

# KMEA 2017-2019 Strategic Plan

<b>1. Music Advocacy</b>	
<b>In attempts to inform, engage and activate the public, policymakers and educational leaders to promote and support music, KMEA will help Kansas teachers develop their own Community Building, and Advocacy Plans of Action.</b>	
<b>Objectives/Indicators</b>	<b>TIMELINE: Measures of Accomplishment</b>
<p><b>1. Provide Resources and Advocacy Tools to KMEA membership.</b></p> <p>a. Compile up-to-date Advocacy resources for KMEA Advocacy website. Resources will include:</p> <ul style="list-style-type: none"> <li>○ Ideas for directors to advocate for their local programs.</li> <li>○ Government Relations topics.</li> <li>○ Ideas for MIOSM.</li> <li>○ Links to Music Advocacy sites</li> </ul> <p>b. Establish an Advocacy Committee** to work together to provide a statewide, unified message/plan for membership to access.</p> <p>c. Updates on legislative issues related to music education, from Government Relations and MIOSM Chairs, sent to membership via email, KMEA website and social media accounts as well as through KMR articles and updates.</p>	<ul style="list-style-type: none"> <li>● KSMEA.org Advocacy Webpages brought up-to-date and functioning by August 10.</li> <li>● Advocacy Websites completed, June, 2018</li> <li>● Government Relations updates provided for KMR publication, social media sites and email blasts – Fall, 2017, Spring, 2018 through Spring, 2019</li> <li>● More statewide participation MIOSM. Ask teachers to send examples of MIOSM projects/performances—highlight in KMR and on KMEA website. Spring, 2018/Spring, 2019</li> <li>● Provide Advocacy “tools” check-list on KMEA website</li> <li>● First Advocacy Committee Meeting takes place by Fall, 2017 and meets annually.</li> </ul>
<p><b>2. Communicate with state leaders and patrons to provide current information and advocate for music education programs in Kansas.</b></p> <p>a. Continue to host a Music Advocacy Day at the State Capitol to meet with state leaders.</p> <p>b. Extend invitations to state leaders, administrators and KSHSAA representatives to attend the Mini-Conventions and In-Service Workshop (ISW).</p> <p>c. Communicate with KSDE, state leaders and the ESEA Advisory Council, keeping ESSA and State Music Standards a focus.</p> <p>i. Educate Kansas School Administrators and local decision makers so they understand</p>	<ul style="list-style-type: none"> <li>● Government Relations Chair plans Music Advocacy day and schedules appointments with selected leaders.</li> <li>● Invite special guests, or VIPs, to the ISW and District Events, and introduce them when they attend our events.</li> <li>● Social Media sites established and utilized for events around the state</li> <li>● New board position—appointed or hired Social Media Manager – June, 2018</li> </ul>

<p>that Kansas School Music Programs are included in ESSA: helping to insure access to Federal dollars.</p> <p>ii. Share Standards to Curriculum successes with Administrators and KSDE.</p> <p>d. Social Media Representative needed.</p> <p>e. Host Parent Receptions during KMEA ISW for parents of All-State Performers</p>	<ul style="list-style-type: none"> <li>• Highlight musical performances at the Capitol Building – throughout the school year.</li> <li>• ISW Parent Reception – one reception in 2018 ISW</li> </ul>
<p><b>3. Provide strategies to develop “home-grown talent” awareness.</b></p> <p>a. Members submitting articles via KMR and links provided in social media sites</p> <p>b. Encourage Affiliate Organizations to send articles and events to be published in KMR</p> <p>d. Showcase Kansas school music program successes</p>	<ul style="list-style-type: none"> <li>• Advocacy clinic sessions scheduled during the 2018 and 2019 ISW</li> <li>• Distribute KMR guidelines for article submission– August, 2017</li> <li>• District Advocacy Chairs &amp; Affiliate organizations submit articles to KMR</li> <li>• New Advisory Position – Social Media/PR for KMEA – position filled by June, 2018</li> </ul>
<p><b>**Advocacy Committee: Kelly Knedler, Advocacy Chair, Patty Ahern, MIOSM Chair, Mike Quilling, Government Relations Chair and Advocacy Chairs from each KMEA District</b></p>	

