

Strategic Plan for the Kentucky Music Educators Association 2013-2015 Biennium

The Kentucky Music Educators Association (KMEA) Strategic Plan identifies the strategic directions, objectives, and potential actions of KMEA that will be proposed to the Board of Directors. This is to be a two-year plan adopted for each biennium in odd-number years.

KMEA Strategic Planning Committee 2012

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KMEA Mission Statement

The mission of the Kentucky Music Educators Association shall be to advance the cause of music education throughout the Commonwealth of Kentucky by encouraging the study and making of music by all of the population and by serving as a strong advocate for issues affecting the accomplishment of that mission.

KMEA Vision Statement

Promoting music as a key component in the fundamental education of all Kentucky students is the primary vision for the Kentucky Music Educators Association and calls for increased emphasis on music participation and understanding at all levels of education. Further, KMEA dedicates its efforts to the expansion of musical understanding and experience beyond the school to all parts of the Kentucky community and throughout the life cycle, from early childhood to aging adults.

KMEA Future Directions

The Future Directions Committee (2008) focused the Association's attention on the needs and demands of the future. Its report served as a catalyst and foundation for the work of the current KMEA Strategic Planning Committee.

KMEA Strategic Directions 2013-2015

- I. Advocacy
- II. Recruitment, preparation, retention, and professional development of music educators
- III. Curriculum and assessment in music education
- IV. Lifelong Learning and Involvement
- V. Organizational structure, operations, and financial stability

I. Advocacy

KMEA will educate various constituencies about the value of music education in the lives of children and adults, and will promote the importance of highly-qualified teachers, adequate instructional time, sufficient resources, and standards-based instruction.

A. Objective: Equip KMEA members to meet music education advocacy needs.

Potential actions:

1. Provide a database of advocacy resources
 - a. Advocacy links are currently available on the KMEA website.-
www.kmea.org/ad/advocay/default.htm
 - b. Maintain a strong Commission on Music Education in Kentucky (COMEK) to monitor current education policies and identify those issues affecting music education.

B. Objective: Publicize the value of music in the schools

Potential actions:

1. Disseminate the message to Kentucky citizens and organizations
 - a. PSA (KET) – Sponsorship of events by Public Radio
 - b. Contact local newspapers.
 - c. Define and develop partnerships with entities that have goals in common with KMEA.

II. Recruitment, preparation, retention, and professional development of music educators

KMEA will promote the recruitment of new teachers to the field, encourage the retention of experienced and effective teachers, contribute to high quality teacher preparation programs, and support career teacher professional development.

A. Objective: Organize efforts to inform and recruit prospective music educators through workshops, publicity, publications, social networks, and personal contacts.

Potential actions:

1. During the KMEA Professional Development Conference, communicate to All-State students the benefits of a career in music education.
 - a. Distribute brochures to All-State students communicating the benefits of a career in music education.
2. Equip high school music teachers to advise and mentor their students regarding a future in music education
 - a. Distribute NAfME brochures on various music careers.
 - b. Encourage the formation of Tri-M chapters.
 - c. Use social networking for dissemination of information to potential music educators.

B. Objective: Support professional development opportunities for pre-service teachers through CNAfME activities.

Potential actions:

1. Organize regional conferences to bring together CNAfME members to share experiences, explore opportunities, and interact with practicing music educators.
2. Create a KMEA council of collegiate music education faculty (See IV.A)

C. Objective: Encourage and mentor new teachers and address issues that affect them, including the Educational Professional Standards Board (EPSB) regulations and the Kentucky Teacher Internship Program (KTIP) programs.

Potential actions:

1. Review and revise the KMEA mentoring program.
2. Develop a KMEA new teacher handbook.

D. Objective: Increase the membership of KMEA by 5-10%

Potential actions:

1. Develop and implement strategies for identifying and recruiting non-member music teachers.
2. Identify and provide more incentives to join KMEA, with emphasis on elementary and middle school music teachers.
3. Prepare a brochure that conveys the value of KMEA membership.

E. Objective: Expand KMEA-sponsored efforts to provide professional development for all music teachers

Potential actions:

1. Explore partnerships with KMEA affiliates and KET to provide online professional development.
2. Encourage KMEA districts to utilize the expertise within the district to provide professional development.

F. Objective: Expand efforts to aid members with resources, networking, and information on current education policies that affect music teaching

Potential actions:

1. Develop a monthly online music education “policy and issues” newsletter.
2. Maintain a resource page on the KMEA website.

III. Curriculum and assessment in music education

KMEA will encourage the development of excellent music programs by supporting standards-based instruction, authentic music experiences (creating, performing, responding) and reliable and valid assessment tools to measure musical skills, knowledge, and understanding.

A. Objective: Provide resources to teachers, administrators, and other decision-makers that inform the development of comprehensive music programs.

