

## 2011 – 2013 Strategic Plan

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

### **KMEA Strategic Planning Committee 2011-13**

Craig Manteuffel, Mike Quilling, Avian Bear, John Taylor, Troy Johnson, Vesta Jo Steel, Quentin Breese, Laura VanLeeuwen, Erika Clausing, Gae Phillips, Fred Burrack, Bill Schick, Gayle McMillen, Kelly Knedler, Jordan Northern, John Womeldorff , Robin Liston.

### **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**
  - a. District
  - b. State
  - c. National
- 2. Recruitment and Retention**
  - a. Mentoring
- 3. Organization**
  - a. In-Service Workshop
  - b. Statewide Festival Ensembles
  - c. On-Line KMR
  - d. Financial Stability

**1. Music Advocacy – To develop a wide-based 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; District Advocacy Chairs: NW Bill Schick, NC Gayle McMillen, NE Martin Dunlap, SW Kelly Knedler, SC Jordan Northerns, SE Christa Weber & John Womeldorf; Chris Johnson, Research; Rebecca Rogers, MIOSM; Troy Johnson, Webmaster, (as needed).

<b>Objectives</b>	<b>Measures</b>
<ol style="list-style-type: none"> <li>1) Create a document to bring together influential people across the state to support music education.</li> <li>2) Advocacy plans to possibly include:               <ol style="list-style-type: none"> <li>a) Invite professionals, Example: Michael Levine of the Dallas Brass, to join our Advocacy mission in Kansas.</li> <li>b) Legislative visits to local, State, and National Legislatures.</li> <li>c) CMENC/ TRI-M collaboration efforts put together projects to take to Arts Day at the Capitol. Have different groups trained on music advocacy talking points and discuss these points with elected officials in Topeka.</li> </ol> </li> <li>3) Re-email the State-wide survey to all the music programs in the state. The data collected will provide information on Music Education cuts, (positions, budgets, travel monies, and added fees to participate). This survey will give us a total of four years of data.</li> <li>4) <a href="http://www.musictoucheslives.com">www.musictoucheslives.com</a> , will become the main site for Music Advocacy on the KMEA website.</li> <li>5) Establish 'Research Agenda for Kansas Music Education' to form a partnership between Kansas</li> </ol>	<ol style="list-style-type: none"> <li>1) Document ("Music Advocacy Network)</li> <li>2) Plans               <ol style="list-style-type: none"> <li>a) Professionals involved (1-5)</li> <li>b) Legislative Visits Local, State, National levels</li> <li>c) Project</li> </ol> </li> <li>3) Survey</li> <li>4) Website completed (March 19, 2011)</li> <li>5) Research</li> </ol>

<p>universities and KMEA regarding relevant topics involving the need for research.</p> <p>6) Online “widget” placed on the KMEA website. “What music means to me...What about you?”</p>	<p>6) Website insertion</p>
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**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.**

**Recruitment and Retention Members**– Holly Taylor and Kelly Knedler, Co-Chairs; KMEA Executive Committee; Marlo Zumbrunn, Tri-M; Robin Liston, CMENC Advisor; Troy Johnson, Webmaster, (as needed).

**Recruitment and Retention Subcommittees:**

Recruitment Subcommittee Members – \*Kelly Knedler-chair; Marlo Zumbrunn, Tri-M; Emily Foerschler, CMENC; Gae Phillips, SE.

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

Retention Subcommittee Members – \*Robin Liston-chair, CMENC; Gretchen Bixler, SC; Marion Roberts, KBA; Greg Bontrager, KCDA; Kathleen McCullough, KASTA.

