



STRATEGIC PLAN

2016 PROPOSAL



Missouri Music Educators Association Strategic Plan 2016

GOAL

Every student in Missouri shall have access and exposure to a well-balanced comprehensive, sequential and high quality program of music instruction, taught by fully certified music teachers.

MISSION

Clearly focuses on effectively serving the membership in their goals of teaching and learning, by promoting a comprehensive music education program that furthers music making by all and supports the advancement of music education as a profession.

VALUES

Opportunity: *We believe that music is for all. Students must have an opportunity to learn and participate in the joy and power that music education brings in uplifting the human spirit and fostering the well-being of society. Music education provides students with learning in creativity, literacy, and life skills.*

Comprehensiveness: *We believe that music education must provide opportunities for students to develop not only their music making skills, but their abilities to create and to respond to music as well.*

Professionalism: *We believe that a well trained music educator who meets the highest professional standards is critical to providing students with a comprehensive, balanced and sequential program of music. A professional is engaged and committed to rigorous teaching, dedication of time, advocacy, and service.*

Research: *We believe that students are best served through researchbased practices that support music educators' instructional decisionmaking, as well as historical and philosophical research that provides perspective in designing curriculum to meet the needs of students and communities.*

Collaboration: *We believe that partnerships with arts educators and likeminded groups, parents, families, communities, and other stakeholders are essential for organizational and student success. We believe we are individually and organizationally strengthened by working together to promote music, music education and policies that build a better society for all.*

Leadership: *We believe our organization is most influential and effective when we achieve seamless integration among district and state administrative structures and leadership teams.*

Responsibility: *We believe in individually and collectively taking all practical and appropriate action steps to achieve the stated goals of the organization.*

Overview

MMEA was founded in 1938 when music teachers from around the state answered an invitation to take part in a special conference for school music teachers. Today, MMEA has approximately 3,500 members involved in all levels of music education from preschool through college, and in all areas of music education including general music, choral, band, orchestra, music teacher education, and research.

Structure

MMEA is member-driven, with planning and direction taken from its strong and diverse membership. MMEA responds to the needs of membership through a structured leadership including:

- State Elected and Appointed Executive Board
- District Presidents
- Committees and Task Forces
- Affiliated Organizations
- Divisional and National Association

Strategic Priorities 2016

Strategic Direction #1: Organizational Vitality

Build and maintain the association through sound fiscal practices and effective organizational practices that support and enhance the mission of the Missouri Music Educators Association.

- Ensure a fiscally sound association through effective communication and collaboration with Districts. Ongoing work with accountant and tax lawyer to ensure association compliance and stability.
- Build and maintain relationships that enable the State Association, Districts, Affiliates, and individual members to accomplish differentiated goals within a unified structure.
- Assess and update the MMEA Strategic Plan and Constitution, By-Laws, and Policy and Procedures Manual annually.

Strategic Direction #2: Serving the Profession and the Music Educator.

Engage music educators in association programs, projects, events, and professional development opportunities that serve not only their needs but those of their students and the profession. MMEA will provide information, resources, and services for music education professionals.

- Develop resource materials in support of Music Teacher Evaluation.
- Develop Student Learning Objective (SLO) template and examples for all disciplines and age levels. Available on the web site.
- Develop a strategy to identify teachers that will benefit from the interaction with a mentor. Develop a strategy to encourage experienced teachers to serve as mentors. Create a budget that fosters a mentoring program to include a yearly conference and travel for a mentor to visit a young teacher.
- MMEA will investigate curriculum changes and develop strategies and resources to assist the music educator with new developments for effective music education.
- Empower SMTE Chair to monitor developments in pre-service music educators certification process.
- Develop summer training sessions for new and experienced teachers that address current changes in Teacher Evaluation and curriculum. Establish regional sites.
- Continue to develop and maintain the Teacher Resource site on the MMEA web site.

Strategic Direction #3: Advocacy

Inform and activate the public, policymakers and educational leaders to support music as core in the complete education that must be available to all students so that they can succeed tomorrow.

- “Day of Advocacy” at the State Capital for music education.
- Develop MMEA Missouri advocacy brochure promoting the benefits of music education in Missouri
- Expand and create additional on-line advocacy resources.

Strategic Direction #4: Membership and Outreach

Recruitment and retention of membership in all areas of MMEA.

- Increase membership across all areas by 10% annually.
- Increase membership attendance at the annual In-Service Workshop/Conference.
- Promote Tri-M membership and the increased presence of local High School chapters.
- Promote and foster NAFME-C membership.

Strategic Direction #5: Communication/Technology

MMEA will provide a forum for the exchange of ideas through publications, technology, and workshops.

