chapter uniforms, no name tags, nor attempts to recruit anyone, parents included.
- B. Take copious notes.** Similar to step D of Field Research, but getting a more thorough understanding of the overall health of the program. Add the following two observations: How well does the school support the program? Did you see the concert advertised in the local media?
- C. Leave when each concert is finished.** Same as above, and for the same reasons. But after these concerts, your chapter will head in a different direction than with the first round of field research.
- D. Compile your notes.** Create an organized, detailed file of observations about your target school.

## 7. Contact the Educator In Writing

The day after each of the above concerts, draft a letter of appreciation from the chapter to each participating music teacher. Thank them for such a wonderful concert and name a specific song or moment that shows you attended. Tell them how proud you are to have such a strong music department in your community and how much you appreciate their hard work. Use a colorful closing and have the president of the chapter sign it.

This letter should not include a request to come in and sing for the kids or have them sing on your show. You are only beginning to establish trust and intention. Your letters show your knowledge and support of *their* work. Trying to insert yourself into their curriculum, particularly at this early stage, undermines your intention of trust and shows them you don't truly care what they are trying to accomplish.

This letter should not include *anything* but accolades and appreciation for the teacher and the students. Avoid sharing how reducing vibrato or better tuning *is* just a chapter away! This letter promotes their program only – not yours. Send copies to the music teacher's department head, principal, superintendent, the local school governing board and the school's local newspaper.

Continue to send letters like this after each concert throughout the entire school year. Soon the educator will recognize your chapter's logo, president's name, and actually wonder what your organization is about. That is the perfect position to be in at the end of the school year – and attending a year's worth of event is important. No single concert or season will give your chapter the full picture of what this program is trying to accomplish.

## 8. End of Year Action

**A. Consolidate what you've learned.** Gather all your field research, demographics, visitations and notes to construct a total picture of the school's music program. Look for trends and identify an area where you can assist the school.

**B. Put your money where your mouth is.** The quickest way into a teacher's heart is money. Period. Nothing else will endear you quicker. Write an end-of-year summary letter to this teacher and introduce your chapter. Tell them about your mission and passion to support music education. Tell them how much you've enjoyed their body of work this past school year and that you want to help.

**C. Provide needed resources.** Here's the kicker: Send a big, fat donation check in this envelope, and tell the music teacher that you noticed an upcoming trip, or their need for choir robes or a better microphone. Perhaps the jazz band needed a new bari saxophone, or they needed new choir robes or a good concert program – anything that would require money. Give them this donation – no strings attached – to spend on what you've mentioned or however else they see fit. Show them how happy you are to offer this financial help.

**D. Keep it all about them.** Use a snappy closing and wish them luck! That's it. As with the other letters, this letter should not include a request to sing for the kids, recruitment or show information – nothing but accolades and appreciation for the teacher and students. You must work to establish that you're there to support the teacher. There is nothing in it for you. The teacher can't feel threatened, moved in on, used, or manipulated.

**E. Share sincere praise with others.** Send a different letter to the department head, principal, superintendent, local school governing body and the local media. Detail how hard this teacher has worked, how brilliant the students are, how lucky this district is to have such a fine program, and your appreciation as a community musical organization for the fine music education happening with your children and families. Send a copy of this letter to the music teacher.

Following this path will allow you to contact the teacher directly the following school year. He/ she will welcome your contact, if only to thank you for your support.

## 9. Now Contact the Music Educator Directly

Keep doing what you did before. Schools can change a great deal from year to year. Keep sending a chapter team to each musical event and keep gathering the same kind of data. This year, though, there is another level. Now that you have established a rapport with the teacher, you can offer assistance.

Offer help specific to their needs. Using last year's data, offer something small to the teacher for every concert. Offer to create their concert programs, help with room monitoring at the spring solo and ensemble

contest, usher, set up or clean up – to sell concessions and give all the money to the school. Offer 10 guys to be at the beck and call of the music teacher, or something else that is suggested by your data.

After you send this letter/ email, wait for a response. Take a breath and wait.

If the teacher responds in the affirmative, that's awesome. If the teacher says "No, thanks," move on to another school. But if you do this right, I can't think of a single teacher I know who wouldn't take you up on your offer. More importantly, this teacher will talk to his/her other teacher friends about you and your support. Pretty soon, teachers will be calling you asking for your help.

Because no strings are attached, music educators will feel safe exploring other potential collaborations that may boost their program. No matter what, you're now a music educator's ally. Educators can discover barbershop harmony at a pace that suits them as you boost their program and help them change more lives through singing.

It's all the process and the relationship.

### Kirk Young on working with music educators

**Build relationships first, then create programs.** That way you'll provide the support local educators actually need, instead of guessing what they need and hoping they accept it.

**High quality matters—a lot.** A great performance on YouTube will open far more doors than a live performance by average singers. Teachers need to see that Barbershoppers reinforce healthy singing; older kids know what quality sounds like and will only be enthused by higher-level performances. Some chapters that are doing great youth outreach don't sing or teach barbershop at a particularly high level—but they acknowledge this, and they bring in high-level groups and clinicians to represent the barbershop style.

**Respect how difficult it can be to accept invitations.** Did you invite educators to an event that will require them to learn new music and carve out time to teach it to their singers? That requires them to coordinate permissions, paperwork, transportation, funding, chaperones and other details? This may be a difficult sell even among educators who know you and understand your event's value. Those who don't know you are unlikely to respond.

**Damaged relationships are tough to repair.** (Especially if you caused the damage.) Perhaps an educator believes your chapter tried to "poach" their best male singers, or felt disrespected, or had a bad experience with barbershop or with chapter representatives. In any case, the teacher may need space and time, and you may need to consider moving on if the educator has truly lost all interest. It might be easier to develop a new relationship than fix an old one. Still, some may appreciate a letter of apology that expresses interest in repairing the relationship and supporting their program. Put a check in the letter!