**Maryland Music Educators Association**

**Strategic Plan Renewal**

**June 2013**

**MISSION**

The mission of the Maryland Music Educators Association is to advance music education in Maryland schools.

**BACKGROUND**

The Maryland Music Educators Association Executive Board drafted and approved its first MMEA Strategic Plan in 1997. At that time, the board determined that the planwould be reviewed annually and updated periodically to keep it current with the changing needs of the MMEA membership. The planwas revised in September 2001, 2004 and 2008.

In July 2012, the MMEA Executive Board began discussing strategic directions for the next several years. A strategic planning committee (Virginia Flynn [chair], Carol Howell, Steve Miles, Mary Pitta, Deborah Turner and Mary Ellen Cohn) worked with the areas identified by the Executive Board to develop a new strategic action plan to take the organization through 2012. This 2012 Strategic Plan focuses on strategies and activities that represent new or expanded initiatives. Ongoing strategies and activities are described in the overview narrative.

**GOALS**

***Goal 1: Sustain and strengthen musical opportunities for students.***

***Goal 2: Provide leadership in professional development for all school music educators in Maryland.***

***Goal 3: Improve advocacy and public relations initiatives.***

***Goal 4: Strengthen association integrity.***

**OVERVIEW OF ONGOING STRATEGIES AND ACTIVITIES**

As the professional association for Maryland’s music teachers, MMEA provides many ways for teachers to grow as professionals and achieve superior music programs in Maryland. MMEA’s leadership in professional development includes:

* Holding two annual in-service conferences: a Fall In-Service Day and an Annual In-Service Conference. Planning priorities include maintaining the high caliber of locally, regionally, and nationally recognized clinicians; ensuring depth, breadth, and relevance of session topics; emphasizing “performance-plus” sessions; and providing substantial music technology offerings. MMEA continues to search for ways to expand participation through conference promotion and efforts to increase themembership base.
* Publishing a quarterly professional journal for members. All Executive Board members are responsible for contributing regularly to the journal and ensuring that high standards of quality and relevance are maintained.
* Running a Web site and Facebook page to provide all teachers with essential information and services. Ongoing efforts are made to maintain and improve the usefulness of the site.
* Helping to recruit and retain music educators. Ongoing activities include maintaining strong relationships with teacher training institutions, providing networking opportunities for new teachers, and identifying ways to involve college students and address their needs.
* Supportingthe NAfME National Standards, Maryland Essential Learner Outcomes, and Maryland Voluntary State Curriculum for the Fine Arts in all schools throughout Maryland.
* MMEA also supports research initiatives.
* Maintaining the MMEA “Awards for Excellence” program. Through this program, individuals who have made exceptional contributions to music education in Maryland are acknowledged and honored.

MMEA sponsors eight All State ensembles; a one-day elementary demonstration chorus event; a men’s demonstration chorus, adjudicated state festivals for band, chorus and orchestra, adjudicated solo and ensemble events, and a Young Composers Project. All programs provide opportunities for excellence in performance for the benefit of students and teachers.

Ongoing priorities for maintaining high quality programs include engaging superior conductors for All State ensembles; ensuring diverse, well balanced programming; and encouraging broad participation in student events by addressing issues of geography and diversity. MMEA is committed to maintaining and strengthening partnerships with professional ensembles for the benefit of students, teachers and communities.

MMEA provides leadership in music advocacy efforts in collaboration with other arts advocacy organizations. MMEA works with cultural institutions to provide educational outreach that benefits music educators and students. MMEA helps disseminate music education advocacy materials and supports local advocacy when needed. Efforts to raise public awareness of and interest in music education are ongoing.

The administrative structure of MMEA consists of an Executive Board and several paid positions. Paid positions include a full-time executive director, administrative assistant, editor for *Maryland Music Educator* and a webmaster for the MMEA website. The Executive Board of MMEA consists of elected, appointed, and ex-officio volunteers as well as the executive director and journal editor. The board oversees governance and finance. The MMEA Constitution and By-laws are revised as needed. The MMEA Policies and Procedures Manual is updated annually by the president-elect.

 **NEW OR EXPANDED STRATEGIES AND ACTIVITIES - October 2012-October 2016**

***Goal 1: Sustain and strengthen musical opportunities for students.***

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| **Strategy** | **Action Plan** | **Responsibility** | **Timeline** |
| 1.1 Promote and provide opportunities for students beyond the existing MMEA statewide activities and programs (including Young Composers Project and guitar ensemble initiatives) | -Initiate Young Composers Project with intention to expand to younger students.·Expand efforts to serve guitar students·Continue to offer two demonstration choruses |  MMEA Technology Chair and committee.MBDA, MODA, and MGMTA component presidents and Exec. councilMCEA component president |  May 2013 - Sept. 2015Begin effort Sept. 2013 and implement by February 2017Ongoing |
|   |   |   |   |
| 1.2 Maintain high level of student performance opportunities | Research nationally recognized and acquire those whom we have seen work with specific aged students |  Component presidents and their boards |  Ongoing |
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***Goal 2: Provide leadership in professional development for all school music educators in Maryland.***

