

## **KMEA Strategic Plan 2007-09**

The KMEA Strategic Plan identifies the objectives of KMEA, as adopted by the Executive Board. This is a 2-year plan adopted for each biennium in odd-numbered years.

### **Preamble**

Music is an integral, vibrant part of life. The lifelong process of learning, performing, creating, and appreciating music brings meaning and richness to our heritage and culture. The Kansas Music Educators Association is an organization of music educators committed to the concept that the study of music is a positive influence in the lives of individuals and society as a whole.

### **Mission Statement**

The mission of the Kansas Music Educators Association is to support music educators by fostering leadership, providing professional development, and promoting the advocacy of music learning in schools and communities.

### **Goals**

To achieve this mission, KMEA will continue to strengthen its organization through a teamwork approach that reaches out to individuals and groups within communities. The goals of KMEA are:

1. Music Advocacy
  2. Recruitment and Retention
  3. Professional Development
  4. Organizational Issues:
    - a. Strategic Plan
    - b. In-Service Workshop
    - c. KMEA Administration
    - d. Statewide Festival Ensembles
    - e. Website/Technology Services
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## 1. Music Advocacy

### Leaders

\*Bob Lee, Rick Ives, Avian Bear NE, Mike Connell SC, Rebecca Rogers, Denny Senseney, Ron Chronister, Harold Popp, Troy Johnson (ex-officio), Other members as determined by committee

### Evidence of Goals Met

- On-going advocacy efforts evident in all districts and at state level
- Advocacy tools readily available to KMEA members
- Healthy partnerships exist with commercial partners and with other arts organizations

### Action Steps

- Develop expanded comprehensive action plan for Music Education Advocacy in Kansas
- Explore ways of funding and developing ongoing Public Service Announcements for State-wide use.
- Develop effective, readily available advocacy tools for membership use.
- Foster current partnerships and create new partnerships with commercial businesses and with other arts organizations.
- Coordinate KMEA advocacy efforts with MENC and other arts organization advocacy efforts

### Timeline

- Summer 2007: Create action plan
- August 3 - 4, 2007: Committee presents draft plan to KMEA board
- Fall 2007-Spring 2009: Action Plan is executed

## 2. Recruitment and Retention

### Leaders

\*Chris Richmond, \*Holly Taylor, Mike Quilling, Jessica Johnson, Shawn Martin SW, Gary McCarty SE, CMENC Advisor (1), Chris Johnson, Tri-M Advisor (1), Terry Barham (KCOMTEP/SMTE), Affiliate Organization members as needed.

### Evidence of Goals Met

- Clarify/ revise KMEA mentorship guidelines. Take into account affiliate mentoring efforts.
- High percentage of new music teachers in KMEA Mentoring Initiative
- On-line resources for new teachers developed and in use
- Action plan for retaining teachers in the profession developed and implemented

### Action Steps

- State and district chairs meet to determine timeline, guidelines/ goals.
- Update district handbooks & guidelines.
- Procedures for identifying new teachers discussed and deadlines put in place.
  - Use available resources to determine music job openings.
  - Contact school districts for new teacher information
  - New teachers connected to KMEA mentoring process
  - Explore additional methods of connecting teachers, including but not limited to Professional Learning Communities
  - Present ISW workshops and clinics appropriate for first year teachers.
  - First Year Teacher Luncheon provided at ISW
  - Develop listserv for new music teachers
  - Resources for new teachers developed and placed on website
- Research reviewed and/or begun regarding retention of music teachers in profession
- Research regarding bridging the gap between college and first teaching position explored and considered

### Timeline

- Summer 2007
- August 3 - 4, 2007, Committee chairs present draft plans to KMEA board
- Fall 2007 & Fall 2008, Recruitment and Retention information presented at District Mini-Conventions
- KMEA 2008 & 2009, ISW Recruitment and Retention Workshops

### 3. Professional Development

#### Leaders

\*Jana Fallin, Jean Ney, Dennis Brooks NC, Craig Manteuffel NW, Julie Linville, Diane Webster, Jessica Johnson, Small Schools Rep, Higher Education Rep, Joyce Huser KSDE

#### Evidence of Goals Met

- A variety of Professional Development opportunities will exist for Kansas music teachers who teach Pre-K to Post-Secondary music education.