## 2. Professional Development

**KMEA will provide leadership and professional development on the Kansas State Music Standards, curriculum development, and best practices for the implementation of the new standards, and related assessments.**

<b>Objectives/Indicators</b>	<b>Measures of Accomplishment</b>
<p><b>1. Inform Kansas School Administrators and State Leadership about the developments with ESSA and keep them aware of the New Kansas Music Standards.</b></p> <p>a. Government Relations Chair continues to help connect KMEA with Legislators and KSDE representatives in spreading awareness of ESSA.</p> <p>b. Work with KSHSAA Advisor, Craig Manteuffel, for assistance in communications with Kansas School Administrators</p> <p>c. Invite KSDE, Administrators and other VIPs to attend KMEA ISW and experience the professional development opportunities first-hand.</p> <p>d. District and State Leadership inform all teachers, and District Community, of the new KS Music Standards.</p> <p>e. Guide Kansas Music Teachers to develop curricula based on the new Kansas Music Standards.</p>	<ul style="list-style-type: none"> <li>• Gretchen Bixler and Mike Quilling will attend KSDE Advisory Council workshop – July, 2017</li> <li>• Government Relations Advisor, Mike Quilling will establish a relationship with KSDE advisory council members, promoting collaborative efforts between KMEA and KSDE—keeping ESSA</li> <li>• Email blasts and letters encouraging administrators to collaborate with music teachers regarding the need for new curricula</li> <li>• Administrative “track” in ISW program</li> <li>• Discuss updates to ESSA and Music Standards and advocate for Kansas</li> </ul>

	<p>School Music Programs - Music Day at the Capitol, annually</p> <ul style="list-style-type: none"> <li>• Presidential Talking Points at Summer Workshops and Mini-Conventions provide ESSA and Standards Updates – July, 2017 – December, 2017</li> </ul>
<p>2.</p>	<ul style="list-style-type: none"> <li>• “Standards to Curriculum” clinic sessions presented at KMEA 2018 &amp; 2019 ISW.</li> <li>• KSMEA website provides Links to NAFME website – lesson plans and videos available</li> <li>• Advisory Committee provides - TUTORIAL videos posted on KMEA website - different stages of implementation</li> <li>• Standards to Curriculum Provide clinic sessions on implementation of standards, and curriculum building at Affiliate Summer Workshops - Summer 2018</li> <li>• 25 districts will have completed or begun the process of developing curricula with new standards implementation – June, 2019</li> </ul>
<p><b>3. Provide professional development workshops, for implementation of Assessments within a new Curriculum, for music educators in school districts using the new Kansas State Music Standards.</b></p> <ol style="list-style-type: none"> <li>Plan and facilitate clinics during the 2018 and 2019 ISW that focus on using the standards to develop district curriculum</li> <li>Offer workshops prior to ISW and prior to KMEA Leadership Camp, and through Affiliate workshops</li> <li>When Implementation of standards and curriculum development is complete, the implementation of assessments follows.</li> </ol>	<ul style="list-style-type: none"> <li>• Clinic sessions focusing on the implementation of the new standards scheduled during the 2018 &amp; 2019 ISW, and early June, 2018 &amp; 2019 or late July, 2018 &amp; 2019</li> <li>• Articles or columns supporting standards and assessments implementation, and curriculum design will be included in one or more issues of the KMR during 2017 – 2019</li> <li>• 2019 ISW - at least 5 Clinic Sessions at ISW to implement assessments</li> </ul>
<p><b>** ‘Standards to Curriculum’ Cadre: Martha Gabel will chair a committee made up of content area experts who have successfully built new curricula with new standards.</b></p>	

**3. Recruitment and Retention**

**KMEA will foster activity in recruiting and retaining music teachers, with the continued growth of our Mentor Program, while maintaining the vitality of the profession.**