- Contract a Website Director to maintain and create online forms and materials for membership use.
- Provide upgrades to the MMEA web site.
- Continue use of the Conference App for future In-Service Workshops.
- Develop and maintain an archival page on the web site for In-Service clinicians to post Handouts.

Strategic Direction #6: Partnerships and Effective Liaisons

MMEA will maintain an effective liaison with organizations that have allied interests in music education.

- Create and maintain relationships with Department of Education, Governor’s Office, legislative leaders, and other arts organizations.

Strategic Direction #7: Research

Create and support partnerships between researchers and practitioners to improve practice and expand knowledge.

- Publicize and promote the “Missouri Journal of Research in Music Education”.
- Expand online access through the MMEA web site.

MISSOURI MUSIC EDUCATORS ASSOCIATION 2016-2018

Strategic Plan **“Vision for the Future”**

[proposed April, 2016]

Strengths:

Missouri Music Educators Association In-Service Workshop/Conference
Missouri School Music Magazine
Missouri Journal of Research in Music Education
Website: www.mmea.net

Stakeholders:

Educators
Students

New Challenges:

Teacher Evaluation systems and procedures
Curriculum revisions and alignment with current trends
Implementation of the ESSA and a “Well-Rounded Education”
Student Engagement and Arts Integration (STEAM)
Adoption of 2014 National Music Standards
Music Teacher Certification and Assessment
Mentoring young music educators to ensure success
Music Advocacy at the local, state, and federal level
Diversity and Inclusiveness in the 21st Century classroom
Supporting the efforts and needs of small school music programs

Social and Educational Issues

Increased Economic Challenges and Funding
Curriculum Challenges and Changes
Teacher Evaluation
Student Assessment
Early Education
Every Student Succeeds Act Legislation

MISSION

The Missouri Music Educators Association, a federated state association of the National Association for Music Education clearly focuses on effectively serving the membership in their goals of teaching and learning, by promoting a comprehensive music education program that furthers music making by all and supports the advancement of music education as a profession.

GOAL

Every student in Missouri shall have access and exposure to a well-balanced, comprehensive, sequential and high quality program of music instruction, taught by fully certified music teachers.

STRATEGIC DIRECTIONS

1. Organizational Vitality
2. Serving the Profession and the Music Educator
3. Advocacy
4. Membership and Outreach
5. Communication and Technology
6. Partnerships and Effective liaisons
7. Research

ACTION PLAN

Strategic Direction #1: Organizational Vitality

Build and maintain the association through sound fiscal practices and effective organizational practices that support and enhance the mission of the Missouri Music Educators Association.

ITEM	GOALS	COMMITTEE	STATUS
1	Build and maintain relationships that enable the State Association, Districts, and individual members to accomplish differentiated goals within a unified State structure.		
2	Increase membership in all categories.		
3	Ensure a fiscally sound association through effective communication and collaboration with Districts. Ongoing work with accountant and tax lawyer to ensure association compliance and stability.		
4	Develop and support district and state leadership at all levels within the association.		
5	Assess and update the MMEA Strategic Plan and Constitution, By-Laws, and Policy and Procedures Manual annually		
6	Emphasize the role of the MMEA Conference as a “High Quality Professional Development” activity with DESE		

Strategic Direction #2: Serving the Profession and the Music Educator

Engage music educators in association programs, projects, events, and professional development opportunities that serve not only their needs but those of their students and the profession. MMEA will provide information, resources, and services for music education professionals.

ITEM	GOALS	COMMITTEE	STATUS
1	Develop resource materials in support of Music Teacher Evaluation.		
2	Develop Student Learning Objective (SLO) template and examples for all disciplines and age levels. Available on the web site.		
3	Develop rubrics for all SLOs and publish to the web site.		
4	MMEA will investigate curriculum changes and develop strategies and resources to assist the music educator with new developments for effective music education.		
5	Empower SMTE (Society for Music Teacher Education) to monitor developments in pre-service music educators certification process.		
6	Develop mentoring program. Includes strategy for identifying teachers. Recruit experienced teachers from membership to serve as mentors.		
7	Assess the needs of the membership to offer current and relative clinic session at the annual In-Service.		
8	Recognize membership through annual awards presentations at the annual In-Service as designated in MMEA Policy and Procedures.		
9	Continue to develop and maintain the New Teacher Resource site on the MMEA web site.		
10	Increase activities related to music instruction for students with special needs, e.g. inclusion, adaptive instruction.		

