
2009-2010 Strategic Plan

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.

KMEA Strategic Planning Committee 2009-11

Randy Berls, Matt Bradford, Fred Burrack, Erika Clausing, Rachel Dirks, Ray Essington, Scott Hay, Troy Johnson, Kelly Knedler, Laura Krejci, Craig Manteuffel, Jean Ney, Mike Quilling, Chris Richmond, John Taylor, Marc Webster, Jeremy Wetter, Melissa Woodworth.

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.

Strategic Vision

The Kansas Music Educators Association 'shall be the most inclusive, influential, and authoritative voice for music as an essential part of education' (*MENC Strategic Plan 2007*).

Strategic 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 strategic goals of KMEA are:

- 1. Music Advocacy**
- 2. Recruitment and Retention**
- 3. Organization**
 - a. In-Service Workshop**
 - b. Statewide Festival Ensembles**
 - c. District Reorganization**

1. Music Advocacy – To develop a wide-base coalition of music supporters who will influence the decision-makers about the importance of music as an essential part of education.

Standing Committee

Advocacy Committee Members – *Fred Burrack, chair; KMEA Executive Committee, Kelly Knedler, SW; Randy Berls, NW; Rebecca Rogers, MIOSM; District Advocacy Chairs (6); Chris Johnson, Research; Troy Johnson (as needed).

Objectives	Measures
<ol style="list-style-type: none"> 1) Secure advocacy website domain; www.musictoucheslives.com 2) Construct advocacy website to possibly include; <ol style="list-style-type: none"> a) Page showcasing the Kansas' music teachers whose classroom teaching clearly reflects the <i>KMEA Advocacy Talking Points</i>. b) Video clips of performances and advocates supporting music education. c) Selected information from other music advocacy websites. d) Legislative alerts e) Community survey reflecting the support for music education. 3) Create regional and statewide directory of prominent leaders willing to speak to various decision-makers on behalf of music education. 4) Establish 'Research Agenda for Kansas Music Education' to form a partnership between Kansas universities and KMEA regarding relevant topics involving the need for research. 	<ol style="list-style-type: none"> 1. Completed 3/15/09 2. Review sample website. June 5, 2009. <ol style="list-style-type: none"> 2a. – 2d. Establish policies and procedures for posting on website. July 31, 2009 2.e. Develop community survey. July 31, 2009 3. Establish policies and procedures for utilizing directory. July 31, 2009 4. Develop list of relevant topics to be considered for research. January 9, 2010

2. Recruitment and Retention –To recruit new teachers, strengthen teacher mentoring programs, and support the experienced teacher through professional development to insure an abundant source of highly-qualified music teachers.

Standing Committee

Recruitment and Retention Committee Members – *Chris Richmond, chair; KMEA Executive Committee; Shawn Henderson, Tri-M; Holly Taylor, Mentoring; Catherine Hunt, CMENC; Troy Johnson (as needed).

Recruitment and Retention Subcommittees

Recruitment Subcommittee Members – *Shawn Henderson-chair, Tri-M; Melissa Woodworth, CMENC; Ray Essington, SE;

Mentoring Subcommittee Members – *Holly Taylor-chair, Mentoring; Chris Richmond, Mentoring; District Mentoring Chairs.

Retention Subcommittee Members – *Catherine Hunt-chair, CMENC; Scott Hay, SC; Marc Webster, KBA; Johnny Matlock, KCDA; Bruce Boyd, KASTA.

Objectives	Measures
<p><u>Recruitment</u></p> <ol style="list-style-type: none"> 1) Increase the number Kansas Tri-M Chapters and the number students participating in Tri-M. 2) Explore ways to attract music students from a culturally diverse population. 3) Expand involvement of Apprenticeship Program “Grow a Music Teacher”. <ol style="list-style-type: none"> a) Promote Apprenticeship Program at In-Service Workshop and in Kansas Music Review. b) Provide clinic session(s) on Apprenticeship Program at In-Service Workshop. 	<p><u>Recruitment</u></p> <ol style="list-style-type: none"> 1. Increase Tri-M chapters by 50%. 3/1/2011 2. Select clinic session at ISW 2010/11. 3. a. Tri-M article in 2009 fall edition KMR 3.b. Select clinic sessions for ISW 2010/11.

Objectives	Measures
<p><u>Mentoring</u></p> <ol style="list-style-type: none"> 1) Increase the participation of first-year teachers in the KMEA Mentoring Program. <ol style="list-style-type: none"> a) First-year teacher Luncheon at KMEA ISW. b) Publish complete list of mentors/mentees on website. 2) Compile directory of first-year teachers and their school district employer for the 2009-10 and 2010-11 school years. <ol style="list-style-type: none"> a) Resources – CMENC, KCOMTEP, statewide principal email, music stores. 3) Update and distribute KMEA New Teacher Handbook. 4) Provide clinic session(s) on Mentoring Program at In-Service Workshop. 	<p><u>Mentoring</u></p> <ol style="list-style-type: none"> 1.a. Increase attendance at first-year teacher luncheon by 10%, with 100% having been assigned a mentor. 1.b. October 1, 2009/2010 2. Directory, September 1, 2009/10. 3. Handbook, July 31, '09
<p><u>Retention</u></p> <ol style="list-style-type: none"> 1) Provide clinic session(s) on teacher burn-out at In-Service Workshop. 2) Conduct an informal survey to determine the issues facing the experienced teacher. 	

3. Organization – To review and modify the organizational structure of KMEA to best serve the music educators of Kansas.

Ad Hoc Committee

Organization Committee – KMEA Board

In-Service Workshop Subcommittee Members – Executive Board; District Presidents; other members as needed.

Statewide Festival Ensembles Subcommittee Members – *Matt Bradford – chair, NC; Executive Board; Randy Fillmore, Festival Ensembles Manager; Kevin Findley, ISW Arrangements; others members as needed.

District Reorganization Subcommittee Members – *Rachel Dirks-chair, NE; Executive Board; District Presidents.

Objectives	Measures
<u>In-Service Workshop</u> 1) Determine additions or adjustments to the KMEA In-Service Workshop based on the needs and interests of members.	<u>In-Service Workshop</u> 1) ISW 2010/11
<u>Statewide Festival Ensembles (SWFE)</u> 1) Develop the performance and rehearsal schedules for the Statewide Festival Ensembles. 2) Evaluate the effectiveness of the current policies and procedures associated with the Statewide Festival Ensembles. a) Eligibility b) Logistics c) Facilities	<u>SWFE</u> 1) Complete schedule, July 31, 2009. 2) Present issues and concerns, June 2009/10. 2a. Provide recommendations, August 2009/10.
<u>District Reorganization</u> 1) Collect data from KSDE, KSHSAA, and KMEA to determine the current number of music educators/students in each of the KMEA districts. 2) Provide recommendations about the possible reorganization of the KMEA districts.	<u>District Reorganization</u> 1) Present data, June 5, 2009. 2) Provide recommendations to KMEA Board, July 31, 2009. Present recommendations to KMEA districts, December, 2009