Objectives/Indicators	Measures of Accomplishment
<p><b>1. Increase connections and professional development opportunities for novice teachers at the District and State levels.</b></p> <ul style="list-style-type: none"> <li>a. Continue to provide badge ribbons for new teachers, and for State and District Mentoring Chairs during the ISW, and encourage membership awareness of ribbons.</li> <li>b. Organize Meet and Greet opportunities for new teachers during District Mini-Conventions - to be addressed by Executive Council member</li> <li>c. Organize New Teacher workshop—chance to be together, discuss new teacher topics and meet mentors from across the state.</li> <li>d. Increase visibility for New Teacher events and activities via social media accounts and KMEA website.</li> </ul>	<ul style="list-style-type: none"> <li>• New teacher luncheon continues at ISW. Connections made for teachers without an assigned mentor.</li> <li>• Mentoring Sessions presented at ISW. Collegiate sessions, new teacher sessions and potential mentor sessions.</li> <li>• New teacher Meet and Greet sessions are implemented at the District Mini-Conventions - KMEA Executive Council member speaks to new teachers - December 2017 Calendar on KSMEA website – easily assessable to all – Fall, 2017</li> <li>• Continue posting on twitter and Facebook</li> <li>• New Teacher Workshop – late Summer/Early Fall, 2018</li> </ul>
<p><b>2. Provide training for District Mentoring Chairs (and mentors) to identify best practices and communication strategies for supporting novice teachers.</b></p> <ul style="list-style-type: none"> <li>a. Review and adapt procedural guidelines for the selection and training of District Mentor Chairs</li> <li>b. Add State Mentor Co-Chair – Three Co-Chairs (East, Central &amp; West) to train District Mentor Chairs and to oversee mentor program</li> <li>c. Mentor Meeting for District Mentor Chairs to organize new teacher activities for new teachers and mentors</li> <li>c. Develop a Mentor Training Program Mandatory for District Mentor Chairs to attend.</li> </ul>	<ul style="list-style-type: none"> <li>• Establish State Mentor Co-Chairs and Territory they will oversee – July, 2017</li> <li>• Annual Training sessions for District mentor chairs. Possible meeting times: June, July, August and/or Fall New Teacher Workshop.</li> <li>• State Mentor Co-Chairs attend Missouri Mentor/New Teacher Workshop – October 1-2, 2017.</li> <li>• Mentoring Chairs for All KMEA Districts Selected – August 1</li> <li>• Revisit Mentor Selection Criteria – July 28, 2017</li> <li>• Mentor Training Program and meetings implemented by June, 2018</li> </ul>
<p><b>3. Increase level of accountability for new Mentors at</b></p>	

<p><b>the district and State levels.</b></p> <ul style="list-style-type: none"> <li>a. Post information on training and collaboration opportunities for new teachers at District Mini-Conventions and the ISW.</li> <li>b. Update Mentor handbook with contact information as well as accountability check-list- to be used as a guideline for Mentor reports</li> <li>c. Work with KS administrators to provide support for mentors at the local level.</li> <li>d. Develop according to needs of KMEA: Qualities of an Effective Mentor</li> </ul>	<ul style="list-style-type: none"> <li>• Mentors chosen by following “Qualities” document. August 1 each year</li> <li>• Mentoring Handbook, Check-list and Webpage up to date. July, 2017.</li> <li>• Contact information for State and District Mentoring Chairs is current and updated as needed.</li> <li>• Annual Training for new mentors before August each year.</li> <li>• Provide ISW Mentor-focused Clinic sessions for future and current mentors and Administrators.</li> <li>• Mentors follow check-list and report to State Mentor Chair each semester - Mentor report due January 1 and May 15.</li> </ul>
<p><b>Mentoring Committee: Gretchen Bixler, Regional Mentor Co-Chairs (West, Central and East) and District Mentor Chairs</b></p>	

**4. CAPACITY BUILDING- Focus on Procedures vs. Policy**

<p><b>KMEA will align the District Honor Ensemble Audition Procedures</b></p>	
<p><b>Objectives/Indicators</b></p> <ul style="list-style-type: none"> <li>1. Committee gathers and charts information about procedures from all Districts. <ul style="list-style-type: none"> <li>a. Compare and Contrast District Procedures</li> <li>b. Proposal for Suggested Policies for all Districts to follow.</li> </ul> </li> </ul>	<p><b>Measures of Accomplishment</b></p> <ul style="list-style-type: none"> <li>• Committee presents data to KMEA Board - February, 2018 Board Meeting</li> <li>• February, 2018 Board Meeting –</li> <li>• Committee presents plan for alignment - June, 2018 Board Meeting</li> <li>• Open Discussion – July, 2018 Board Meeting</li> <li>• Implement any changes necessary, upon recommendation of the committee – after March 1, 2019</li> </ul>