Potential actions:

1. Highlight model programs in a Bluegrass Music News Focus Issue.
2. Place a Web link Focus/Resource Page on the KMEA website.(Opportunity to Learn Standards, Program Review, white paper community resources)
3. COMEK-Continue to monitor the progress and effectiveness of the Kentucky Arts and Humanities Program Reviews.

B. Objective: Promote authentic music experiences (creating, performing, responding), in individual and group settings, as key components of all school music programs

Potential actions:

1. Begin the process for protecting time for music instruction with a specialized music instructor in every public school (COMEK; discussions with EPSB (specialized instructor), State Board of Education (time), and education committees of the Legislature (both))
2. Showcase students creating, performing, and responding to music through ensemble or individual opportunities at conferences and festivals (e.g. KASA, KMEA and national conferences, legislative sessions, etc)

C. Objective: Promote the expansion of music offerings beyond traditional ensemble participation

Potential actions:

1. Survey all Kentucky secondary schools to determine what efforts are being made in the areas of music beyond ensemble participation; report results to all KMEA members.
2. Provide clinics at KMEA Professional Development Conference that support the expansion of music offerings beyond traditional ensemble participation, i.e. drumming, guitar, electronic music/composition, mariachi.

D. Objective: Provide models for formative and summative assessment in all music classes including the assessment of individual students in creating, performing, and responding

Potential actions:

1. Devise a KMEA standards-based Program of Musical Distinction through which individual

students meet certain criteria to reach a system of awards levels.

2. Produce a KMEA end-of-course listening assessment that measures individual student achievement in listening and responding to music.

E. Objective: Provide enhanced music opportunities and experiences for special learners

Potential actions:

1. Encourage higher education music teacher educators to provide methods for teaching special learners through music.

2. Seek guidance from music therapists and special education professionals in providing music opportunities for special learners.

IV. Lifelong Learning and Involvement

KMEA will encourage lifelong participation in music through creating, performing, and responding.

A. Objective: KMEA will encourage the development of and participation in adult performing groups (bands, jazz bands, choruses, and orchestras)

Potential actions:

1. Develop and maintain a listing of current community music opportunities statewide.

2. Encourage community performance groups to publicize their programs through means offered by KMEA.

3. Encourage community performance groups to submit applications to perform at the KMEA Professional Development Conference.

Objective: KMEA will encourage and support life-enriching experiences in music

Potential actions:

1. Place a link to MTAK (Music Therapy Association of Kentucky) on our website.

V. Organizational structure, operations, and financial stability

KMEA will ensure that its structure, operations, and financial resources most effectively advance its mission through planning, activities, and communications

A. Objective: Study the current governance and structure to determine if it most effectively accomplishes the stated Mission and Strategic Plan of KMEA

Potential actions:

1. The president will appoint an ad hoc committee to review and update the constitution and by-

- laws and make recommendations for changes to adapt to current and long-term needs.
2. Review and revise the current policies and procedures manual.
 3. Review the current KMEA Division Structure and suggest possible revisions.
 - a. Consider renaming the College-University Division to Music Teacher Education Division.
 - b. Facilitate the formation of a council of music teacher educators with representatives from each music teacher training institution.
 - c. Continue to communicate with other MEAs, NAFME, and similar organizations regarding organizational and management structures, services to membership, and financial stability strategies

B. Objective: Facilitate KMEA leadership in accomplishing the stated mission of KMEA

Potential actions:

Continue and Refine the following:

1. Identify and develop future KMEA leaders
2. Develop and disseminate clear guidelines and responsibilities for all district and statewide officers.
3. Support the organizational effectiveness of KMEA districts.
 - a. Create a handbook for district presidents.
 - b. Encourage the KMEA division councils to assess the current issues facing their division and assist them in effectively addressing those needs.

C. Objective: Improve communication among leadership, membership, and staff to enhance collaboration and cooperation.

Potential actions:

1. Survey the membership and provide the option for electronic delivery of the Bluegrass Music News. Examine the cost of an electronic edition as well as an electronic archive of past issues and study the feasibility of making the content searchable. Compare the cost of the electronic edition with printing and mailing costs
2. Redesign the website to better serve members.
3. Continue to investigate web conferencing and other forms of electronic collaboration.
4. Develop a monthly email newsletter with KDE updates, KMEA news for the month, and links to division or council minutes.

D. Ensure that the Association is in stable financial condition in order to provide ample resources for current activities and future initiatives

Potential actions:

1. Seek to balance the revenue and expenditures of each KMEA income generating activity.
2. Budget toward the goal of a year's worth of revenue.
3. Identify strategies used by other MEA's to increase revenue beyond current sources (fees/dues/events) to meet budgetary requirements for growth of the profession and service to members. Sources may include sponsorships for KMEA activities, services of fundraising professional, grant opportunities, etc.
4. Regularly evaluate the effectiveness of the investment program and adjust as appropriate.