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| **Strategy** | **Action Plan** | **Responsibility** | **Timeline** |
| 2.1 Facilitate on-line and credit card conference registrations | Provide webmaster with resources and support |  MMEA Executive Director and Webmaster |  Completed by August 2014 |
|   |   |   |   |
| 2.2 Continue and publicize college and continuing education credit for MMEA conference attendance institutions and colleges and universities.  | · Continue partnership with Towson University· Publicize on webpage, journal, Facebook, email blasts, and on conference registration forms | MCMEA board member and Executive DirectorPublicity Chair  |  Ongoing |
|   |   |   |   |
| 2.3 Increase exhibitor participation at conferences and advertising in conference programs | · Invite and inform potential exhibitors via web.· Maintain a Google doc listing potential exhibitors. - Offer discount incentivies for exhibitors who commit to both the Fall InService Conference and the February Conference. |  Exhibitor ChairExhibitor ChairMMEA Executive Board and Editor |  Begin June 2013 then ongoingBegin June 2013 then ongoingBegin June 2013then ongoing |
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| 2.4 Focus on current curricular initiatives at conferences, in journal articles, and on web page ( i.e. Common Core/ 21st Century Skills/ Arts Integration) |  Monitor current initiatives through NAfME and convey initiatives to the Board to facilitate appropriate conference planning and articles- Share with membership through website, articles, and conference sessions. |  MMEA President Elect, Supervisor Chair |  Begin 2013 and then ongoing |
|   |   |   |   |
| 2.5 Monitor and participate in ongoing Teacher Evaluation Process discussions and initiatives. | Monitor statewide and nationwide initiatives through NAfME, Eastern Division Board meetings, and MSDE  |  MMEA President, MMEA President Elect, MMEA Immediate Past President and MSDE Representative, and Supervisor Chair |  Ongoing |
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| 2.6 Provide teacher training and informational Webinars (i.e. training for more successful festival and All State participation., “Clinician How tos”, etc.) | - Component Boards and Executive Director explore and research technology and cost of providing Webinars.- Component Boards (with oversight by the Exec.Director) develop and provide training webinars.- Archive webinars on website |  MMEA Executive Council, Executive Director, and Webmaster. Assistance from NAfME.MMEA Webmaster |  Begin summer of 2013 and then ongoing |
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| 2.7 Monitor and address the professional needs of the membership |  Survey professional development needs through questionnaires at conferences and via marketing survey |  MMEA Member-at-Large,MMEA Research Chair |  Fall 2013 and ongoing |
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***Goal 3: Improve advocacy and public relations initiatives***

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| **Strategy** | **Action Plan** | **Responsibility** | **Timeline** |
| 3.1 Devise a plan to disseminate information to the membership i.e.use listserv | Develop members only listservContinue Facebook communication Email Blast capabilities |  Executive Director with NAfME assistance.Publicity Chair, Executive Council, Component Presidents.Membership Chair and the Executive Director. | By spring 2014 Summer 2013 and ongoingSummer 2013 and ongoing |
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| 3.2 Expand and strengthen state advocacy initiatives (i.e. MD Arts Day) |  Participate in statewide education advocacy activities. |  MMEA Advocacy Chair, MMEA Executive Council, and Executive Director | Summer 2013 - establish intiatives summer 2015  |
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***Goal 4: Strengthen association integrity***

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| **Strategy** | **Action Plan** | **Responsibility** | **Timeline** |
| 4.1 Updatel policy and procedure manual for all components – include timeline, dates, duties, etc. |  Component presidents form joint committee to decide on mutual content and format |  MMEA Executive Director, MMEA President/President Elect/IPPresident and component Presidents |  Completed by June 2014 |
|   |    |   |   |
| 4.2 Expand membership using Webpage, NAfME resources, and member outreach |  - Organize a membership committee to develop membership initiatives- Make changes to the MMEA By Laws to allow for Online voting for Executive Board  |  Membership Chair, membership committee, Webmaster, MMEA President and President ElectPresident, President Elect, Immediate Past President and Webmaster. |  Fall 2013 - committee establishedOngoingMarch 2014 |
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| 4.3 Develop and maintain MMEA Listserv | - IImplement technology to facilitate listserv. Establish listserv monitoring system and guidelines for use. |  MMEA Executive Director, Webmaster, MMEA President |  June 2014 |
|  4.4 Develop new procedure for identifying and selecting recipients of the MMEA Annual Awards | -Organize an Awards committee chaired by the Member-at-Large to review current procedures and make recommendations for changes in the current selection practices. |  Member-at-Large, the Awards Committee, MMEA President/President Elect, IPPresident |  August 2013 - establish committeeCompleted by June 2014 |