## 5. INCLUSION - Connecting to Membership

**KMEA will increase the involvement of Middle Level teachers in KMEA District and State activities and events.**

Objectives/Indicators	Measures of Accomplishment
<p><b>1. Bring ISW Clinic Sessions specific to Middle Level trends in all music content areas.</b></p> <ul style="list-style-type: none"> <li>a. ML Committee works together to communicate with affiliate organizations and master teachers state-wide.</li> <li>b. Affiliate Organizations submit ML focused clinic session ideas for ISW.</li> <li>c. Tried and True offerings or round table sessions.</li> <li>d. Headliners focusing on ML brain development, and education trends, brought in for ISW.</li> </ul>	<ul style="list-style-type: none"> <li>• October 1 – clinic proposals submitted</li> <li>• Email Affiliate Presidents regarding Board Meeting discussions about Clinic Proposal submissions, before their Fall Board meetings occur.</li> <li>• Contact clinicians about clinic sessions – February, 2018 &amp; 2019</li> </ul>
<p><b>2. Increase opportunities to connect with ML music teachers at the District and State levels.</b></p> <ul style="list-style-type: none"> <li>a. Use other music events to promote KMEA ML events, focus and sessions.</li> <li>b. HIGHLIGHT ML happenings around the state – ML Orchestra (KASTA), ML Band (KBA), ML honor ensembles at the District Level and State level.</li> <li>c. Encourage Social Media/Advocacy to highlight ML activities.</li> <li>d. ML focus in the KMR.</li> </ul>	<ul style="list-style-type: none"> <li>• KMEA Executive Council representatives attend District ML workshops and professional development sessions offered by Affiliates – throughout the year</li> <li>• KMR submissions due September, January and April each year.</li> </ul>
<p><b>3. Grow Tri-M Chapter Membership, focusing on Recruitment of ML Tri-M Chapters in Kansas.</b></p> <ul style="list-style-type: none"> <li>a. Encourage HS Tri-M Sponsors to recruit feeder schools to grow Tri-M chapters</li> <li>b. Collegiate and Tri-M collaboration at KMEA ISW.</li> <li>c. Showcase Tri-M happenings in KMR and on Social Media websites as well as KSMEA website.</li> <li>d. Invite Tri-M sponsors to attend KMEA Leadership Camp or provide a Leadership Workshop opportunity for Tri-M sponsors.</li> </ul>	<ul style="list-style-type: none"> <li>• Tri-M Co-Chairs contact Kansas Tri-M Membership, September 30, 2017</li> <li>• Provide incentives/recognition to HS Chapter who recruits ML feeder to install ML chapter – throughout the year</li> <li>• Clinic Sessions focused on Tri-M and Collegiate NafME Collaboration – 2018 ISW &amp; 2019 ISW</li> <li>• Workshop opportunities for Tri-M sponsors – Summer, 2018</li> </ul>
<p><b>Notes or committee: Co-Chairs, Alex McMahon and Shelly Cole contact Master ML teachers who will help carry out objectives. A member of each affiliate organization will serve on this committee.</b></p>	

