



## 2013 – 2015 Strategic Plan

### 2013 – 2015 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 2013-2015

Avian Bear, Craig Manteuffel, Martha Gabel, John Taylor, Troy Johnson, Mary Rose Biltz, Vesta Jo Still, Chad Coughlin, Erika Clausing, Shawn Knopp, Mark Gard, Fred Burrack, Phillip Payne, Bill Schick, Gayle McMillen, Jordan Northerns, John Womeldorff , Vicky Artzer, and Rebecca Bollig

### 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:

- **Music Advocacy**
  - **Local**
  - **District**
  - **State**
- **Serving the Profession and the Music Educator**
  - **Communication Process – Rolodex, Website**
  - **Retired Music Educator Outreach**
  - **Special Needs Resources**
  - **More Personal Contact with All Music Educators**
- **Organizational Vitality**
  - **Overall Membership Increase**
  - **Target Elementary Member Increase**
  - **Meaningful Professional Development**

# 1. Music Advocacy – To develop a stronger “grass roots” method of advocating for music education at the local and state level.

## Ad Hoc Committee

**Advocacy Committee Members** - \*Fred Burrack, Co-Chair, \*Phillip Payne, Co-Chair, KMEA Executive Council, District Advocacy Chairs: NW Bill Schick, NC Gayle McMillan, NE Vicky Artzer, SW Kelly Knedler, SC Jordan Northerns, SE Christa Weber & John Womeldorff, Chris Johnson, Research

### Objectives

- 1) Populate the Advocacy Site with strategically selected advocacy information that is relevant to Kansas Music Educators.
- 2) Develop a common vocabulary to communicate with administration in local communities.
- 3) Develop talking points with easy access to music educators throughout the state.
- 4) Work to reinstate lost music positions from cuts over the previous five years.
- 5) Identify teacher satisfaction and teacher perception on challenges in providing a quality music education.

### Measures

- 1) Each Advocacy Chair reviews NafME advocacy materials, choosing relevant and useful information.
- 2) Advocacy committee selects and organizes information, develops how to package each segment.
- 3) Advocacy committee finalizes plan and makes talking points accessible via KMEA website.
- 4) Advocacy Chair creates list of all district losses and information is gathered through personal contact by Advocacy members.
- 5) Advocacy Chair develops survey questions and determines the best response mechanism.

**2. Serving the Profession and the Music Educator – Create more effective methods of communication to strengthen the information network within the state.**

**Ad Hoc Committee**

**Communication Committee** – \*Craig Manteuffel, Chair; Troy Johnson, Web & Technology Manager; KMEA Executive Council; District Presidents, SE Mark Gard, NE Chad Coughlin, SW Erika Clausing; Rebecca Bollig, MIOSM; Kelly Knedler, Mentoring Co-Chair, Special Needs Co-Chairs

**Objectives**

- 1) Improve the communication process.
- 2) Outreach to retired teachers.
- 3) Provide information/resources to teachers working with special needs population.
- 4) Provide clear communication from website.
- 5) Provide more personal contact with members and non-members.

**Measures**

- 1) Membership rolodex organizes communication.
- 2) Each District President submits a contact list of the retired teachers in district.
- 3) Special Needs Co-Chairs provide resources, strategies, and awareness of rules and regulations of SPED.
- 4) Webmaster simplifies website.
- 5) All KMEA officers/advisors reach out to let all music teachers know what KMEA can do to help them.

**3. Organizational Vitality – To increase membership in KMEA and provide outstanding, meaningful professional development.**

**Ad Hoc Committee**

**Membership & Staff Development Committee** – \*Martha Gabel, Chair; KMEA Executive Council; District Presidents, NC Joel Gittle, SC Shawn Knopp, NW Vesta Jo Still; Holly Taylor, Mentoring Co-Chair, Billy Wicks, NAFME Collegiate President, Membership Advisory Chair, Jennifer Donovan, Elementary Chair

**Objectives**

- 1) Increase overall membership at ISW.
- 2) Outreach to new teachers and college students on all formats/platforms.
- 3) Enhance differentiated instruction.
- 4) Increase elementary teacher involvement.
- 5) Assist Teacher Evaluation process.

**Measures**

- 1) Membership Advisory Chair will focus the initiative.
- 2) Committee makes info easier to find for what new teachers and college students need to assist them.
- 3) KMEA continues to provide new resources for all and adds Master Teacher videos available through KMR.
- 4) Committee communicates to administrators that the ISW provides outstanding professional development for elementary music teachers.
- 5) KMEA provides staff development opportunities to assist teacher preparation for evaluation.