Objective	Measures
<p><u>Recruitment</u></p> <ol style="list-style-type: none"> <li>1) Increase membership in CMENC.               <ol style="list-style-type: none"> <li>a) Update the CMENC Leadership Application and promote more participation in leadership roles.</li> <li>b) Collaborative projects between different chapters to promote inter-collegiate activity</li> </ol> </li> <li>2) Increase the number of Kansas Tri-M Chapters and the number of students participating in Tri-M.               <ol style="list-style-type: none"> <li>a) “What Music Means to Me” widget – Identify Tri-M members on the website.</li> <li>b) Grow Your Own Teacher – K-state Website</li> </ol> </li> </ol>	<p><u>Recruitment</u></p> <ol style="list-style-type: none"> <li>1) Increase Leadership participation by 25% in the next two years.</li>   <li>2) Increase by 10% in the next two years.</li> </ol>
<p><u>Mentoring</u></p> <ol style="list-style-type: none"> <li>1) Increase the participation of first-year teachers in the KMEA Mentoring Program.               <ol style="list-style-type: none"> <li>a) First-year teacher Luncheon at KMEA ISW.</li> <li>b) Publish complete list of mentors/mentees on website.</li> </ol> </li> <li>2) Get information out to elementary and secondary administrators stating that KMEA will provide a music mentor to first year teachers.</li> <li>3) District presidents should keep updated lists of all teachers in their districts. Use administrators and music store road people to help identify first year teachers.</li> </ol>	<p><u>Mentoring</u></p> <ol style="list-style-type: none"> <li>1) Increase the number of first year teachers receiving a music mentor.               <ol style="list-style-type: none"> <li>a. Increase by 10%.</li> </ol> </li> <li>2) State/District mailing.</li>   <li>3) List</li> </ol>

<p><u>Retention</u></p> <p>1) Provide clinic(s) at the In-Service Workshop (possible proposals).</p> <p>a) Teacher Burnout</p> <p>b) Teaching orchestra as a band director, orchestra director teaching band, choir teacher teaching band and/or orchestra, orchestra and/or band director teaching choir.</p>	<p><u>Retention</u></p> <p>1) ISW Clinics</p>
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**3. Organization – To review and modify the organization structure of KMEA to best serve the music educators of Kansas**

**Ad Hoc Committee**

**Organization Committee – KMEA Board**

**Subcommittees**

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

**All-State Festival Ensemble Subcommittee Members:** \*Laura VanLeeuwen – Chair, NE; Executive Board; Randy Fillmore, Festival Ensembles Manager; Kevin Findley, ISW Arrangements; others as needed.

**On-Line Kansas Music Review Subcommittee Members:** \*Cathy Hunt – Chair, KMR Editor; Troy Johnson, Web and Technology Manager; Bob Lee, KMR Advertising Manager; Executive Committee; District Presidents; others as needed.

Objective	Measures
<p><u>In-Service Workshop</u></p> <p>1) Determine additions and/or adjustments to the KMEA In-Service Workshop based on needs and interests of members</p>	<p><u>In-Service Workshop</u></p> <p>1) ISW 2012/2013</p>

<p><u>All-State Festival Ensembles</u></p> <ol style="list-style-type: none"> <li>1) Develop the performance and rehearsal schedules for the All-State Festival Ensembles.</li> <li>2) Evaluate the current policies and procedures associated with the All-State Festival Ensembles.             <ol style="list-style-type: none"> <li>a) Eligibility</li> <li>b) Logistics</li> <li>c) Facilities</li> </ol> </li> </ol> <p><u>On-Line Kansas Music Review</u></p> <ol style="list-style-type: none"> <li>1) Develop the on-line version of the KMR.             <ol style="list-style-type: none"> <li>a) Constant committee review and modify.</li> </ol> </li> </ol> <p><u>KMEA Financial Stability</u></p> <ol style="list-style-type: none"> <li>1) KMEA Fund             <ol style="list-style-type: none"> <li>a) Continue to publicize and promote.</li> </ol> </li> <li>2) Seek other forms of contributions.</li> </ol>	<p><u>All-State Festival Ensembles</u></p> <ol style="list-style-type: none"> <li>1) Complete Schedule</li> <li>2) Present issues and concerns, June 2011/2012             <ol style="list-style-type: none"> <li>2a) Provide recommendations, August 2011/2012</li> </ol> </li> </ol> <p><u>On-Line Kansas Music Review</u></p> <ol style="list-style-type: none"> <li>1) On-Line Review Posted</li> </ol> <p><u>KMEA Financial Stability</u></p> <ol style="list-style-type: none"> <li>1) 25% Growth</li> <li>2) Contributions</li> </ol>
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