## 6. STUDENT INVOLVEMENT Opportunities

**KMEA will offer more opportunities for Kansas high school musicians to perform in an All-State Ensemble.**

Objectives/Indicators	Measures of Accomplishment
<p><b>1. Add a 2<sup>nd</sup> All-State Choir to the roster of ISW All-State performances.</b></p> <p>a. District Presidents will discuss options with KMEA membership.</p> <p>b. KCDA will gather feedback from KCDA membership.</p> <p>c. Appoint a committee to develop the formula deciding how many singers from each district will sing in the All-State Choirs.</p> <p>d. Appoint a new All-State Choir Assistant Chair</p>	<ul style="list-style-type: none"> <li>• 2017 June Board Meeting – recommendation of choir option</li> <li>• 2017 July Board Meeting – VOTE on the type of choir</li> <li>• August, 2017 – appoint new All-State Choir Assistant Chair</li> <li>• 2018 June Board Meeting - Formula committee shares new formula</li> <li>• 2018 June/July Board Meeting – KMEA Board approves formula</li> <li>• Fall, 2018 – Audition results with new formula.</li> <li>• ISW February, 2019 – Implementation of the New All-State Choir!!</li> </ul>
<p><b>2. Explore the option of allowing Freshmen to audition for KMEA All-State High School Performing Ensembles.</b></p> <p>a. A Committee** is appointed to compile data, and explore all aspects for adding FR. Eligibility for All-State groups</p> <p>b. Affiliate Presidents and District take discussion points to membership.</p> <p>c. Committee brings all information to KMEA board for a vote.</p>	<ul style="list-style-type: none"> <li>• 2017 July Board Meeting – discussion ensues and we appoint committee</li> <li>• Fall, 2017 - Survey is distributed</li> <li>• 2017 District Mini-Conventions – discussions</li> <li>• 2018 February – committee update and implementation plan presented to the KMEA Board</li> <li>• 2018 June Board Meeting – Board Vote to decide whether or not we add Freshmen to All-State eligibility</li> <li>• ISW February, 2019 – Implementation of Freshmen If KMEA Board votes “Yes” to allow Freshmen perform in High School All-State Honor Ensembles</li> </ul>

## **STRATEGIC PLAN, 2017-2019**

**STRATEGIC PLANNING COMMITTEE:** Martha Gabel, Gae Phillips, John Taylor, Mike Quilling, Kayla Tiemeyer, Darren Brooks, Willey Abati, Bryan Kirk, Elise Peterson, Brandon Wade, Amanda VanAusdall, Holly Taylor, Troy Johnson, Kris Brenzikofer, Fern Stevemer, Alex McMayon, Summer Miller, Lance Quilling, Carrie DeVries, Randy Fillmore

### **1. Music Advocacy**

**In attempts to inform, engage and activate the public, policymakers and educational leaders to promote and support music, KMEA will help Kansas teachers develop their own Community Building, and Advocacy Plans of Action.**

1. Provide Resources and Advocacy Tools to KMEA membership.
2. Communicate with state leaders and patrons to provide current information and advocate for music education programs in Kansas.
3. Provide KMEA membership with strategies to develop “home-grown talent” awareness.

### **2. Professional Development**

**KMEA will provide leadership and professional development on the Kansas State Music Standards, curriculum development, and best practices for the implementation of the new standards, and related assessments.**

1. Inform Kansas School Administrators and State Leadership about the developments with ESSA and keep them aware of the New Kansas Music Standards.
2. Continue to facilitate the training on implementation of New Standards, adding the development of District Curricula (based on the newly revised Kansas State Music Standards), to KMEA membership.
3. Provide professional development workshops for credit and assistance/support for music educators as they implement the newly revised Kansas State Music Standards and begin adding assessments to curriculum.



### **3. Recruitment and Retention**

**KMEA will foster activity in recruiting and retaining music teachers, with the continued growth of our Mentor Program, while maintaining the vitality of the profession.**

1. Provide training for District Mentoring Chairs (and mentors) to identify best practices and communication strategies for supporting novice teachers.
2. Increase connections and professional development opportunities for novice teachers at the District and State levels.
4. Increase level of accountability for new Mentors at the district and State levels.

### **4. Capacity Building – Focus on Procedures vs. Policy**

**KMEA will align the District Honor Ensemble Audition Procedures**

1. Committee gathers and charts information about procedures from all Districts.
2. Committee Brings recommendation to the KMEA BOD.

### **5. Inclusion – Connecting to Membership**

**KMEA will increase the involvement of Middle Level teachers in KMEA District and State activities and events.**

1. Bring ISW Clinic Sessions specific to Middle Level trends in all music content areas.
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3. Grow Tri-M Chapter Membership, focusing on Recruitment of ML Tri-M Chapters in Kansas.

### **6. Student Involvement Opportunities**

**KMEA will offer more opportunities for Kansas high school musicians to perform in an All-State Ensemble.**

1. Add a second All-State Choir to the roster of ISW All-State performances.
2. Explore the option of allowing Freshmen to audition for KMEA All-State High School Performing Ensembles.