#### Action Steps

- Assess the current level of and needs of professional development for all facets of the KMEA membership, including but not limited to:
  - elementary, middle level, high school, and post secondary levels;
  - urban and rural schools;
  - teachers who serve culturally diverse populations in various parts of the State.
- Actively seek professional development opportunities to better serve underserved populations of the organization.
- Assist KMEA districts in developing targeted professional development opportunities for Mini-Conventions
- Explore alternative methods of professional development, including but not limited to Professional Learning Communities

#### Timeline

- Summer 2007, Assessment begins; action plan for serving populations developed
- August 3-4, 2007, Committee reports to the Board
- February 2008, ISW Clinic and workshop sessions reflect determined needs.

#### 4a. Organizational Issues: Strategic Plan

**Leaders**

\* Jean Ney, Executive Committee, District Presidents, Festival Groups Chair, Advocacy Chair, Webmaster

**Evidence of Goals Met**

- Plan in place and working

**Action Steps**

- Complete and adopt KMEA Strategic Plan

**Timeline**

- Strategic Plan Workshop March, 2007
- Plan presented and discussed at June 2007 Board meeting
- Plan adopted August 2007 Board meeting

#### 4b. Organizational Issues: In-Service Workshop

##### Leaders

\* Jean Ney, Executive Committee and Officers, Registration Manager, Advisory Board, Affiliate Presidents, Webmaster, Festival Groups Ch., KMMA President

##### Evidence of Goals Met

- Improved ISW

##### Action Steps

- Complete needs assessment to determine ISW effectiveness.
- Reorganize Final Concert structure to accommodate expanding numbers of State Festival Groups
- Continue to explore ways of actively engaging teachers not presently reached.

##### Timeline

- Summer & Fall, 2007

#### 4c. Organizational Issues: KMEA Administration

**Leaders**

KMEA Executive Board, Ron Chronister

**Evidence of Goals Met**

- Financial solvency
- KMEA Foundation established

**Action Steps**

- Complete needs assessment for acquisition of a grant writer and building financial reserves
- Determine need for and possible function of KMEA Foundation
- Review and evaluate current board structure
- Determine funding sources for operations and special projects

**Timeline**

- Ongoing, 2007-2009, Executive Board Communications

#### 4d. Organizational Issues: Statewide Festival Ensembles

##### Leaders

\* Randy Fillmore, Mike Quilling, Rick Ives, Jean Ney, Representatives from Affiliate Organizations, Festival Groups Chairs, Other members as necessary

##### Evidence of Goals Met

- Desired Festival Groups experiences of Kansas music students are met through KMEA or affiliate organizations

##### Action Steps

- Evaluate Festival group structure
- Evaluate effectiveness of additional Statewide Festival Groups.
- Evaluate and recommend structure for final concerts
- Provide leadership for selection of Statewide Festival group members
- Ensure membership eligibility of all Statewide Festival group musicians

##### Timeline

- June 2007, Present updated plan to KMEA Board
- June 2007, Board votes on Final Concert Structure for 2008 ISW
- Spring 2008, Committee meets to evaluate Festival groups structure & effectiveness.
- June 2008, Recommendations for 2009 ISW



#### 4e. Organizational Issues: Website/Technology Services

##### Leaders

\* Troy Johnson, Executive Committee. Adjunct members: District Presidents

##### Evidence of Goals Met

- Improved website and technology services for KMEA members.

##### Action Steps

- Advocacy resources available on website
- Explore web opportunities for professional growth
- Online membership directory
- Communications with membership (e.g., listserv)
- Continuous examination of website design and access

##### Timeline

- June 2008, KMEA Board Open Discussion
- Continuous recommendations for improvement.