11	Make annual In-Service more inclusive to professionals in related areas e.g., music therapist, early childhood education, “music friends,” professional studio teachers.		
12	Volunteer to serve on the Missouri Department of Elementary and Secondary Education Fine Arts Task Force.		
13	Develop summer training sessions for new and experienced teachers that address current changes in Teacher Evaluation and curriculum. Establish regional sites.		
14	Continue to recognize and acknowledge teaching and service to the profession through awards and recognition at the annual In-Service. See Policy and Procedures for current awards.		
15	Sponsor music adjudicator workshops for certification at the state conference – liaison with MSHSAA		
16	Recognize comprehensive models of outstanding performance at the annual In-Service state conference in the area Bands, Choirs, Orchestras, Jazz, Early Childhood/General Music, Collegiate, and Community, including high school All State Honor Groups and Collegiate honors ensembles.		

Strategic Direction #3: Advocacy

Inform and activate the public, policymakers and educational leaders to support music as core in the complete education that must be available to all students so that they can succeed tomorrow.

ITEM	GOALS	COMMITTEE	STATUS
1	“Day of Advocacy” at the State Capital for music education		
2	Develop MMEA Missouri advocacy brochure promoting the benefits of music education in Missouri		
3	Expand and create additional online advocacy resources.		
4	Recruit from membership an Inclusion and Special Needs position for the MMEA Board of Directors.		
5	Send MMEA conference /MIOSM recordings to state legislators		
6	Send representative to all state level board of education meetings (retired music educators and/or volunteers).		
7	Establish an MMEA representative that will work closely with MMEA Government Relations Chair to monitor legislative matters and State Board of Education concerning changes in policy to education.		
8	Declare March as MIOSM Month in Missouri via Proclamation from Governor’s office		
9	Provide website link for advocacy materials that teachers can share with parents and sponsor organizations.		
10	Provide website link for parents to access state honor groups information, e.g., rules, concert etiquette, and scholarship links.		

Strategic Direction #4: Membership and Outreach

Specific Objective: Recruitment and retention of membership in all areas of MMEA.

ITEM	GOALS	COMMITTEE	STATUS
1	Increase membership across all areas by 10% annually.		
2	Executive Board will work closely with the officers and State Advisor of MO NAFME-C with administrative and organizational aspects of the association.		
3	Promote Tri-M membership and the increased presence of local High School chapters.		
4	Add a Tri-M area to the MMEA web site.		
5	Create opportunities for Tri-M Chapters to collaborate and share effective practices and activities.		
6	Include supplemental materials on the benefits of Tri-M Chapters in the fall issue of MSM that reaches all school administrators.		
7	Closely coordinate In-Service offerings of NAFME-C with the conference manager and the president.		

Strategic Direction #5: Communication/Technology

MMEA will provide a forum for the exchange of ideas through publications, technology, and workshops.

ITEM	GOALS	COMMITTEE	STATUS
1	Contract Caledon to begin upgrades to the MMEA web site. To be completed by August 2016.		
2	Establish links to, NAFME teacher resource websites, district associations and affiliates websites on MMEA website.		
3	Continue use of the Conference App for future In-Service Conference.		
4	Provide access to online version of MSM (<i>Missouri School Music</i>) magazine at the MMEA web site.		
5	Use website (mmea.net) to: link professional resources; communicate national, state, district, and local information/news; reduce paperwork.		
6	Sponsor and actively promote the "Missouri Journal of Research in Music Education" in print copy and online.		
7	Continue to improve website through online registration, communication, voting.		
8	Continue to provide follow-up to conference clinicians via website.		
9	Develop and maintain an archival page on the web site for In-Service clinicians to post handouts.		
11	Provide technology workshops on the use of relevant and current technology in the music classroom.		
12	Publicize the use of the MMEA website in all publications and notices to membership and schools.		

Strategic Direction #6: Partnerships and Effective Liaisons

MMEA will maintain an effective liaison with organizations that have allied interests in music education.

ITEM	GOALS	COMMITTEE	STATUS
1	Maintain the existing liaison with music affiliates, i.e., serving as an umbrella to help promote their activities through the state conference: <i>Missouri American String Teachers Association</i> <i>Missouri Association of Departments and Schools of Music</i> <i>Missouri Bandmasters Association</i> <i>Missouri Choral Directors Association</i> <i>Missouri Percussive Arts Society</i> <i>Missouri Association for Jazz Education</i> <i>Society of Music Teacher Education</i> <i>Missouri College Band Directors National Association</i> <i>Phi Beta Mu</i>		
2	Provide information for parent groups and communities and invite to local and state events		
3	Create and maintain relationships with Department of Education, Governor's Office, legislative leaders and other arts organizations.		

Strategic Direction #7: Research

Create and support partnerships between researchers and practitioners to improve practice and expand knowledge.

ITEM	GOALS	COMMITTEE	STATUS
1	Foster Music Education Research that drives informed practices in teaching and inspires innovative ideas.		
2	Share Research and knowledge with membership at annual In-Service and through publications.		
3	Publicize and promote the “Missouri Journal of Research in Music Education”, sponsored by MMEA.		
4	Expand online access through the MMEA web site.		